



Mentors in Violence Prevention

Brand Guidelines

Logo

The Mentor's in Violence Prevention logo is used throughout all our marketing communications, such as leaflets, website, social media, PR and events. It is important that the logo is used as it have been created, making sure it is not altered in any way i.e. size, shape or form.

1. Full colour



3. Greyscale



Size & clear space

Minimum size

The logo should not be used smaller than the sizes shown below, to ensure clarity and legibility. The logo should not be smaller than 40mm wide.



Clear space

The recommended exclusion zone is 5mm from the logo.



Incorrect use

Do not change the colour, distort or rotate the logo. Please ensure the original aspect ratio is maintained by holding the shift key down when scaling.



Corporate colours

These are the corporate colours Mentors in Violence Prevention. It's important to use these colours to build a strong brand presence, allowing the audience to associate them with the partnership. Please remember – CMYK colours should be used for print. RGB colours used for web.



Blue

Hex
#4A8CCA

RGB
74, 140, 202

CMYK
71, 36, 0, 0



Dark blue

Hex
#1C3765

RGB
28, 55, 101

CMYK
100, 86, 33, 22



Grey

Hex
#E6E7E8

RGB
230, 231, 232

CMYK
0, 0, 0, 10



White

Hex
#FFFFFF

RGB
255, 255, 255

CMYK
0, 0, 0, 0

Typefaces

Open Sans or Arial

Only use Open Sans or Arial if you cannot install Open Sans onto your computer. Choose from Regular, Semi Bold or Bold styles.

Regular

Semi Bold

Bold

Open Sans is a Google font and can be downloaded for free here
<https://fonts.google.com/specimen/Open+Sans>

Fredoka One

Fredoka One is used in the logo. This font can be used sparingly for titles in print and web content where desired.

Fredoka One is a Google font and can be downloaded for free here
<https://fonts.google.com/specimen/Fredoka+One?query=fred>

Graphics

Designs should be kept simple and clean. Wherever possible use dark blue text on a white background. Below are some examples of Powerpoint screens. This design style should be carried through into all marketing and communications material.



MVP Professional learning aims

Introduction to the Mentors in Violence Prevention model and key activities	Opportunity to explore and deliver course content	Space to plan for implementation of MVP within your context and learning community
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Core component of MVP

2. Developing Leadership



Safer lives survey (2018)



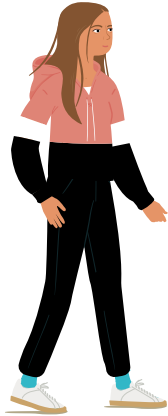
- Over 70% of young people are exposed to serious violence in real life at least once a month
- 33% of young people know at least one person who carries a weapon and 7% know more than 10 people do
- 16% young people reported feeling least safe in their own homes (Safer Lives Survey)
- 40% of young people agree that it is easy to buy illegal drugs where they live

Characters

The characters accompany the brand. They should be used sparingly and always on a white or very pale background



Ellie



Jade



Name



Aaron



Youth worker



Callum



Elisha



Liam



Name



Isha