



Y-Change Identity Guidelines

Version 0.1 – September 2020

A unique approach

Y-Change sits as a sub-identity within the Berry Street master brand hierarchy. All rules created for this identity build on the existing master brand and tailor it to meet the specific needs of the unique Y-Change audience.

Y-Change represents the voice of lived experience. Their visual identity should allow for multiple voices, multiple approaches and uniqueness. Y-Change is pushing the organisation and the sector forward, and their visual identity should be representative of that.

Through the creation of a Y-Change Visual Identity, we are creating clear guidelines around how Y-Change is presented. The aim of the visual identity is to create something recognisably Berry Street, but uniquely Y-Change. Through documenting these tenets of design, we aim to create a consistency, scalability, and a unique brand voice.

Logo Usage

Logo Name	Logo	Clear space	Minimum Size
Stacked with Strapline			50mm x 14mm in print 150px x 41px on screen
Stacked without Strapline			No minimum size stipulated, but the logo must be legible

Logo versions

The preferred version of the Berry Street logo is the *Stacked with Strapline* version. This should be featured on cover and title pages for documents and presentations and should be the first view of the Berry Street logo in any interaction.

After the first placement, subsequent placements can use the *Stacked without Strapline* version (e.g. in the running header of a multi-page document).

Clear space and minimum size

The Berry Street logo requires a minimum clear space, equivalent to the height of the word "BERRY", on all sides. This helps the logo stand out. The minimum size is indicated for both print and screen placements.

Please do not...

Stretch/squash the logo out of proportion



Change the colours of the logo



Remove any parts of the logo



Redraw the logo



Colour variations

The full-colour logos can be used on white or light coloured backgrounds, or images with light colours.

The reverse [White] logos can be used on darker background colours, or over dark images with suitable contrast.

In all placements, legibility of the logo is paramount.

The logo should not be used in Black unless the placement dictates single colour printing, such as newspapers.

Colour Palette

The Y-Change colour palette uses all colours from the original Berry Street colour palette. It does not introduce any new colours. However, it does reorder the importance of the colours.

By introducing the Pink and Coral into the core Y-Change palette, we create a more vibrant, interesting and gender neutral colour palette for core usage. The core palette should be used for high impact and be the dominant colours in any design, illustration or communications piece.

The accent palette uses several colours familiar to the Berry Street brand, but relegates their hierarchy to support the core palette.

We recommend not introducing any other colours into the Y-Change palette, to ensure a consistent look and feel that still aligns with the master brand.

Y-Change Core Palette



Berry Street Pink
C 0 M 54 Y 3 K 0
R 231 G 147 B 183
Pantone 2044C
HEX # E793B7



Berry Street Teal
C 80 M 23 Y 30 K 0
R 17 G 152 B 171
Pantone 7711C
HEX # 1198AB



Berry Street Coral
C 0 M 63 Y 75 K 0
R 255 G 106 B 57
Pantone 1645C
HEX # FF6A39



Berry Street Yellow
C 2 M 18 Y 76 K 0
R 250 G 206 B 90
Pantone 128C
HEX # FACE5A

Y-Change Accent Palette



Berry Street Deep Blue
C 92 M 52 Y 42 K 19
R 7 G 94 B 113
Pantone 7477C
HEX # 075E71



Berry Street Sky Blue
C 50 M 6 Y 22 K 0
R 125 G 194 B 199
Pantone 564C
HEX # 7DC2C7



Accent Orange
C 6 M 32 Y 76 K 0
R 237 G 178 B 87
Pantone 142C
HEX # EDB257



Accent Teal
C 65 M 8 Y 25 K 0
R 78 G 181 B 191
Pantone 7709C
HEX # 4EB5BF

Visual Treatments

The Y-Change visual identity largely uses illustration to help shape its look and feel.

Custom illustrations can be commissioned from artists, using the following tenets to help guide the visuals to ensure they remain on brand.

The Y-Change look and feel is more vibrant and freeform, when compared to the Berry Street identity. Nevertheless, effort should be taken to ensure that anything produced for Y-Change still feels like part of the overarching Berry Street brand.

When commissioning or designing visuals, keep in mind the following tenets:

- Ensure authentic, respectful and accurate representation of the subject matter
- Introduce dynamism – use imperfect lines, shapes and circles
- Bring flat information to life creatively
- Steer clear of a perfect, polished feel
- Ensure gender neutrality – in shapes, colours, figures
- Use of texture can be introduced where suitable
- Use the Y-Change colour palette – avoid introducing additional colours
- Continue to evolve over time; do not stagnate; build on the existing visuals and grow from them



Photography

Y-Change is in a unique position compared to Berry Street's other programs, as all participants are over 18 and can freely give permission for their image to be used. We should highlight our consultants as real people wherever possible.

Y-Change aims for authenticity and reality.

While the Berry Street brand often uses stock imagery to represent its work, the Y-Change brand should use imagery of real people wherever possible. Where this isn't possible, illustration should be used.

When commissioning photographers and approving photographs, keep in mind the following tenets:

- Authentic, respectful, accurate representation
- Use real people wherever possible
- Show personality through the photography
- Show diversity of people
- Avoid stock photography wherever possible
- Avoid insensitivity or stereotypical visuals or representations (e.g. graffiti)
- Steer clear of perfect, polished feel

