ISLE LISTEN

Because Minds Matter

Contents

Introduction

The purpose of these guidelines

These brand guidelines are designed to help understand the Isle Listen brand, and provide guidance on how to design, create, and write for both external and internal audiences.

Everything we produce as an organisation should be **accurate, clear, concise, consistent, and engaging.**

We have many tools for conveying our character, story, and brand: it's in how we look, which means logos, colours, images, icons, fonts, animations, and layouts; it's in how we sound, which means tone of voice, both written and spoken; it's in how we feel, which means the user experiences we create and the materials we print; and it's in how we behave, which means shared principles and vision.

In all this, the key is consistency. The purpose of this document is to be clear about our brand, so we can be consistent in the way we look, sound, feel, and behave. In return for being disciplined with how we use these tools, our brand will help us build relationships with people, both close to us and far removed, that will create and maintain long term commercial value for the organisation.

These guidelines should be applied to all sales and marketing collateral, be it newsletters, promotional materials, emails, websites, or presentations, and anything else you produce as a representative of Isle Listen. They help to explain our brand values and why they matter.
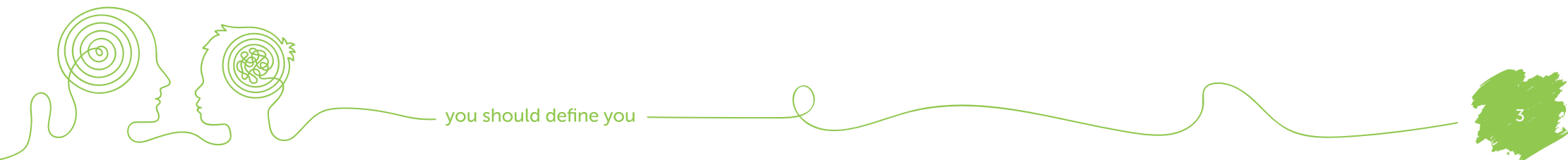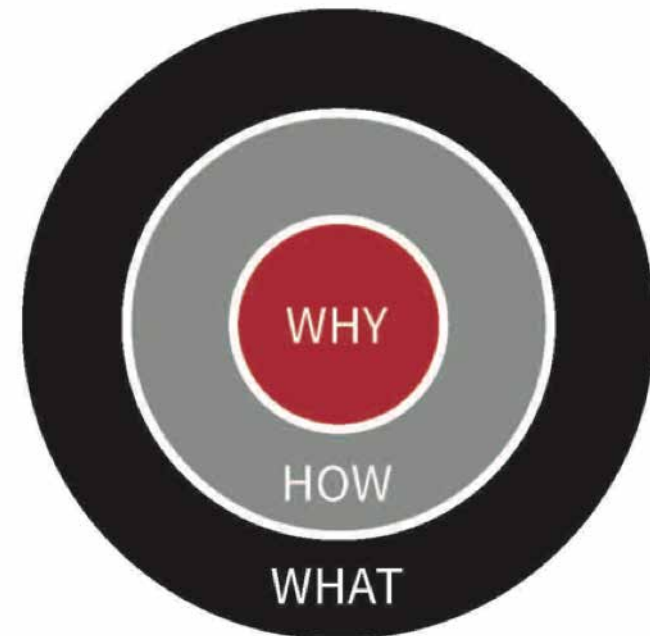
Introduction

The creation of a brand story

A brand is built over time, considering every single interaction with a client and NOT by a pretty logo, advertising message or an impressive building with comfortable rooms. A brand is built on how well every member of staff can relay and understand the brand's story. Whatever the story is, the narrative needs to leave people touched, moved and inspired. We need to believe it, tell the truth and make people care.

Together we must first clearly define and articulate WHAT Isle Listen does as a business and then determine HOW it goes about delivering its value propositions.

Most importantly we must establish a clear brand purpose and understand WHY Isle Listen does what it does. This will be at the core of our clients' understanding of our story and will be the reason why we get up and go to work in the morning; ultimately the reason why customers believe a brand story is because we live it.

"The purpose of business is to create a customer"

Peter F Drucker
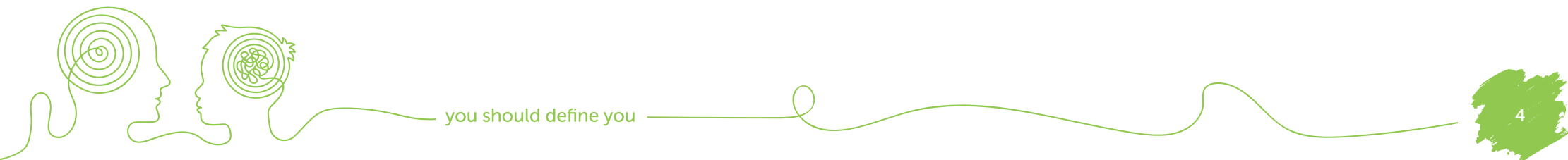
Introduction

What is a brand's responsibility?

A brand is – an unwritten contract of intrinsic value

A brand is – an expectation of performance

A brand is – a covenant of goodness with its users

A brand is – predictable

A brand is – an unwritten warranty

A brand is – a mark of integrity

A brand is– a presentation of credentials

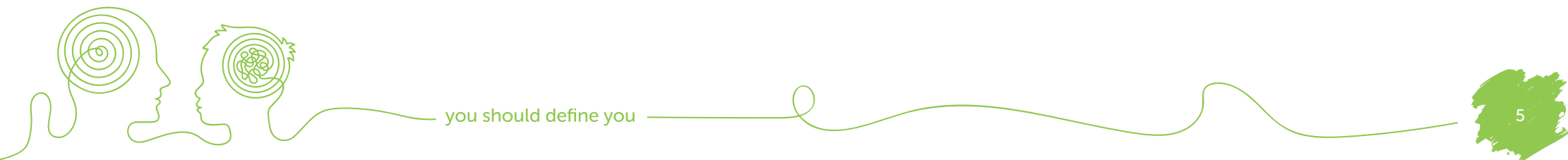**A brand is** – a mark of trust and reduced risk

A brand is – a reputation

A brand is – a collection of experiences and memories

A brand CAN be and **MUST** be more than the sum of its parts

"A satisfied customer is the best business strategy of all."

Michael LeBoeuf

Tone of voice

Introduction

**It's not what you said, it's the way that you said it.**

Tone of voice matters greatly; it is how we verbalise the values of the company, from emotion and cadence to syntax construction, be this through the spoken or written word. When we talk to clients we communicate with far more than just the words we choose. Clients are sensitive to the personality of the speaker and the intonation of the structure of the words.

Having a tone of voice specific to our brand is how we engage with clients and it's what sets us apart from our competitors. Tone of voice is the cornerstone of our fundamental values and sets expectations on the innovation, integrity and excellence of our services.

Like every aspect of marketing our tone is a visceral representation of the brand. Brand synergy is vital in portraying our core values be this through our website or company logo, and tone of voice is no different.

By communicating our principals in a concise and easy-to-understand way, we make our services more accessible and user-friendly. Clients want to talk to someone with a personality, with a real passion for the brand, and your tone of voice can be one of your most valuable assets.
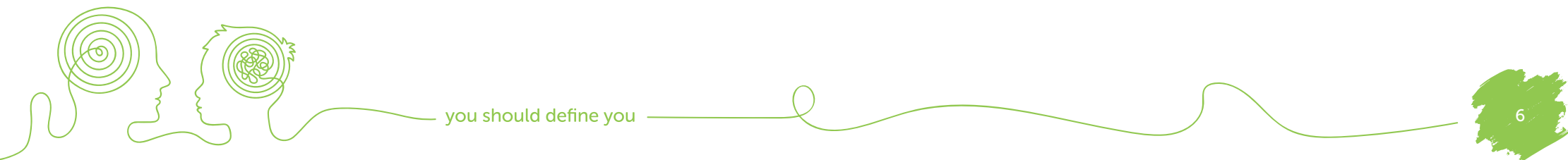
Tone of voice

Overview

What it is

It is how we verbalise the values of the company, from the language we use to the way that we say it, taking into consideration the emotion and personality of our communication.

Who it's for

Everybody who works for, and represents, Isle Listen should be using the brand's tone of voice.

Where it should be applied

The brand's tone of voice should be employed in all aspects of written and spoken communication be this through press releases, email correspondence, content copy, advertising mediums, sales letter or internal communications. If you're creating media for Isle Listen then you should be using the Isle Listen tone of voice.

Why does it matter?

Tone of voice is one of, if not the most important marketing tool available to you. This is because:

- It enables your client to empathise with you from a more personal perspective and engage in the brand on a more human level.

- Our tone of voice sets us apart and helps a client to distinguish us from competitors and gives us the opportunity to advertise our best selves.

- With more and more business being generated from online avenues, face-to-face impressions are becoming more and more scarce. Employing the correct tone of voice is the face-to-face meeting of the digital age. It's the very first impression a potential client has of the brand, and the correct tone of voice can be the difference between a lead and a sale.

- It's easy for a potential client to become lost in the impersonal jargon employed by a plethora of organisations. Using the Isle Listen tone helps to form relationships and establish trust from the outset.

- Our tone of voice is invaluable in the presentation of our brand's narrative. It underpins our values of compassion, integrity and excellence in our field.

- Refer to Brand Identity (page 29) – Language section of this document for examples of the application of our tone of voice.

Brand & Branding

What is the difference?

What is a brand?

Your brand (noun) is the result of the branding effort. Your brand must describe who you are and what you do by the use of a visual identity, verbal dialogue, tone and actions. By these consistent actions people will identify, know and remember you.

What is branding?

Branding (verb) is the act of creating a brand. The process involves positioning your company within the marketplace and devising a brand strategy, a communications strategy, a tone of voice, visual identity and brand standards.

Isle Listen – the brand logo

In this case we first looked at creating a simple refresh of the existing Isle Listen logo. We also explored a few completely new design options and in the end produced a design that was more sophisticated and 'grown up' than before, but which still maintained a recognisable element with the 3 figures.

Alongside the main logo we also created 3 sub brands to represent the different divisions of the organisation. A colour palette was also created for each.

Isle Listen - our mission

Isle Listen is a mental health initiative that provides support and training in schools, the workplace, and in the community, helping people to recognise that mental health is just as important as physical health: our mission is for everybody in the Isle of Man to feel emotionally empowered and effectively supported with their mental health.
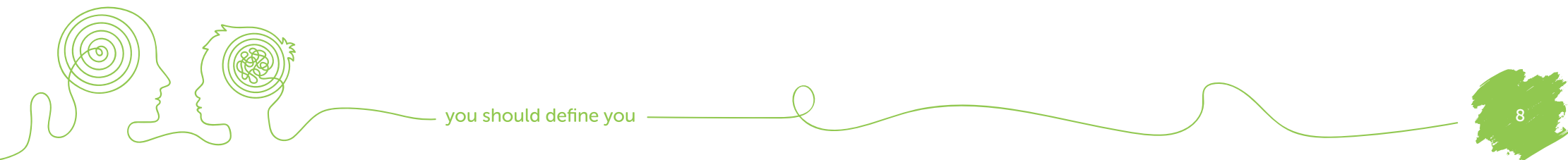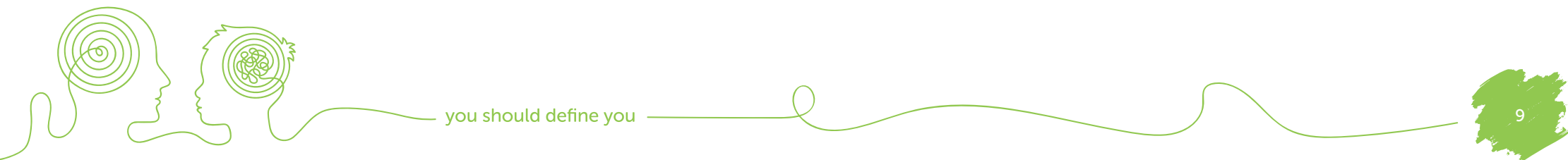
Brand Identity

Logo Rationale

The three people shapes of the logo have been created with one continuous line, which is symbolic for togetherness, support, stability and consistency - all the values 'Isle Listen' stands for. The semi-circle shape surrounding these figures further emphasise the idea of support, security, and the notion of a nurturing environment. It also reflects the shape of the sun - providing warmth, life, and new beginnings.

The main brand is represented by green as the primary colour, while the three sub logos are each represented by their own colours as shown on this page (refer to pg 12 for colour breakdowns).

ISLE LISTEN
Because Minds Matter

ISLE LISTEN
IN SCHOOLS

ISLE LISTEN
IN THE WORKPLACE

ISLE LISTEN
IN THE COMMUNITY

you should define you

Brand Identity

Centred logo

This is the main version of the logo and should be used wherever possible. This format will most likely be used for printed items. The main logo should always be used with the tagline.

Horizontal logo

This version can be used where the main centered version isn't suitable for a particular format, such as the website or web banners etc. where available space is an issue. The tagline should feature separately on the page.

ISLE LISTEN
Because Minds Matter
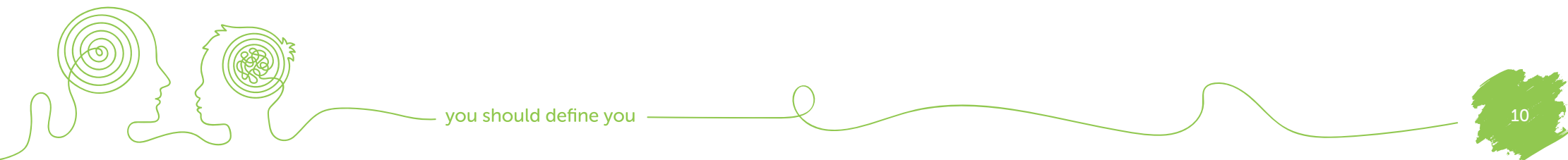
ISLE LISTEN

Brand Identity

Sub logos

Each sub logo should always be used as shown, in the centred format. They may be used without the main logo tagline.

ISLE LISTEN
IN SCHOOLS

ISLE LISTEN
IN THE WORKPLACE

ISLE LISTEN
IN THE COMMUNITY
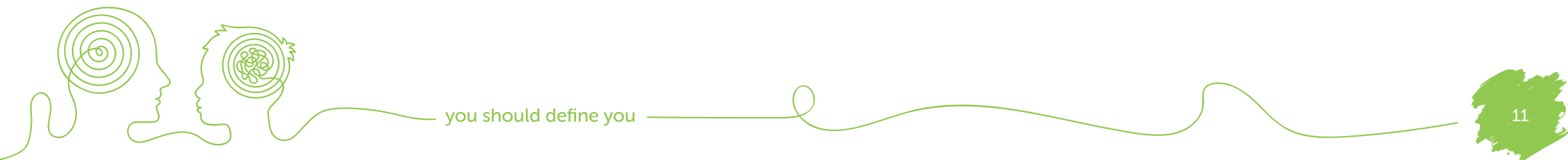
Brand Identity

Logo clear zone*
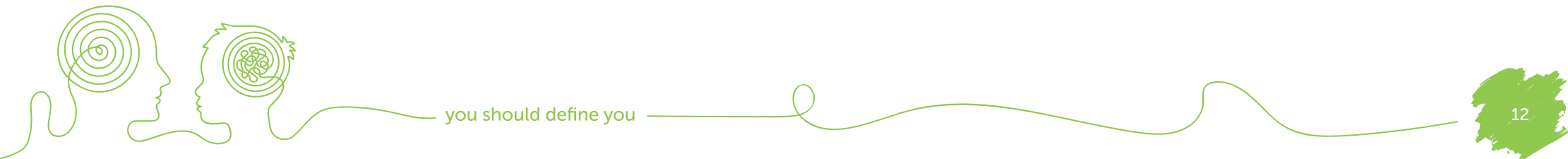
The clear zone is determined by the height of the letters in 'ISLE LISTEN'.

Logo size*

The brand logo should never be featured at a width smaller than 45mm/70px. No text or other elements should encroach upon the clear zone indicated around the logo set.

CLEAR ZONE

ISLE LISTEN

Because Minds Matter

Minimum size: 45mm/70px

*The same rules apply for the 3 x sub logos

you should define you

12

Brand Identity

Logo - full colour usages

The main logo and sub logos must be reproduced, wherever possible, in full colour and should be used against a white background as a first preference.

Logo - reversed colour usages

Where the logos need to appear on solid colours, or over the relevant paint brush background (see pg 17), they may appear in white. Each logo may only be used over other imagery where there is enough 'negative' space to satisfy the 'clear zone' of the logo.
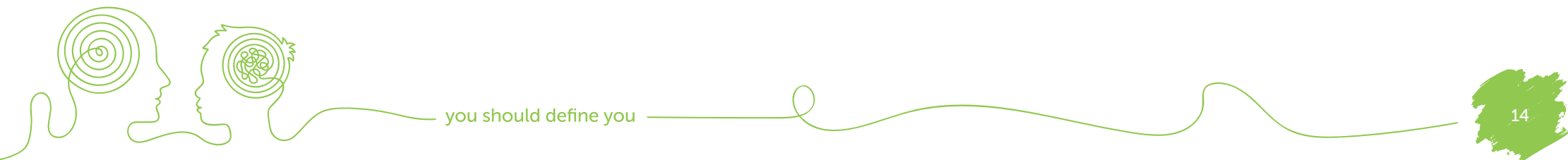
FULL COLOUR

REVERSED

ISLE LISTEN
Because Minds Matter

ISLE LISTEN
Because Minds Matter

ISLE LISTEN
Because Minds Matter
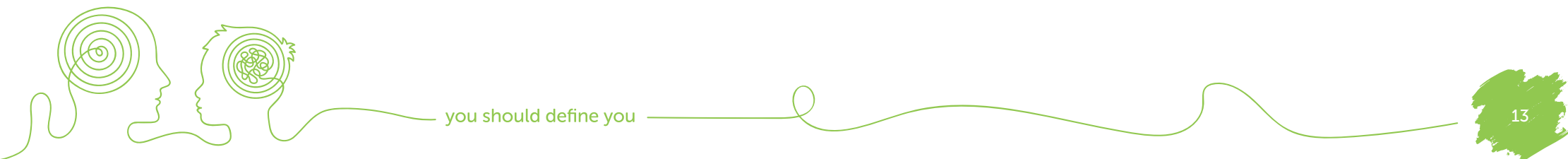
Brand Identity

Logo - incorrect usage*

The logo should never be used other than as stipulated on the previous page.

*The same rules apply for the 3 x sub logos

Brand Identity

Logo - icon*

On rare occasions the brand may need to be represented in spaces too small for the full logo (eg website favicon, documentation footer), or where text is inappropriate or redundant, and if the logo appears in its full form elsewhere in the document or page. In these instances, the icon may be used in isolation, without the logo 'lock up'. Examples of this are shown on this page.

FULL COLOUR   REVERSED   REVERSED WITH BRUSHSTROKE GRAPHIC

*The same rules apply for the 3 x sub logo icons

you should define you
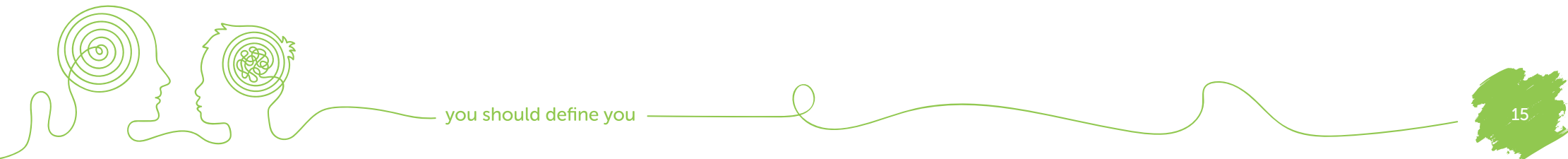
Brand Identity

Primary Font

Museo Sans should be used for all Isle Listen documentation where possible.
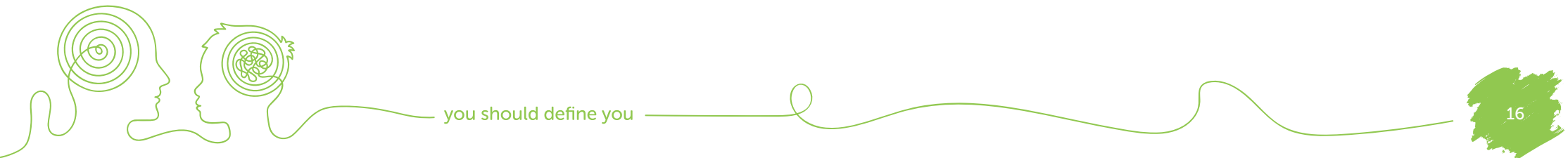
Museo Sans Rounded 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789!@£$%^&*()

Museo Sans Rounded 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789!@£$%^&*()

Museo Sans Rounded 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789!@£$%^&*()

Museo Sans Rounded 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789!@£$%^&*()

you should define you

Brand Identity

Safe Font

Calibri should be used for all Isle Listen documentation where possible. In cases were Museo Sans Rounded is not available (such as Word documents and PowerPoint presentations) \ Calibri should be used as an alternative.

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789!@£$%^&*()

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789!@£$%^&*()
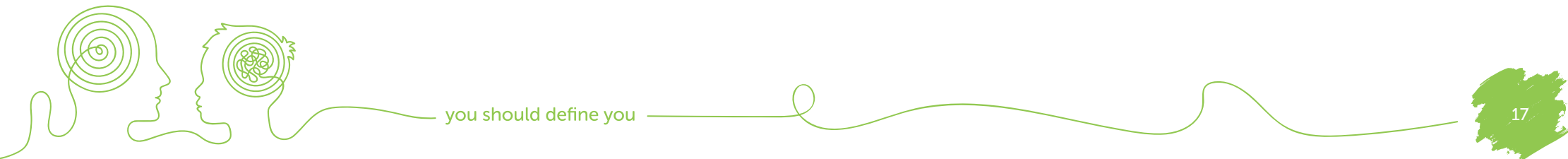
Brand Identity

Primary colours

The main brand is represented by two colours: a bright green and a light shade of grey. Whilst the Pantone colours are the source colours for the brand it is most likely that the CMYK equivalents will be most used in print and advertising.

The sub logos are represented by their individual colours as well as the light grey.

MAIN	IN SCHOOLS	IN THE WORKPLACE	IN THE COMMUNITY	LIGHT GREY
Pantone 375 U	Pantone 1375 U	Pantone 549 U	Pantone 2607 U	Pantone Cool Grey 5 U
CMYK 48 0 90 0	CMYK 0 50 87 0	CMYK 50 12 11 22	CMYK 56 75 0 0	CMYK 14 9 9 23
RGB 115 201 45	RGB 255 153 64	RGB 104 153 174	RGB 129 90 163	RGB 173 174 176
HEX 73c92d	HEX ff9940	HEX 6899ae	HEX 815aa3	HEX adaeb0
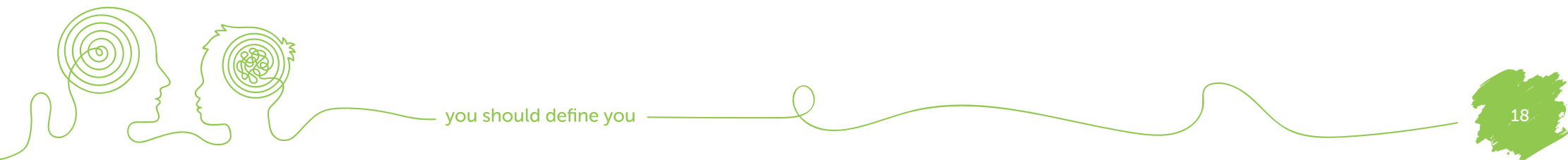
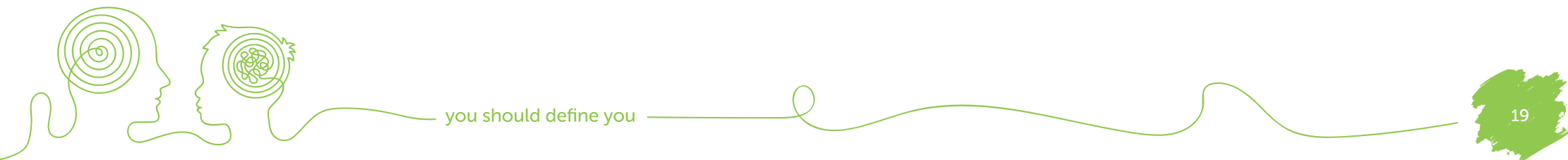# Brand Identity

Secondary colours

Occasionally the secondary colours may be used. These should be used as an exception, where the main colours aren't suitable, such as the footer and backgrounds of certain sections of the website.

EXTREME LIGHT GREY

CMYK
10% Black

RGB
239 240 240

HEX eff0f0

DARK GREY

CMYK
90% Black

RGB
51 51 51

HEX 333333

Brand Identity

Digital colours

Each main brand colour has been assigned an extended colours palette, exclusively for digital application (PowerPoint templates, website etc). These colours are not to be used for printed collateral. Additional percentages of the main colours may also be used as long as the tint ins't too close to the existing colours shown on this page.

MAIN		IN SCHOOLS		IN THE WORKPLACE		IN THE COMMUNITY	
	RGB 115 201 45 HEX 73c92d		RGB 255 153 64 HEX ff9940		RGB 104 153 174 HEX 6899ae		RGB 129 90 163 HEX 815aa3
	80% OF THE MAIN COLOUR		80% OF THE MAIN COLOUR		80% OF THE MAIN COLOUR		80% OF THE MAIN COLOUR
	50% OF THE MAIN COLOUR		50% OF THE MAIN COLOUR		50% OF THE MAIN COLOUR		50% OF THE MAIN COLOUR
	RGB 0 162 131 HEX 00a283		RGB 242 99 36 HEX f26324		RGB 68 98 111 HEX 44626f		RGB 81 56 103 HEX 513867
	RGB 131 200 132 HEX 83c884		RGB 251 186 23 HEX fbba17		RGB 137 170 187 HEX 89aabb		RGB 76 125 146 HEX 4c7d92
	RGB 6 97 50 HEX 066132		RGB 198 76 39 HEX c64c27		RGB 14 82 111 HEX 0e526f		RGB 33 58 144 HEX 213a72

EXTENDED COLOURS

you should define you

Brand Identity

Paintbrush background images

Each logo has an assigned paintbrush background, which may be used in conjunction with the relevant logo to provide an interesting, textural backdrop on various print and digital collateral. Each logo may be used reversed over the background, or separately in full colour, with the background used within the design.

Brand Identity

Line graphic illustration

The single line graphic illustration may be used as part of the brand identity and as a supporting device to the brand. The line graphic can be used with or without the sign off "You should define you", as shown on the footer of this document. It may be used on a white background, on the dark grey background, or in black on the Main Green background. Where required, the line graphic may also be used in the relevant colour for In Schools, In the Workplace and In the Community documentation. The line graphic may also be cropped and used as appropriate and as required.
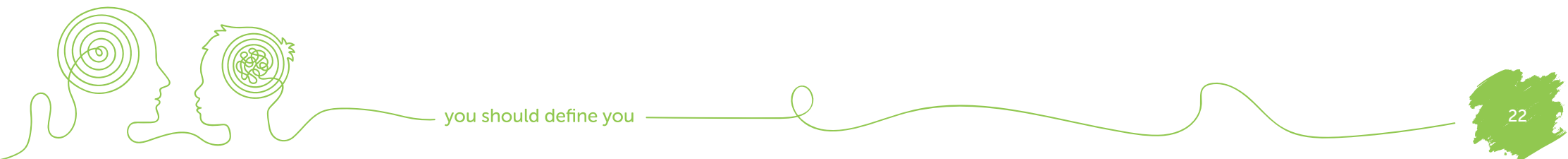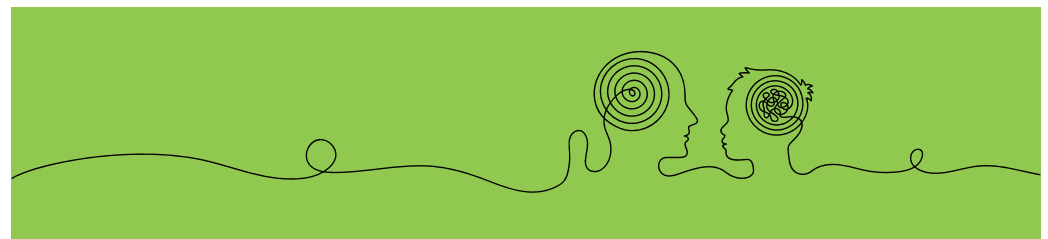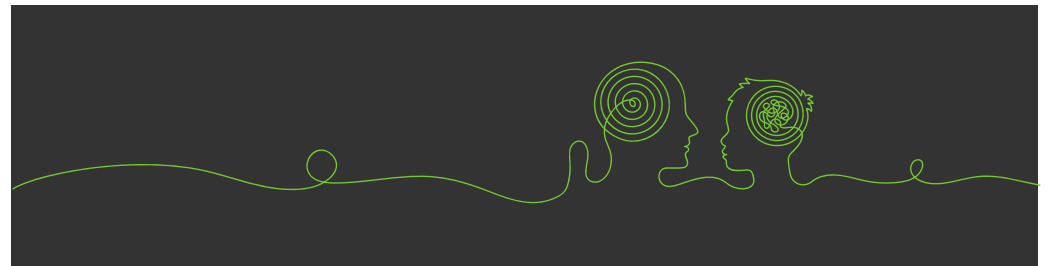
Brand Identity

Paint graphic

Where required, a paint graphic may be used as a secondary graphic device. This should be used sparingly and only where it complements the main brand assets, such as to house the page numbers on the footer of this document. It may also be used to contain the logo icon, only when the logo appears above or prior to seeing the graphic, such as in the PowerPoint presentations. It may also be used to house supporting icons, as used on the website.

When using either of these paint brush graphics, please ensure the same one is used. ie, the same graphic in a presentation or in a graph

Brand Identity

Graphs

Graphs and supporting visual graphics should incorporate a subtle brush stroke style. They should be created using the appropriate brand colours and shouldn't overpower the main brand assets.

When setting up the graph or visual graphic, the stroke style should be created in Adobe Illustrator, using the 'Brushes' panel and selecting the brush 'Charcoal - Feather'. The fill colour should be the same as the stroke colour.
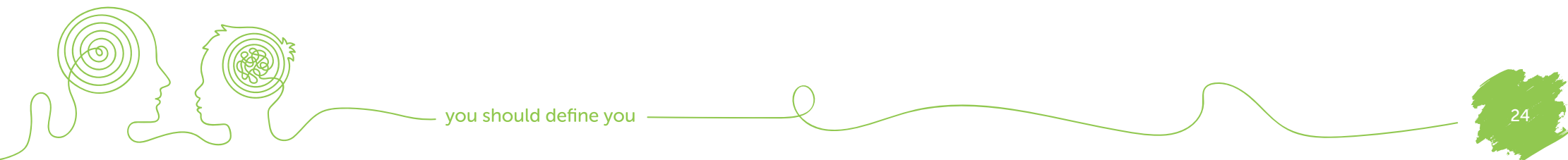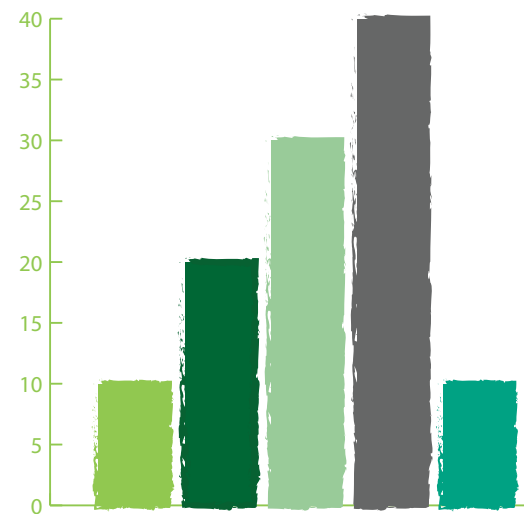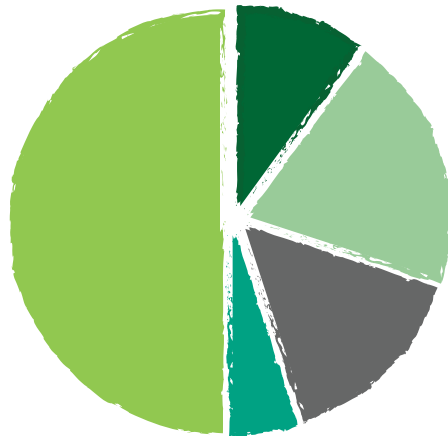
Brand Identity

Message

Our core message is the importance of togetherness, support, stability, and consistency.

When our primary message aims to secure support for Isle Listen or raise awareness of the initiative, our visual and written tone can flex according to how engaged our audience is already.

For example, when we're targetting an audience that is unlikely to know much about Isle Listen, our focus should be on the active tone: bold, punchy headlines and attention-grabbing imagery, utilising our vibrant colour palette.

But, at the other end of the scale, the focus for loyal supporters may be more about our reliability: copy that is less punchy and more familiar etc.
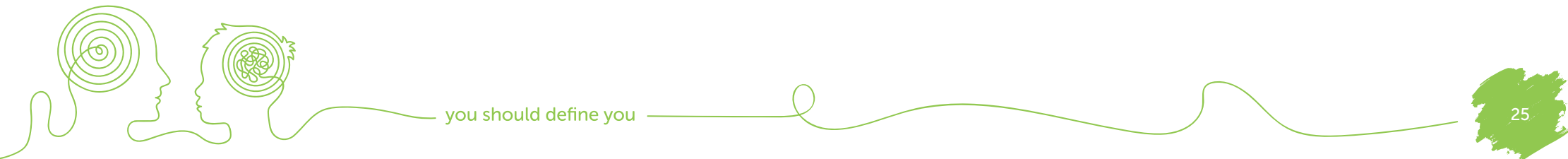
Brand Identity

Main Concept Images

The 5 x graphic images have been developed for the Isle Listen brand, which reflect the continuous line style used for the logo. Each image is visually interesting, positive, encouraging, and inspiring. The white fill used in each illustration is used sparingly to draw attention and to subtly break up the use of solid colour.

These images may be used against any of the main brand colours. They may also be used on a light grey background for the website Home page banners, with the line illustrations in the Main Green colour. The entire 'lock up' of the brushstroke and line drawing should always be used together, as shown on the next page.

Brushstroke transparency

The relevant brushstroke colour should be used in the colour of the background it's used on and as a Multiply transparency. The following set up should be used on each colour.

- Print
  - Main Green and In Schools Orange
    Transparency > Multiply > 70%
  - Workplace Blue and Community Purple
    Transparency > Multiply > 40%

- Web
  - All four colours
    Transparency > Multiply > 50%
  - Website light grey
    Transparency > Multiply > 18%
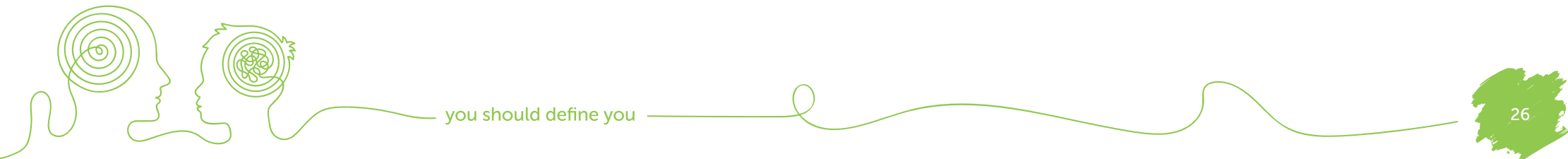
Brand Identity

MAIN BRAND IMAGES
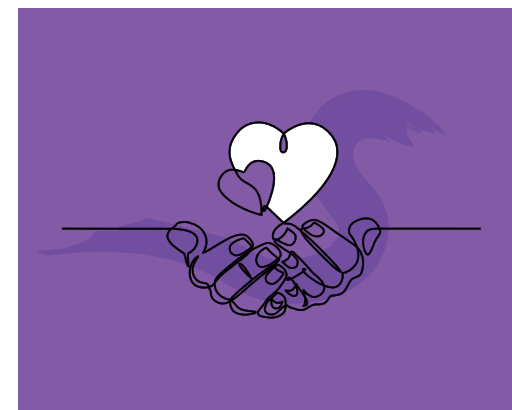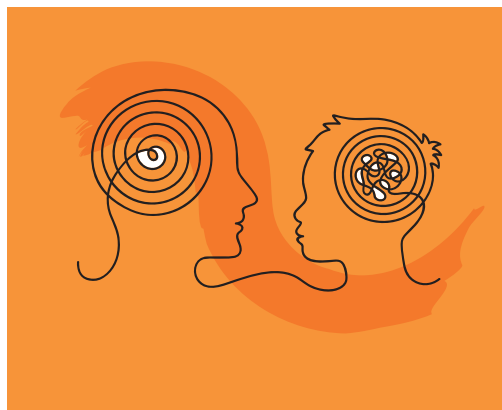
Brand Identity

WEBSITE HOME PAGE IMAGES
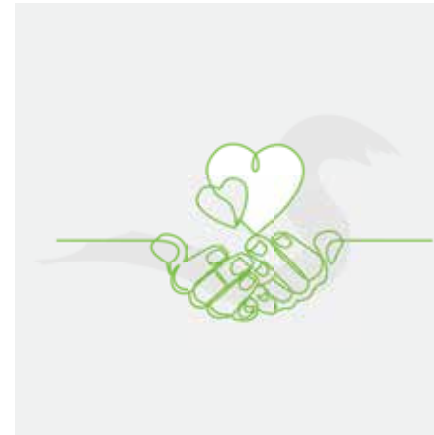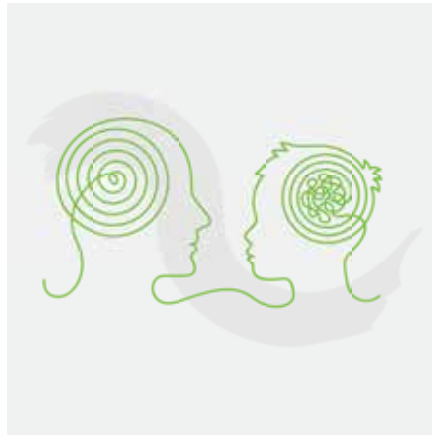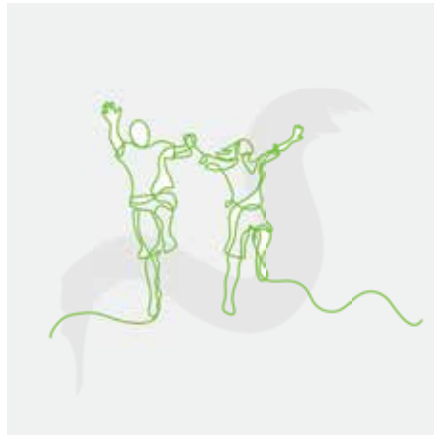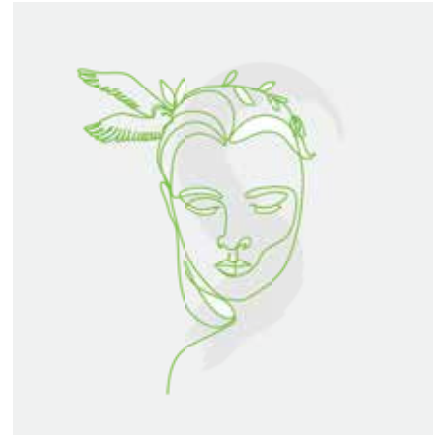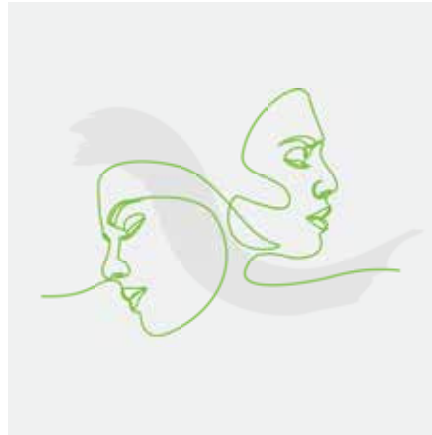
Brand Identity

Language

This tone of voice is more suited to a younger audience and employs more of a colloquial/everyday tone of voice, supported by the use of contractions such as 'you've' and 'aren't'.

We refer to mental health and its associated symptoms as 'issues', rather than the more negatively associated 'problems', and including pronouns/determiners such as 'our' is suggestive of support and a problem shared.

This copy direction is very 'light at the end of tunnel', and all Isle Listen's communication should follow this positive tone.

islelisten.im

You've got to nourish to flourish

Mental health issues are real, and they aren't always within our control. If you're struggling with emotional or mental wellbeing, you're not alone - there is hope.

We're here. Isle Listen.

You've got to nourish to flourish

Mental health issues are real, and they aren't always within our control. If you're struggling with emotional or mental wellbeing, you're not alone – there is hope.

We're here. Isle Listen.

ISLE LISTEN
Because Minds Matter

Isle Listen is a trading name of MCH Psychological Services, a registered charity in the Isle of Man Number 1024 and registered member of the BACP.

islelisten.im

Get back to feeling awesome

Mental health issues are real, and they aren't always within our control. If you're struggling with emotional or mental wellbeing, you're not alone - there is hope.

We're here. Isle Listen.

Get back to feeling awesome

Mental health issues are real, and they aren't always within our control. If you're struggling with emotional or mental wellbeing, you're not alone - there is hope.

We're here. Isle Listen.

ISLE LISTEN
Because Minds Matter

Isle Listen is a trading name of MCH Psychological Services, a registered charity in the Isle of Man Number 1024 and registered member of the BACP.

Brand Identity

Language

This style of copy is more suited to an audience older than the younger audience. While still colloquial in style, it borrows a lot less from more informal communication. Contractions are still relevant to support Isle Listen's friendly approach, and still uses pronouns such as 'we' to suggest collective ownership.

Again, copy aimed at this demographic is still posing a solution to the problem, and is upbeat and positive without being overbearing or condescending.

islelisten.im

You should define you

The more we talk about what's bothering us, the more normalised it becomes. Take the first step and start your conversation about mental health.

We're here. Isle Listen.

You should define you

The more we talk about what's bothering us, the more normalised it becomes. Take the first step and start your conversation about mental health.

We're here. Isle Listen.

Isle Listen is a trading name of MCH Psychological Services, a registered charity in the Isle of Man Number 1024 and registered member of the BACP.

ISLE LISTEN
IN SCHOOLS

Brand Identity

Language

Aimed more at our workplace demographic, this example of copy is still friendly without being too colloquial. It also makes use of headline copy with a distinct double meaning.

For workplace communications, it's important to display the collaborative support the client will receive from Isle Listen ('which is why we work with you to support...' in the above example), as this kind of language is conducive to a business/organisation contacting Isle Listen for assistance.

islelisten.im

Mind your own business

Mental health and wellbeing is a challenge for businesses across the island, which is why we work with you to support employee health and wellbeing through the delivery of bespoke training and support.

We're here. Isle Listen.

Brand Identity

Language

Aimed at wider community demographic, this kind of communication seeks to educate/encourage people around mental health issues.

Again, phrases such as 'mental health condition' and 'mental wellbeing' are the preferred angle, as opposed to 'mental health problem' or 'suffering from mental health', which have negative connotations.

islelisten.im

Out of sight, but not out of mind

Ever wonder why people living with a mental health condition don't speak up? Stop the stigma. Let's start a conversation on mental wellbeing.

We're here. Isle Listen.

ISLE LISTEN
IN THE COMMUNITY

Isle Listen is a trading name of MCH Psychological Services, a registered charity in the Isle of Man Number 1024 and registered member of the BACP

Brand Identity

Print spec

Copy to be inserted

Brand Execution

Business card

SYMON WALMSLEY

Head of Marketing
& Income Generation

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Isle of Man, IM4 4QH

islelisten.im

ID Card

ISLE LISTEN

SYMON WALMSLEY
HEAD OF MARKETING
& INCOME GENERATION

Brand Execution

Advertising/Posters

islelisten.im

You've got to nourish to flourish

Mental health issues are real, and they aren't always within our control. If you're struggling with emotional or mental wellbeing, you're not alone – there is hope.

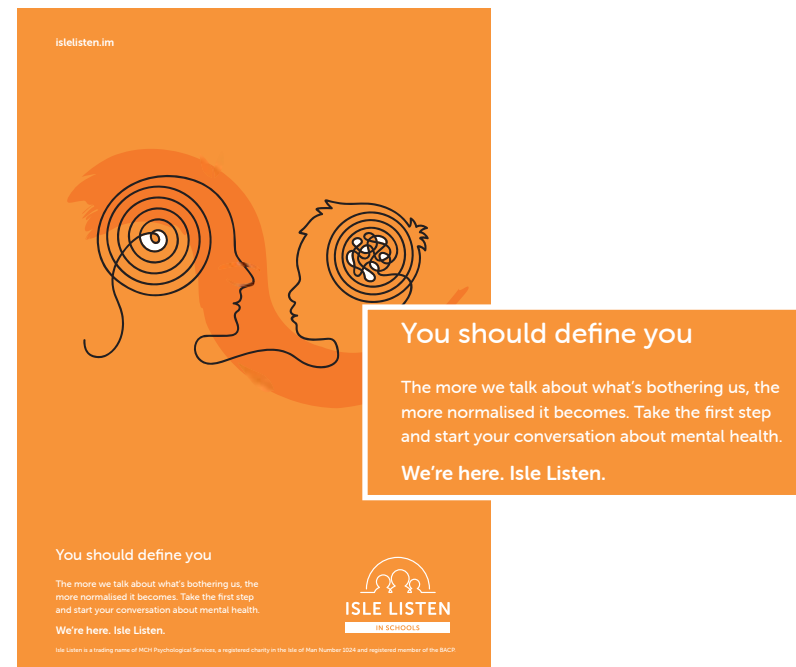**We're here. Isle Listen.**

ISLE LISTEN
Because Minds Matter

Isle Listen is a trading name of MCH Psychological Services, a registered charity in the Isle of Man Number 1024 and registered member of the BACP.

islelisten.im

Get back to feeling awesome

Mental health issues are real, and they aren't always within our control. If you're struggling with emotional or mental wellbeing, you're not alone – there is hope.

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Brand Execution

Advertising/Posters

islelisten.im

You should define you

The more we talk about what's bothering us, the
more normalised it becomes. Take the first step
and start your conversation about mental health.

We're here. Isle Listen.

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ISLE LISTEN
IN SCHOOLS

islelisten.im

Mind your own business

Mental health and wellbeing is a challenge for
businesses across the island, which is why we work
with you to support employee health and wellbeing
through the delivery of bespoke training and support.

We're here. Isle Listen.

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ISLE LISTEN
IN THE WORKPLACE

islelisten.im

Out of sight, but not out of mind

Ever wonder why people living with a mental health
condition don't speak up? Stop the stigma. Let's start a
conversation on mental wellbeing.

We're here. Isle Listen.

Isle Listen is a trading name of MCH Psychological Services, a registered charity in the Isle of Man Number 1024 and registered member of the BACP.

ISLE LISTEN
IN THE COMMUNITY

Brand Execution

Leaflet

Out of site, but not out of mind

Isle Listen is a charitable organisation that offers early interventions for a range of mental health and wellbeing issues. The idea is to help students manage or work through anything that they may be struggling with, this includes things such as low mood, worries, stress around exams, friendship group problems and much more besides.

We utilise a combination of techniques, the majority being rooted in Cognitive Behavioural Therapy. This concept encourages students to look more critically at the connections between their thoughts, feelings and behaviours and then helps them to establish what can be changed in order to improve their outcomes.

As we are an evidence-based service, we do collect data during most sessions. Our primary means of collecting data is questionnaires; *we use the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMBS)/Young Persons-CORE/Brief Resilience Scale (BRS)/Visual Analogue Scale (VAS).*

As with any therapeutic intervention, we have in place a strict confidentiality policy whereby the content of conversations between students and a listener will remain private. However, if there is any risk or safeguarding issue that is raised then we are of course duty bound to report this and notify the relevant individuals. If there is immediate concern for the student, parents will be notified.

If an issue is beyond our capabilities, then we will acknowledge this and always do our best to involve the appropriate organisations or individuals should this be required.

If your child has been referred to Isle Listen, this is NOT a punishment of any kind. We are here purely to offer advice and a confidential space for students to discuss anything that may be bothering them.

If you have any questions regarding the service, please do not hesitate to contact us. Call **679118** or visit our website.
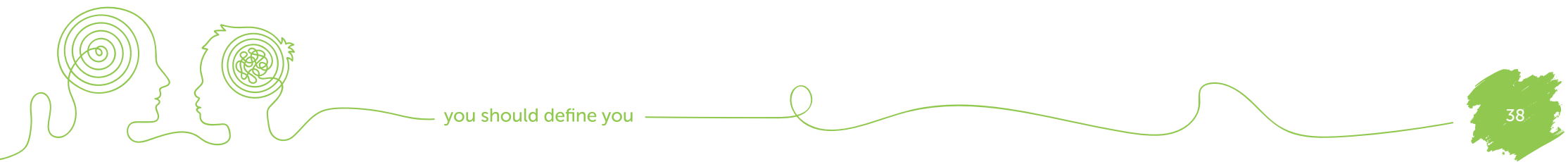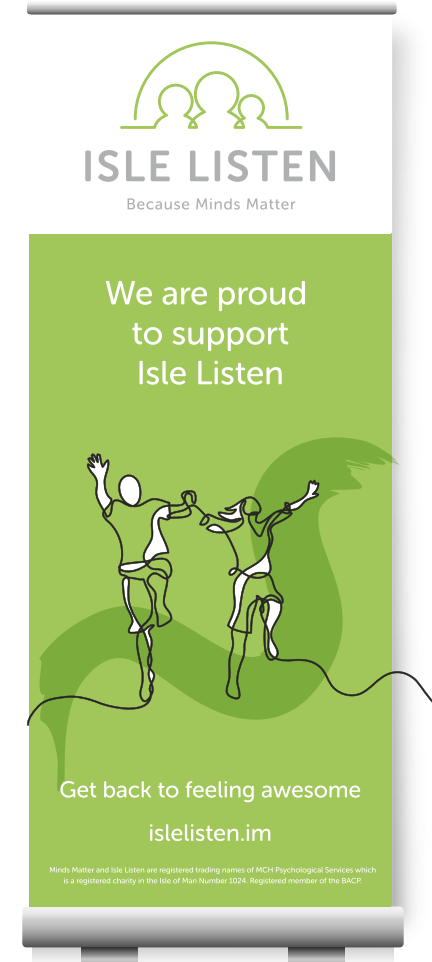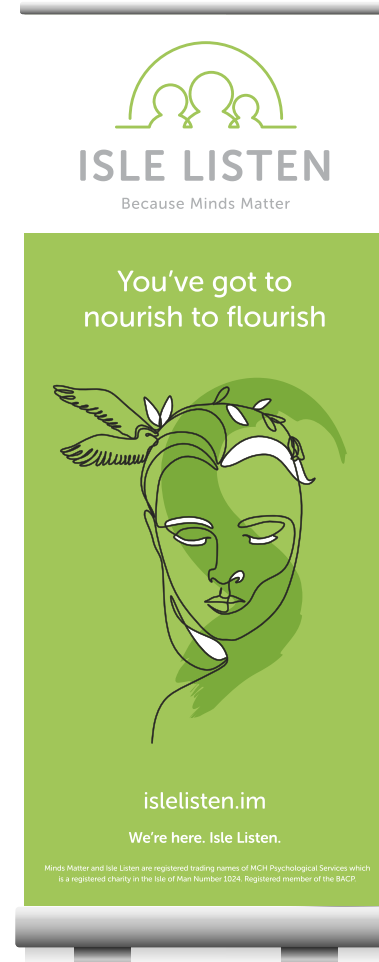
We're here. Isle Listen.

islelisten.im

ISLE LISTEN
IN SCHOOLS

Brand Execution

Pull up banners

ISLE LISTEN
Because Minds Matter

You've got to
nourish to flourish

islelisten.im

We're here. Isle Listen.

Minds Matter and Isle Listen are registered trading names of MCH Psychological Services which is a registered charity in the Isle of Man Number 1024. Registered member of the BACP.

ISLE LISTEN
Because Minds Matter

We are proud
to support
Isle Listen

Get back to feeling awesome

islelisten.im

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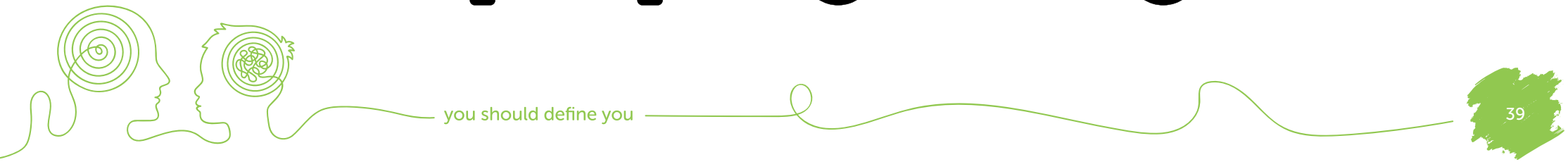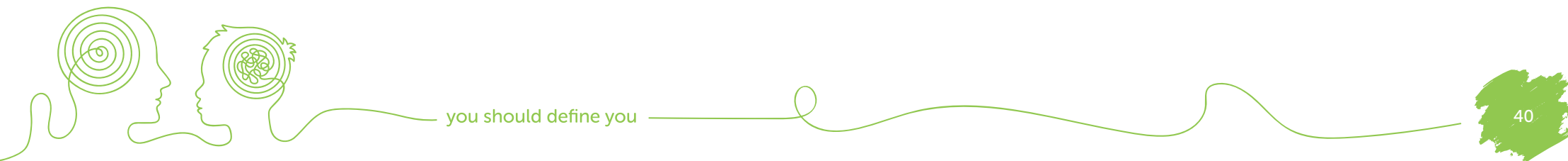
Brand Execution

Van wrap

This is the only occasion where the 4 x brand colours may be used directly next to one another. For all other collateral the brand colours should be used in isolation, as shown throughout this document.
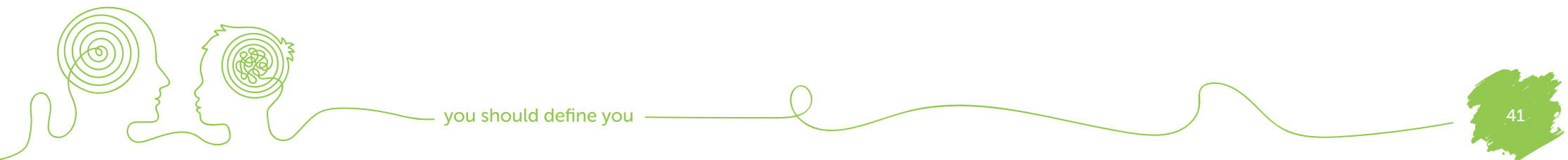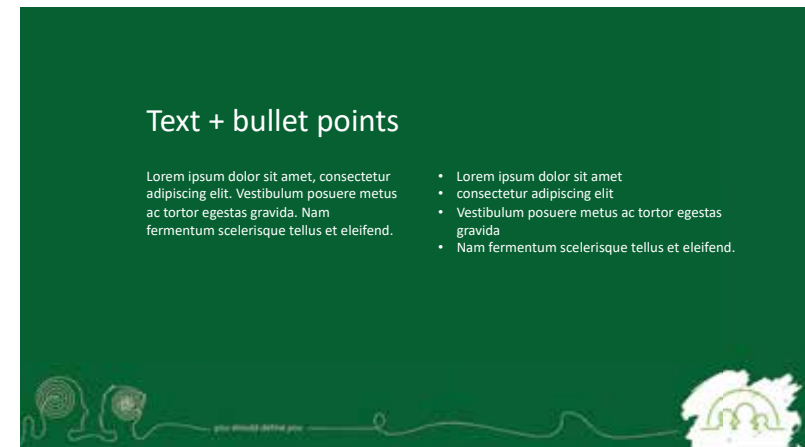
Brand Execution

External building signage

Brand Execution

PowerPoint template

Contents

Section Title 1
Section Title 2
Section Title 3
Section Title 4

Text + bullet points

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- Lorem ipsum dolor sit amet
- consectetur adipiscing elit
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you should define you

Brand Execution

Website

ISLE LISTEN

Because Minds Matter

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