

BORN FREE

BRAND GUIDELINES



WHAT IS THIS DOCUMENT FOR?

Born Free is a name synonymous around the globe for its passionate campaigning to help all wild animals live a life free of captivity.

In these pages we outline the guidelines for use of the Born Free brand in all collateral – from leaflets and websites to newsletters and press releases – to ensure the charity's name and everything it stands for remains consistent.

The following pages will help you understand more about our charity and what we are striving for through our branding, and by using these guidelines you are helping to promote the work of Born Free and, in turn, wild animals across the globe.

- 1. LOGO**
- 2. COLOUR PALETTE**
- 3. TYPOGRAPHY**
- 4. TONE OF VOICE**
- 5. GRAPHIC LANGUAGE**
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1. LOGO

Elsa – the lioness who inspired the Born Free mission – remains at the heart of everything we do and she has a prominent position on our logo. She encapsulates all the animals we work for and her appearance in our logo is key.

As the most important element of our visual identity, the Born Free logo must remain instantly recognisable and consistent, so it is important that the following guidelines are adhered to.

We have created two variations of the logo to be used in different circumstances and applications. The Born Free 'filled' logo, should always be the first choice unless colour or print requirements dictate otherwise.



BORN FREE 'LINEAR' LOGO

This is to be used on all **light** backgrounds.



BORN FREE 'FILLED' LOGO

This is to be used on all **dark** backgrounds.

1. LOGO



BORN FREE 'LINEAR STACKED' LOGO

This is to be used on all **light** backgrounds.



BORN FREE 'FILLED STACKED' LOGO

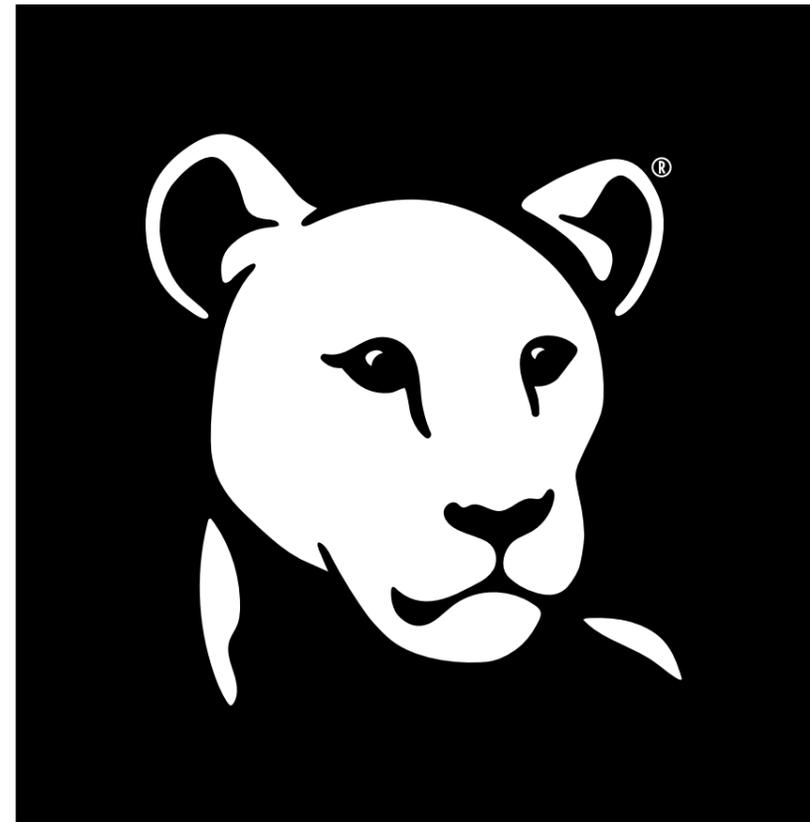
This is to be used on all **dark** backgrounds.

1. LOGO



LINEAR ELSA ICON

This is to be used on all **light** backgrounds.



FILLED ELSA ICON

This is to be used on all **dark** backgrounds.

1. LOGO

**Enough space must be left around the logo whenever it is used,
to ensure it stands out and maintains its impact.**

The exclusion zone that must be included is based on the height of the 'b' in the Born Free wordmark. The logo must only be reproduced from master artwork files and must not be redrawn, retyped or altered in any way.



2. COLOUR PALETTE



2. COLOUR PALETTE

The core colours of Born Free are black and orange. These ensure our logo and branding maintain maximum impact.

A secondary palette of colours, that represent the environments we work in, can be used as and when needed. The Pantones of these colours have been specifically chosen for their vibrancy and organic tones so they pair perfectly with our Elsa logo. It is therefore important that they are not altered in any way.

PRIMARY PALETTE



BORN FREE BLACK
100% Black



BORN FREE ORANGE
Pantone 130 Uncoated Pantone 130 Coated
C:00 M:31 Y:90 K:00 C:00 M:32 Y:100 K:00

SECONDARY PALETTE



EARTH

Pantone 731 Uncoated Pantone 732 Coated
C:17 M:49 Y:86 K:30 C:16 M:69 Y:100 K:71



SUNSET

Pantone 193 Uncoated Pantone 194 Coated
C:03 M:89 Y:49 K:09 C:08 M:100 Y:55 K:37



SUN

Pantone 114 Uncoated Pantone 116 Coated
C:00 M:07 Y:93 K:00 C:00 M:14 Y:100 K:00



GRASS

Pantone 377 Uncoated Pantone 377 Coated
C:44 M:03 Y:98 K:20 C:50 M:01 Y:100 K:20



SKY

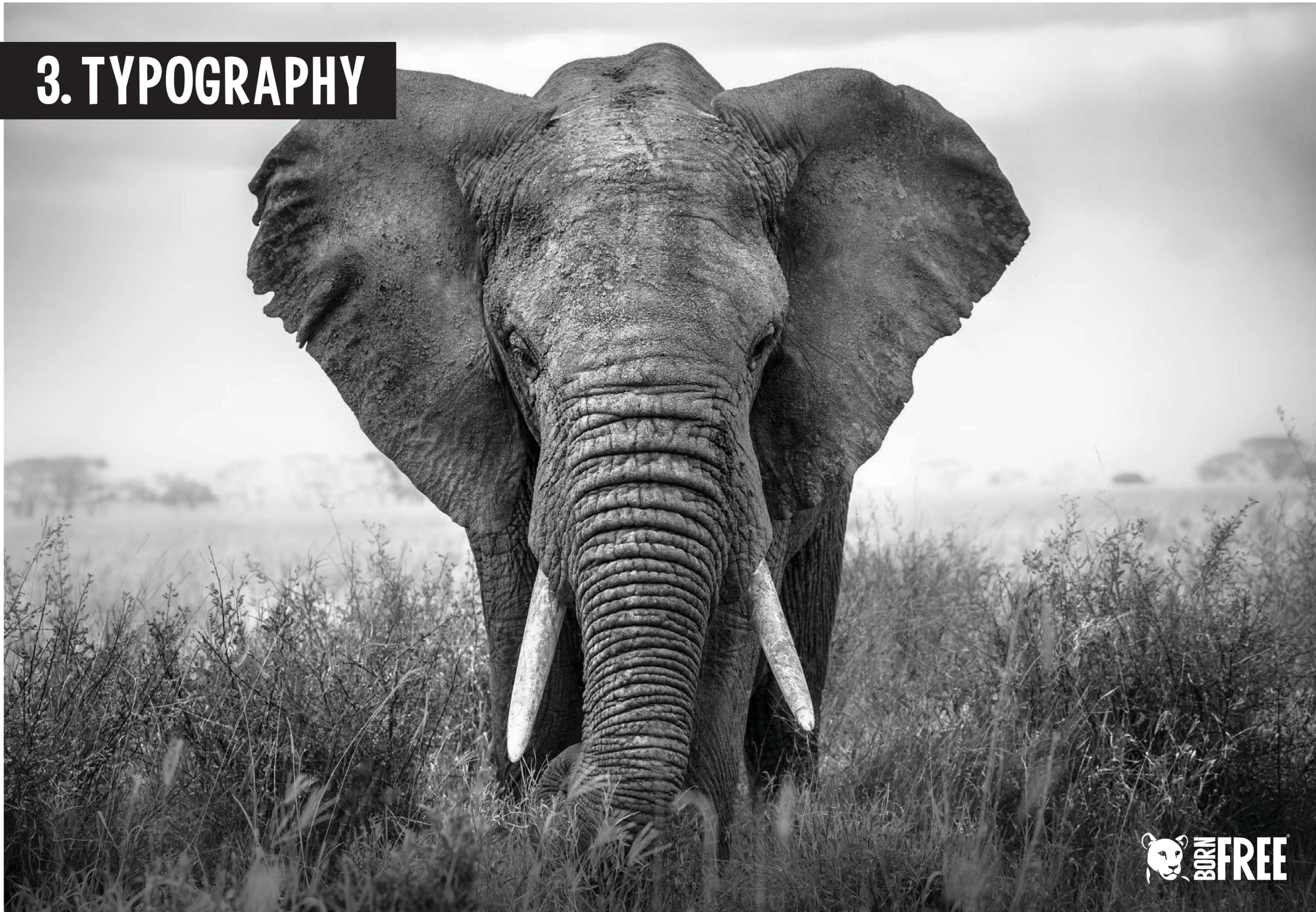
Pantone 646 Uncoated Pantone 646 Coated
C:62 M:30 Y:10 K:04 C:72 M:31 Y:03 K:12



HAZE

Pantone 7528 Uncoated Pantone 7529 Coated
C:03 M:06 Y:09 K:10 C:07 M:14 Y:20 K:22

3. TYPOGRAPHY



3. TYPOGRAPHY

As a charity Born Free is dedicated to keeping wildlife where it belongs – in the wild. Our campaigns have a serious message but we convey this to the public and our supporters in a friendly, accessible way and this is reflected in our typography.

Born Free Sans is the main font that should be used in all Born Free material. This bold but playful typeface reflects our friendly, open approach but with a serious, impactful undertone, that helps motivate people to support us.

To create hierarchy and pace in text, Helvetica Neue Bold and Helvetica Neue Light are to be used to offset the main font. Helvetica Neue is a Sans Serif typeface that is timeless, neutral and extremely legible, making it ideal for the Born Free brand.

BORN FREE SANS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?/&@\$%#**

HELVETICA NEUE BOLD 75

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?/&@\$%#**

HELVETICA NEUE LIGHT 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?/&@\$%#

3. TYPOGRAPHY

Our alternative typeface is Arial – please use this as the default replacement when producing documents in Microsoft Office applications.

ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!/?/&@\$%#**

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!/?/&@\$%#

ARIAL LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!/?/&@\$%#

3. TYPOGRAPHY

How to put it all together...

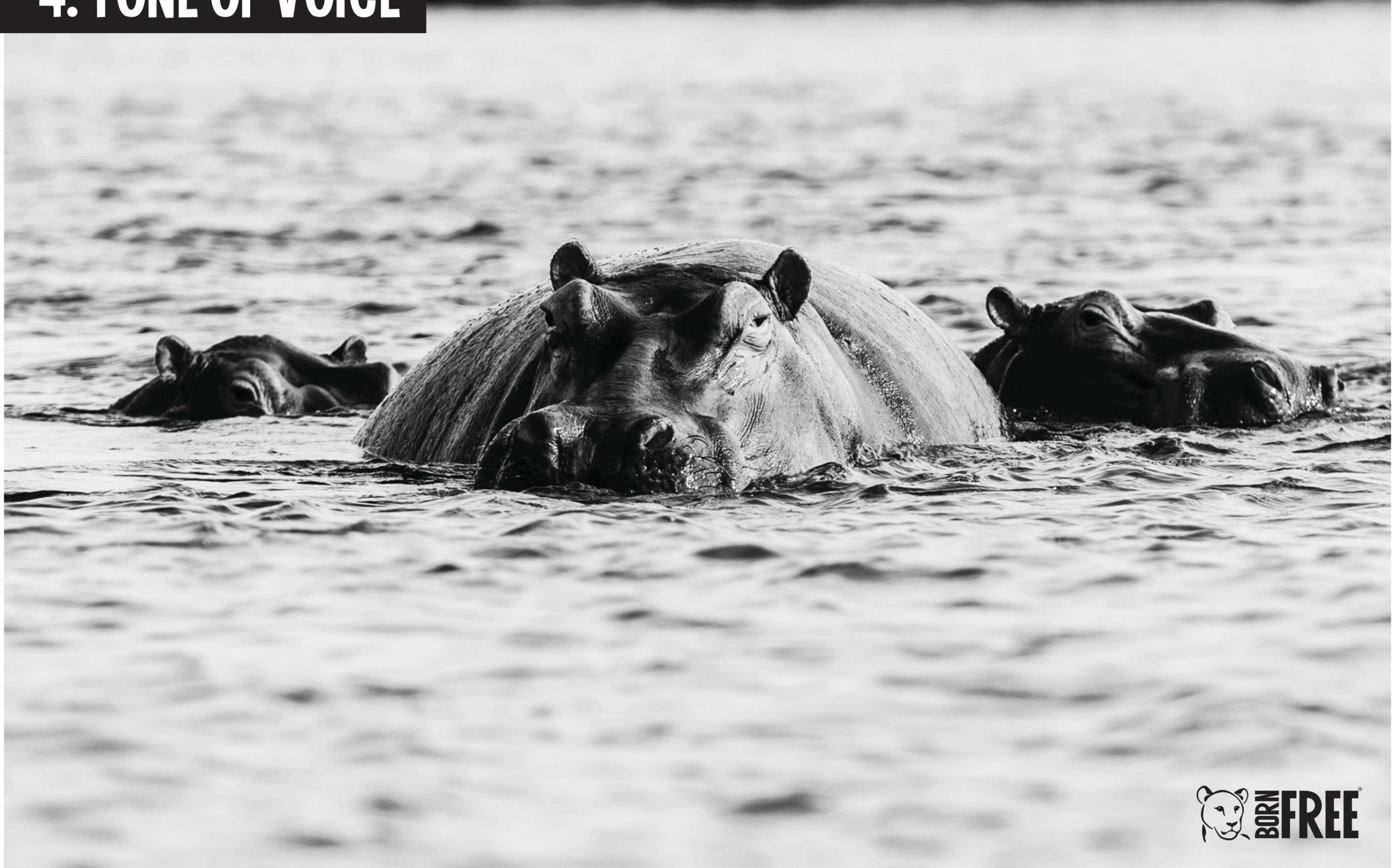
Below are some examples of how to use Born Free's main fonts in a poster format. These examples show how Born Free Sans, combined with Helvetica Neue, creates a strong hierarchy and attractive design that catches the eye, and holds the reader.

The numbered bullet points give more detail as to what fonts and sizes should be used for different elements of the poster. We stick to a tried and tested formula with our design of **AIDA**: **ATTENTION** which is the headline, **INTEREST** which is the copy, **DESIRE** which is the imagery and **ACTION** which are the contact details.



1. Heading, Born Free Sans
2. Introduction, Born Free Sans
3. Body copy, Helvetica Light 45
4. Sub heading, Helvetica Black 95
5. 'Elsa' logo, always centre/bottom right. Chose either the 'Filled' or Linear' logo depending on background
6. Contact details, website & social media, Born Free Sans

4. TONE OF VOICE



4. TONE OF VOICE

For more than 30 years Born Free has been fighting to save animal lives across the globe, stop their suffering and protect species in the wild – keeping them in the habitats and environments where they belong and can thrive.

Elsa the lioness on whom the 1966 film Born Free is based – was the inspiration for our charity and her spirit continues to drive our work to look after her species and others which are threatened, including elephants, gorillas, chimpanzees, tigers, polar bears, wolves, dolphins, turtles and sharks.

What sets us apart is that we never forget the individual and campaign tirelessly for animals left to languish in captivity on their own, alongside fighting to preserve and protect habitats for entire herds of endangered species.

It is this message that must be carried through in all our copy and written text. When writing about Born Free the tone of voice should be open, welcoming and engaging while underpinning our mission statement to stop individual animal suffering.

It is also important to include a call to action to engage and inspire people to support Born Free. Consider these key phrases and words when writing for the charity:

- Dynamic
- International
- Devoted
- Compassionate
- Campaigns worldwide to stop individual animal suffering, protect threatened species and conserve habitats
- Dedicated to keeping wildlife in the wild
- High profile campaigns
- Works with local communities so we can work with them to protect indigenous species without conflict
- Empowers local people to feel like ‘stakeholders’ in the future of the animals they live beside

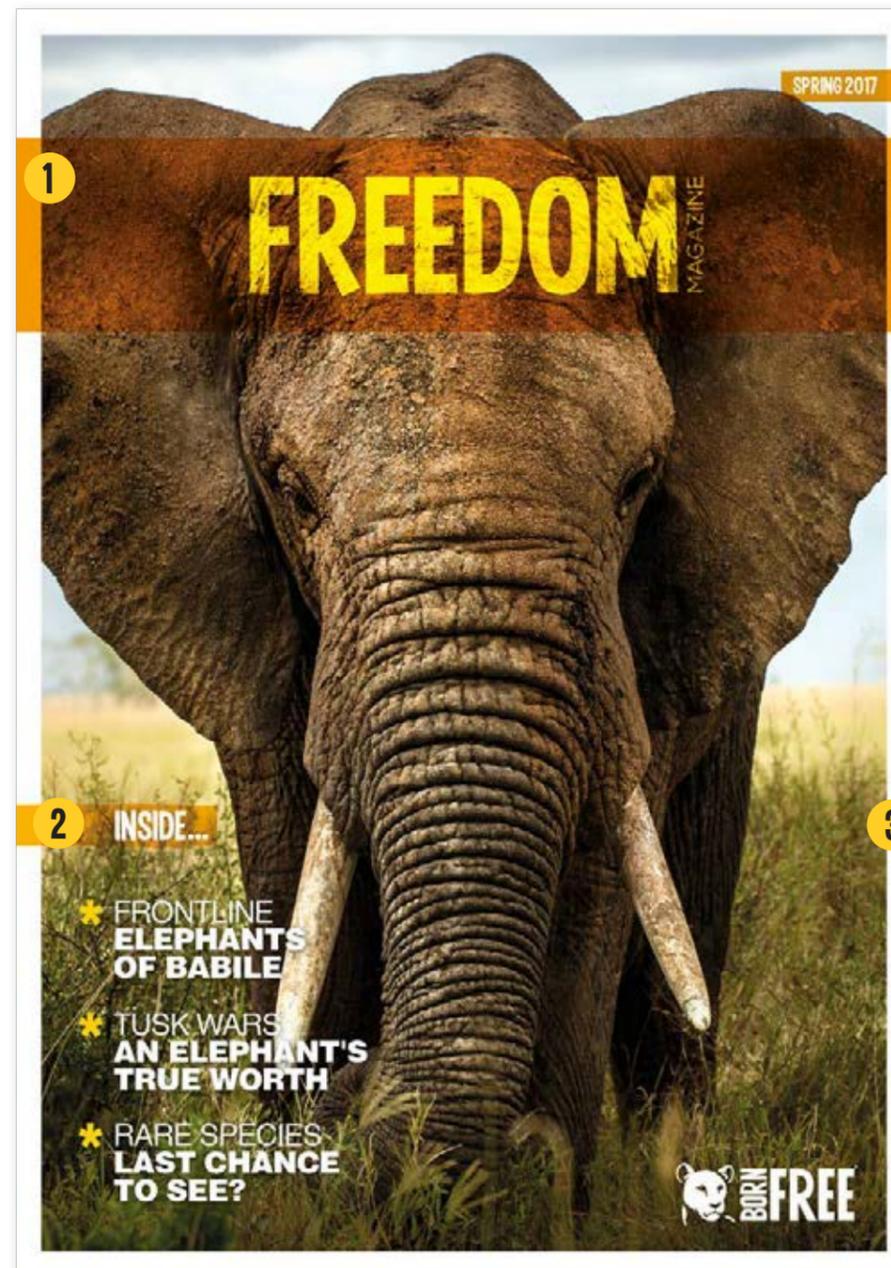
5. GRAPHIC LANGUAGE



5. GRAPHIC LANGUAGE

To make our words more powerful, and to have maximum impact, we have put together the following graphic language to ensure Born Free's collateral truly stands out.

By following these guidelines you will be bringing our communications to life – reflecting the powerful, impressive and awesome animals we work to protect.



1. Strong colourful boxes that run across the page should be used to highlight the initial message
2. Transparent boxes used smaller, but in the same colour, help highlight straps while drawing the eye to the detail
3. We use a boarder to help frame the design/animal images to focus the eye to what matters. The boarder is 10mm at A4 and should be enlarged proportionality to suite the page size at all times

5. GRAPHIC LANGUAGE

We stick to a tried and tested formula with our design using AIDA:

ATTENTION which is the headline, **INTEREST** which is the copy, **DESIRE** which is the imagery and **ACTION** which are the contact details.

A **BIG CATS**
IN NEED

I Fugitate consedis et mi, fem quiderrorro maio evellatur? lcae estem
dolupissi omnis estis dolupture premqua tectatur rerat atenis
Beri ullis mo eum re off diosaest, silorrum laollis quis quam as apeli am re prem nesequi nim aut hil
lit alibus ut eicatis dolesdi quo Volende qui odiam eosa sum adit, nat et motupis ma que venit, sus et
ad ut eost aut quia sunti nos eventia ne reperio nsequam, quatit aute nos aut fugit aliti aut officitatur
sequam num riuo villorepta qui voluptatquis volir silisost pratur?

To adopt, complete the form give.bornfree.org.uk/adopt or call: 01403 240 170

A

BORN FREE

give.bornfree.org.uk/adopt 01403 240 170 [facebook.com/bornfreefoundation](https://www.facebook.com/bornfreefoundation) @BFFoundation BFFoundation

6. PHOTOGRAPHY



6. PHOTOGRAPHY

We have chosen a specific set of images that show the beauty of the animals we work to protect in their natural surroundings.

The pictures and images we use will always show the animal free and enjoying its indigenous habitat to emphasise the positive work our campaigns do to ensure these creatures can live as they should – in the wild.

In all our images the animal must be the focus and the hero of the landscape.



7. BEST PRACTICE



7. BEST PRACTICE

Here is the layout and specification of our master business card.

Standard size business card: 85 x 55mm
Stock recommendation: White 350gsm Uncoated



1. Name, Born Free Sans: 9pt
2. Title, Helvetical Light 45: 8pt
3. Details, Helvetica Light 45: 6pt



7. BEST PRACTICE

Here is the layout and specification of our master letterhead and compliment slip.

Letterhead: 210mm x 297mm. Stock recommendation: White 150gsm Uncoated

Compliment slip: 99mm x 210mm. Stock recommendation: White 150gsm Uncoated



- 1. Name, Born Free Sans: 9pt
- 2. Title, Helvetical Light 45: 8pt
- 3. Details, Helvetica Light 45: 6pt

- 1. Name, Born Free Sans: 9pt
- 2. Title, Helvetical Light 45: 8pt

8. CONTACTS



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If you have a question for us, please see our contact details below:

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+44 (0)1403 240 170



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