East Anglian
Air Ambulance

Welcome
to our brand

Brand Guidelines
Version 2.0

Our identity helps define who we are, what we stand for and helps reinforce our values.

It's important that our identity is applied consistently and correctly across all clothing, stationary, vehicles, merchandise, printed media, television and web elements. The guidelines outline the correct logo, colours, typeface and other elements that must be used. If you have any questions regarding this identity please direct them to the marcomms team at: **marcomms@eaaa.org.uk**

We want our identity to play a vital role in communicating the values and personality of the charity. This toolkit should help to inspire and guide you when creating any form of communcation for the charity. They will help maintain consistency throughout our material ensuring we remain instantly recognisable, standing out from the crowd and reinforce strong relationships with our supporters.

East Anglian Air Ambulance

'RAISE'

EAAA'S CORE VALUES

RESPECTFULNESS

Aware of our impact on others, helping everyone to be the best they can be (inclusivity/diversity) and respecting how we are funded

ACCOUNTABILITY

Accepting ownership and delivering what is our responsibility

INTEGRITY

Being honest and open/frank, consistent (responsive) in our decision making, putting the best interests of the Charity first

SUPPORT

Demonstrating appropriate care of ourselves, each other and the environment. Working collaboratively as One Team

EVOLUTION

Looking for ways to improve and responding constructively to changes which are instigated by others

The EAAA Brand
Who, what, why?

In order to inspire people to work with us, we need to clearly and consistently communicate who we are, what we do, and why we do it.

Who we are: A charity providing a lifesaving emergency medical service; a team; we take action; we make a positive difference; we touch lives; we inspire and we help save lives.

What we do: Deliver a helicopter emergency medical service (HEMS). Together we save lives.

Why we do it: Because accidents and medical emergencies do happen. Our highly skilled medics take A&E level care to the scene of an incident. We can reach patients anywhere in our region within 25 minutes and can transport them rapidly to the appropriate hospital, if required, making us faster than some emergency services.

Why should someone donate money to us?

Donors need to understand what good will be achieved when they donate their money or time. Not every message from us needs to explicitly explain who, what, why, and how, but our supporters do need to know that our service saves lives. That's why they should support us.

Marcomms are happy to provide specific content about who we are and why we do it.

The EAAA strapline sums this up nicely.

Our design principles

The following Design principles exist to ensure that all material produced by and for EAAA is consistent with our values.

They should be the starting point of every single piece of EAAA design, from corporate stationery right through to products and packaging.

1. Simple but powerful.

2. Straightforward, honest and functional.

3. Responsible and consistent.

4. Intelligent, inspiring and inviting.

5. Empowering for our supporters.
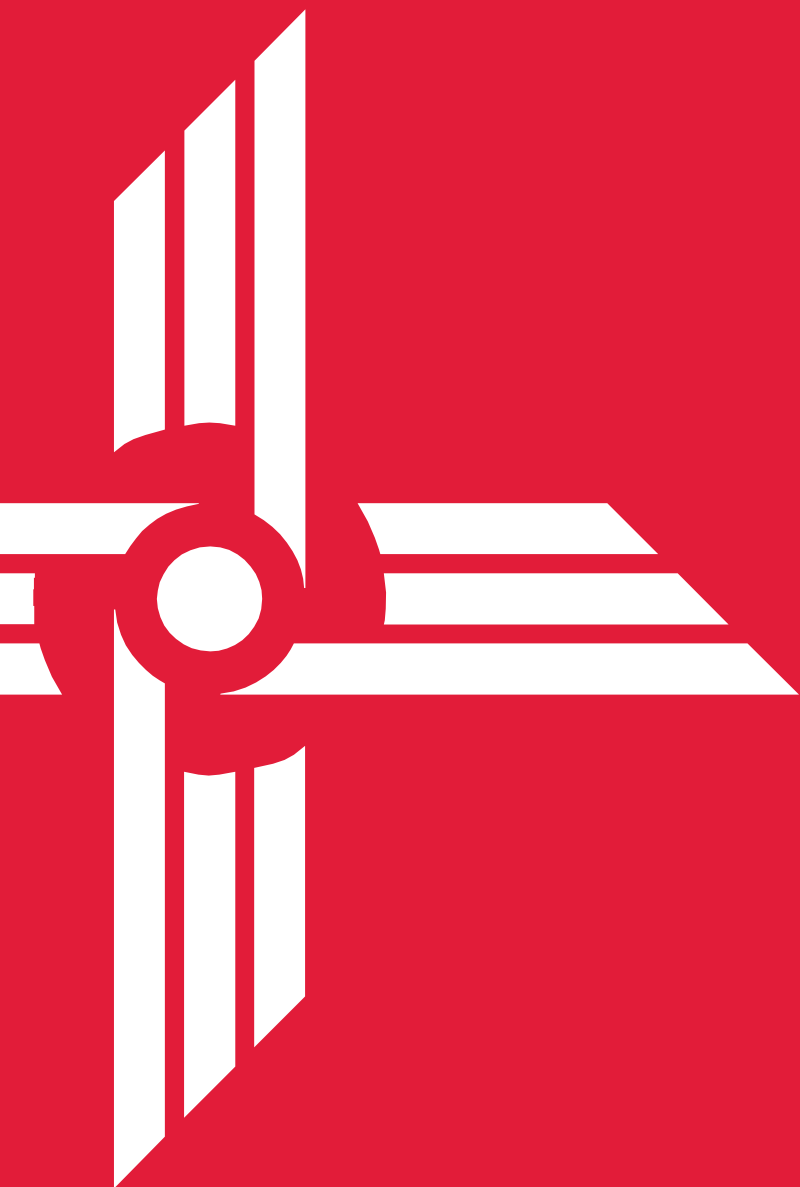
Charity Logos

In this section please see the full range of the charity logos available along with reccomended instructions on how to aply them. If you require further information or you wish to seek aproval for a logos use please contact:

marcomms@eaaa.org.uk

Primary Charity Logo

Our Primary logo should be used for most
purposes on white or with our EAAA yellow fill.

A white logo is available for dark colours or use
on our red fill.

If sat over photography, make sure the logo
s clearly visible.

Primary Charity Logo

Our Primary logo should be used for the majority of outcomes produced by the charity including: screenprinting, embossing, embroidery, print, digital, web and video.

- Use the logo in the top right corner of printed material wherever possible.

- Repeat the logo on the back of a leaflet if space allows

Do not:

Use logo smaller than 25mm wide, stretch or modify in anyway, cut any areas off the logo or reproduce in different colours.

Other designated colours available, see variations.

Min 25mm

Blue outline indicates **clear space** and must be kept free of other elements

The Grey hatched area indicates the **safe zone**

The **minimum** required clear space is defined by measurement '**x**' equal to the 3 lines of the rotor
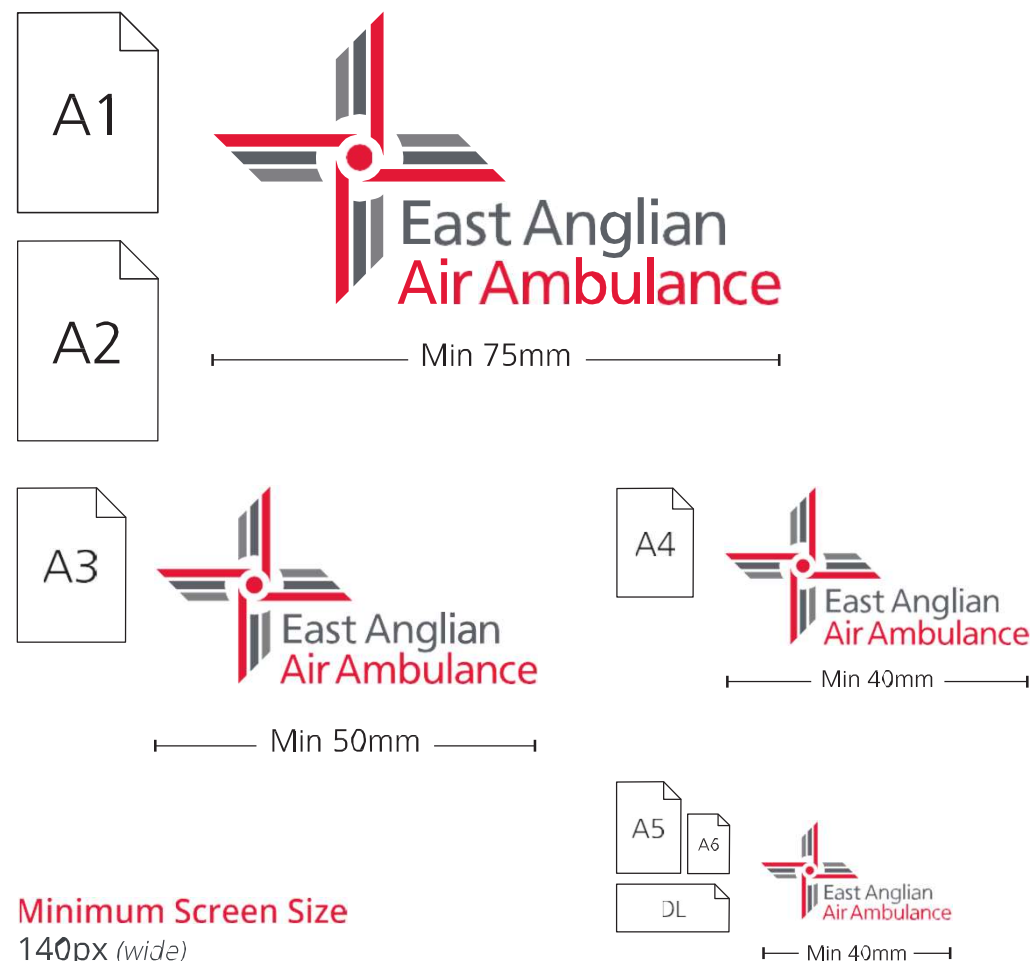
Available formats

- **JPEG** - for online and powerpoint (this can be aplied to print, but not advisable)

- **PNG** - this has a transparent background, perfect for online use

- **EPS** - for professional printing

- **PDF** - for professional printing

Other formats can be available if requested, but the above should meet most requirements.

Please use the sizes (right) as a rough guide. For larger aplications i.e. billboards, banners, vehicle please seek advice and aproval from:

marcomms@eaaa.org.uk

Prefered logo sizes

A1

A2

Min 75mm

A3

Min 50mm

A4

Min 40mm

A5

A6

DL

Min 40mm

Minimum Screen Size
140px *(wide)*

Never re-create our logo

Our logo has been optically crafted and refined to ensure functionality and legibility across various reproductions and scales.

Never simply type out the logo, Always use the provided logo files specific to your application. If you have any doubt please contact:

marcomms@eaaa.org.uk

Strapline

Our strapline, **"Together we save lives"** must appear on all our fundraising materials. It should be consistent in everything we say and do. Where possible this strapline needs to be written using the 'Jenna Sue' font. Marcomms can provide this.

Together we save lives should be written with an uppercase T at the beginning, all other letters must be lower case.

Together we save lives ✓

~~Together We Save Lives~~ ✗

Do not:

Change the font of this strapline. If you are unable to use Jenna Sue please contact Marcomms for the strapline as an .eps, .pdf, .png or .jpg.

Use the EAAA red where possible (See colours)

Alternative logos

On occassion there may be need for an alternative version of our logo. If you are confident the primary logo will not be suitable for the intented design of your document please see these alternatives.

Do not:

Use logo smaller than 25mm wide, stretch or modify in anyway, cut any areas off the logo or reproduce in different colours. Please ensure you have explored the primary logo first.

You must seek aproval before using any of these logos on final outcomes and printed material.

Monochrome

Reduced space

Whiteout

Rotor only

- Monochrome single colour, Black, dark grey. Generally for use on black and white printed material.

- Whiteout single colour. Must be aplied to a contrasting background or solid colour, preferably red or black.

- Reduced space version for use where space is of extremely limited availability, or excessive white space is a problem.

- Rotor only. This should only be used in rare cases, or where the outcome already features the full logo.

In aid of logo

For any external event that is fundraising or oporating 'in aid of' East Anglian Air Ambulance. You must ensure that the correct 'in aid of' logo is used. The logo should feature on the front of every piece of promotional or fundraising material produced for the event.

When using this logo please see aproval from marcomms@eaaa.org.uk

Do not:

Use logo smaller than 25mm wide, stretch or modify in anyway, cut any areas off the logo or reproduce in different colours.

Supporters should seek EAAA aproval before using any of these logos on final outcomes and printed material.

In aid of primary

Whiteout

Monochrome

- Monochrome single colour, Black or dark grey. Generally for use on black and white printed material.

- Whiteout single colour. Must be aplied to a contrasting background or solid colour, preferably red or black.

Proud to support logo

For use by supporters, individual and corporate who wish to show their support for EAAA. You must ensure that the correct 'proud to support' logo is used. The logo should feature on the front of every piece of promotional or fundraising material.

When using this logo please see aproval from marcomms@eaaa.org.uk

Do not:

Use logo smaller than 25mm wide, stretch or modify in anyway, cut any areas off the logo or reproduce in different colours.

Supporters should seek EAAA aproval before using any of these logos on final outcomes and printed material.

In aid of primary

Whiteout

Monochrome

- Monochrome single colour, Black or dark grey. Generally for use on black and white printed material.

- Whiteout single colour. Must be aplied to a contrasting background or solid colour, preferably red or black.

Trading Logos

For use on trading related material only. You must ensure that the correct 'proud to support' logo is used. The logo should feature on the front of every design outcome.

When using this logo please see aproval from marcomms@eaaa.org.uk

Do not:

Use logo smaller than 25mm wide, stretch or modify in anyway, cut any areas off the logo or reproduce in different colours.

Seek aproval before using any of these logos on final outcomes and printed material.


Trading primary

Whiteout

Monochrome

- Monochrome single colour, Black or dark grey. Generally for use on black and white printed material.

- Whiteout single colour. Must be aplied to a contrasting background or solid colour, preferably red or black.

Our logo with copy

We wouldn't refer to East Anglian Air Ambulance by using the logo within copy, we would write East Anglian Air Ambulance or EAAA.

If we do need to sit copy alongside the logo always allow *at least* half the rotor element of the logo width between the text and the logo. Examples of the spacing and positioning below:
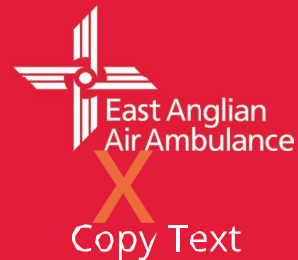
Charity colours

This section demonstrates the charity's core colours and recommended secondary colours. If you require further information or you wish to seek aproval for a colours use please contact:

marcomms@eaaa.org.uk

Using our Colours

Our brand yellow is one of the most important parts of our visual identity, as demonstrated by our Rapid Response Vehicles and Helicopters. Consistent use of our yellow will make sure EAAA communications are instantly recognisable.

EAAA Red and Grey have been chosen to compliment the EAAA yellow and create a modern, flexible system that allows clear and legible communication in all circumstances.

Print vs Screen

Please use the correct colour reference for your channel e.g if you are printing please use the Pantone or CMYK references but if you are designing for screen please use the RGB values or HEX reference.

Colour matching

If the production process uses a different reference system, please find the closest visual match.

Primary Colours

Our primary colour palette consists of our three main colours which should feature on virtually all marketing material; backgrounds, typography, graphics and logos can all be set using this palette.

You don't need to use all primary colours simultaniously on every piece of collateral. **White space is good**, please do not feel a need to fill every inch of space with colour.

Please note:

The process colour values specified are EAAA's preferred breakdowns and not those specified by Pantone, Inc. They have been chosen to achieve the most simple and accurate match for each colour when reproducing in CMYK or RGB.

Pantone® is a registered trademark of Pantone, Inc

Pantone 109u

HEX #FFC600

C 0
M 27
Y 91
K 0

R 255
G 198
B 0

Pantone 186C

HEX #DD042D

C 0
M 100
Y 81
K 4

R 221
G 4
B 45

Pantone Cool Gray 10c

HEX #646469

C 58
M 47
Y 42
K 31

R 100
G 100
B 105

Secondary Colours

Our secondary colour palette consists of three additional colours. These colours can be used to help add emphasis, impact or interest to a particular area. As a general rule however these colours should be used sparingly.

Please note:

The process colour values specified are EAAA's preferred breakdowns and not those specified by Pantone, Inc. They have been chosen to achieve the most simple and best possible match for each colour when reproducing in CMYK or RGB.

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Pantone Cool Gray 10c
(Variation)

Tint 70%

HEX #ABAAAA

C 40
M 33
Y 29
K 22

R 140
G 140
B 144

Darkened Grey

HEX #464749

C 58
M 47
Y 42
K 60

R 69
G 71
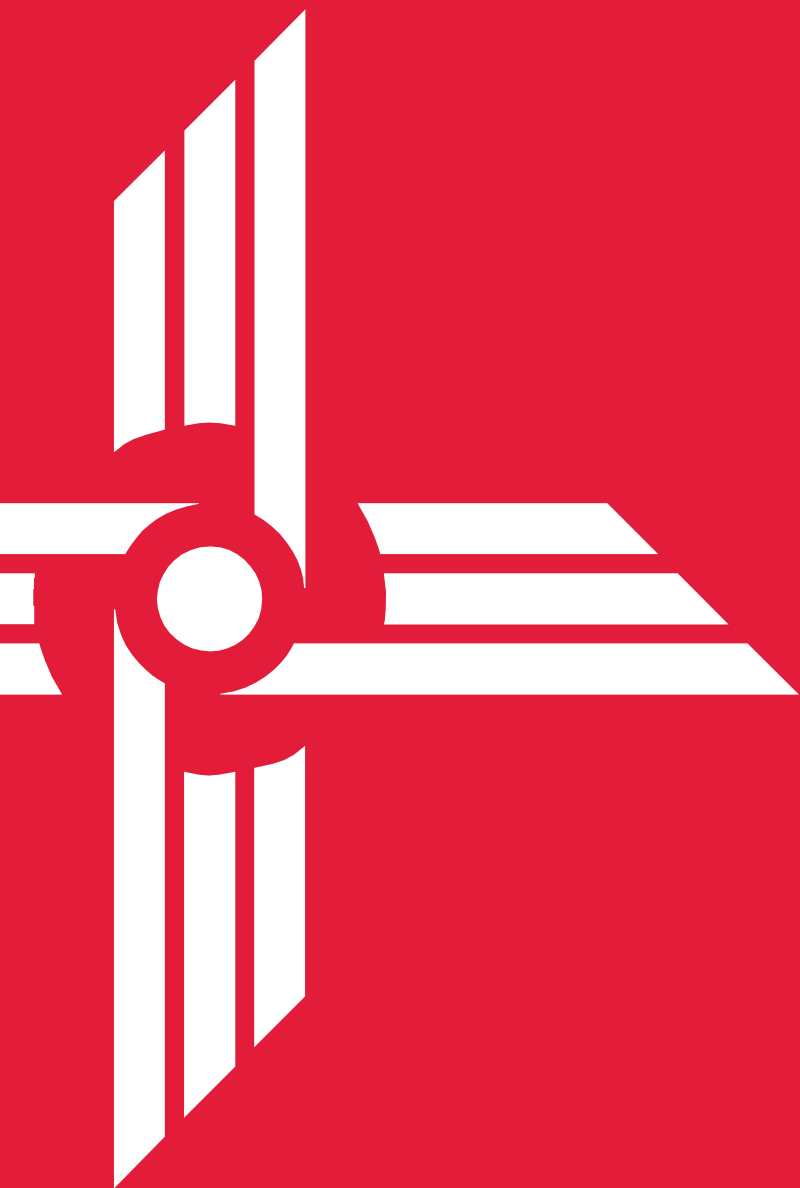B 73

Pantone 306u

Tint 70%

HEX #8BD1EA

C 48
M 0
Y 7
K 0

R 139
G 209
B 234

Fonts & typography

Typography is a crucial element of our brands visual identity. Using our chosen typefaces, the correct colours and weight, ensures that our typography is consistent and legible across all our communication. If you require further information or you wish to seek aproval for a fonts use please contact:

marcomms@eaaa.org.uk

Primary Fonts

The Frutiger font family is at the core of our visual identity. We use this font across all our communications. Most communications should be set with Frutiger light body copy. This gives us an approachable modern and confident typographic tone of voice that visually compliments our logo and is exceptionally legible.

Used for:

All EAAA messaging e.g

- Brand messaging
- Core product / service comms

Font or typeface?

The difference between a font and a typeface is the same as that between songs and an album. The former makes up the latter. Remember that and you're good to go.

Heading (Frutiger LT Std 65 Bold)

Frutiger 60pt*

Sub Heading (Frutiger LT Std 55 Roman)

East Anglian Air Ambulance is the Helicopter emergency medical service (HEMS) charity covering Bedfordshire, Cambridgeshire, Norfolk and Suffolk. 14pt*

Body (Frutiger Light)

East Anglian Air Ambulance exists to save lives by delivering highly skilled doctors and critical care paramedics by air or car to seriously ill or injured people in the region. We are a life-saving charity that is only kept airborne thanks to our incredible supporters.

Since our launch in 2000 we have attended over 25,000 lifesaving missions, touching the lives of many thousands of people.

Our crew comprises specialist pre-hospital doctors and critical care paramedics, operating out of two high-tech helicopters from 07:00 until 19:00 from our Norwich base and from 07:00 until midnight from our Cambridge base. We were the first air ambulance in the country to attend helicopter emergency medical incidents in the hours of darkness to unknown and unlit sites. 10pt*

Secondary Fonts

Bebas Neue creates tactical impact for key marketing messages to cut-through. Providing a strong more impacting presence.

Used for:

All EAAA messaging e.g

- Mission 24/7 communications
- Publication headlines
- Occassional marketing outcomes providing it matches the tone of the document
- Social posts providing it matches the tone of the post

Open Sans can be used as an alternative to Frutiger for body copy. You should seek aproval because finalising an outcome. Where possible please explore the use of our Primary Fonts first.

*Text pt sizes indicated are for demonstration only

Heading (Bebas Neue Bold)

BEBAS NEUE 70pt*

Sub Heading (Bebas Neue Regular)

EAST ANGLIAN AIR AMBULANCE IS THE HELICOPTER EMERGENCY MEDICAL SERVICE (HEMS) CHARITY COVERING BEDFORDSHIRE, CAMBRIDGESHIRE, NORFOLK AND SUFFOLK. 16pt*

Sub Heading/ pull quotes (Bebas Neue Light)

EAST ANGLIAN AIR AMBULANCE IS THE HELICOPTER EMERGENCY MEDICAL SERVICE (HEMS) CHARITY COVERING BEDFORDSHIRE, CAMBRIDGESHIRE, NORFOLK AND SUFFOLK. 14pt*

Body (Open Sans Regular)

East Anglian Air Ambulance exists to save lives by delivering highly skilled doctors and critical care paramedics by air or car to seriously ill or injured people in the region. We are a life-saving charity that is only kept airborne thanks to our incredible supporters. Since our launch in 2000 we have attended over 25,000 lifesaving missions, touching the lives of many thousands of people. 10pt*

Body (Open Sans Light)

East Anglian Air Ambulance exists to save lives by delivering highly skilled doctors and critical care paramedics by air or car to seriously ill or injured people in the region. We are a life-saving charity that is only kept airborne thanks to our incredible supporters. Since our launch in 2000 we have attended over 25,000 lifesaving missions, touching the lives of many thousands of people. 10pt*

Aditional Fonts

These fonts should be used sparingly and therefor you should seek aproval before finalising an outcome.

AmsiPro provides a softer more community focussed headline aesthetic due to its more rounded letter forms. Particularly useful for community fundraising material outcomes i.e. fundraising posters.

Verviene is a fun and playful font used to add a splash character and energy to an outcome. Particularly effective with lottery/ raffle elements or for adding a sense of personal touch i.e. handwriting.

Heading (AmsiPro Bold)

AmsiPro 70pt*

Sub Heading (Open Sans Semibold)

East Anglian Air Ambulance is the Helicopter emergency medical service (HEMS) charity covering Bedfordshire, Cambridgeshire, Norfolk and Suffolk. 14pt*

Sub Heading (Verviene Regular)

East Anglian Air Ambulance is the Helicopter emergency medical service (HEMS) charity covering Bedfordshire, Cambridgeshire, Norfolk and Suffolk. 17pt*

Emphasis (Jenna Sue)

East Anglian Air Ambulance is the Helicopter emergency medical service (HEMS) charity covering Bedfordshire, Cambridgeshire, Norfolk and Suffolk. 18pt*

Primary Text Colours

Our primary text colour palette consists of four main colours. Where possible please use either Black or Darkend Gray for body copy to ensure its legible. Please use judgment when selecting the correct colour to suitably contrast the background.

Please note:

The process colour values specified are EAAA's preferred breakdowns and not those specified by Pantone, Inc. They have been chosen to achieve the most simple and best possible match for each colour when reproducing in CMYK or RGB.

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Darkened Grey

HEX #464749

C 58
M 47
Y 42
K 60

R 69
G 71
B 73

Pantone 186C

HEX #DD042D

C 0
M 100
Y 81
K 4

R 221
G 4
B 45

Black

HEX #000000

C 0
M 0
Y 0
K 100

R 0
G 0
B 0

White (paper)

HEX #FFFFFF

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

Suggested sizes

These type-sizes should allow you to work with the most common print formats. All Frutiger typography should be set to 'Optical' with a tracking of Zero (0) to limit letter spacing issues

Sometimes text will need to be set at sizes other than these. Please try to ensure the typesize/leading visually matches these combinations, and wherever possible matches in with the baseline grid.

Minimum type sizes

Print
Smallest typesize: 7pt
Recommended typesize: 9-14pt

Digital
Smallest typesize: 16px

Demonstration only. Not actual artwork

Pull quote (Bebas Neue light)
"EAAA ARE TASKED AN AVERAGE OF EIGHT TIMES PER DAY."
12pt*

East Anglian
Air Ambulance

Heading (AmsiPro Bold)

Welcome
60pt*

Sub Heading (Frutiger LT Std 55 Roman)

East Anglian Air Ambulance is the Helicopter emergency medical service (HEMS) charity covering Bedfordshire, Cambridgeshire, Norfolk and Suffolk. 14pt*

Body (Frutiger Light)

East Anglian Air Ambulance exists to save lives by delivering highly skilled doctors and critical care paramedics by air or car to seriously ill or injured people in the region. We are a life-saving charity that is only kept airborne thanks to our incredible supporters.

Since our launch in 2000 we have attended over 25,000 lifesaving missions, touching the lives of many thousands of people.

Our crew comprises specialist pre-hospital doctors and critical care paramedics, operating out of two high-tech helicopters from 07:00 until 19:00 from our Norwich base and from 07:00 until midnight from our Cambridge base. We were the first air ambulance in the country to attend helicopter emergency medical incidents in the hours of darkness to unknown and unlit sites. 10pt*

Any further
questions?

f you are unsure about any aspect of
our visual identity and its application,
please don't hesitate to contact:

marcomms@eaaa.org.uk