

HelpAge brand guidelines



For enquiries about the HelpAge brand
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Our brand

- 3 What is a brand
- 4 Brand building blocks
- 5 Our vision
 - Our mission
 - Manifesto – Age makes a difference
 - How we describe our organisation
- 6 Our new position
- 7 Our values

Network members and partners

- 9 Building the brand
- 10 Our network members
- 11 Our network members – applied
- 12 Our partners

Basic elements

- 14 The HelpAge logo
- 15 Colours
- 16 Typefaces
- 17 Writing style
- 18 Message panels
- 19 About HelpAge messages
- 20 How to write messages
- 21 Photographs
- 22 Patterns
- 23 Combining the elements
- 24 Flexible design ‘volume’

Our brand identity

- 26 Stationery
- 27 PowerPoint presentations
- 28 Publications
- 29 Signs and vehicles
- 30 Promotional items
- 31 Advertising and direct mail

Our brand

What is a brand

HelpAge's brand or reputation is one of our most valuable assets. It represents what we stand for, what we promise and what people expect of us.

We have a strong value based position – *age helps* – which puts the experience of older women and men at the centre of our work. This position guides the type of programmes we run, the way we develop our advocacy work and the way we communicate.

Age helps re-positions age as a society-wide benefit and promises a better future for older people and society in general. It makes age more relevant to everyone on a personal level and creates a positive, emotional connection, pushing people to re-consider the subject.

Brand building blocks

Vision

What we strive for in the world.
Our ultimate goal.

Mission

What we do day to day.
Why we exist.

Manifesto

More detailed version of our place
in the world. Used internally to
achieve a common understanding
of our positioning.

Positioning

Our clear, distinct place in
the world.

Values

The way we behave. Our staff
is recruited and measured by
these behaviours.

Personality

The way we present ourselves.

Our vision

Our vision is a world in which all older people fulfil their potential to lead dignified, active, healthy and secure lives.

Our mission

We work with our partners to ensure that people everywhere understand how much older people contribute to society and that they must enjoy their right to healthcare, social services and economic and physical security.

Manifesto – Age makes a difference

The experience. The expertise. With age comes a deep understanding of the way things were, the way they are, and the way they could be. The contribution older people make to society is invaluable.

Of course, growing older is not without its problems, which can prevent people from reaching their potential. We're experts in age and the issues it can bring. Driven by the desire to find solutions to the problems older people face worldwide, we campaign tirelessly to put these issues on the agenda of governments and the public the world over. We work with and for older people to help them achieve good healthcare, financial security and inclusion in their communities.

We're proud of our achievements to date, and the growing strength of our international network is helping us reach out to more people than ever before. We are helping age to make a difference to the world.

How we describe our organisation

Use the following text to describe who we are and what we do - inside publications, at the end of emails and press releases, at the start of reports and so on. You can choose between the shorter or longer version.

Short version

HelpAge International helps older people claim their rights, challenge discrimination and overcome poverty, so that they can lead dignified, secure, active and healthy lives.

Long version

The contribution older women and men make to society – as carers, advisors, mediators, mentors and breadwinners – is invaluable. But growing older is not without its problems. HelpAge International helps older people claim their rights, challenge discrimination and overcome poverty, so that they can lead dignified, secure, active and healthy lives. Our work in over 75 countries is strengthened through our global network of like-minded organisations – the only one of its kind in the world.

The full name of our organisation is HelpAge International, which is how it appears on the logo
The name can be abbreviated to HelpAge in certain applications e.g. body text and web address
The abbreviation 'HAI' should never be used

Our new position

age helps

This position guides the type of programmes we run and how we develop our advocacy work, the way we behave, our office and working environment and how we communicate.

What *age helps* means for our work:

Programmes and policy

Formalise older people's input into programming
Replicate projects that support older citizens monitoring and creation of older people's associations
Develop programmes and collect evidence to demonstrate *age helps*

People and behaviours

Acknowledge and challenge negative attitudes towards older people
Build staff expertise and retain expert staff
Recruit and promote older staff as face of HelpAge

age helps

Environments and channels

Make offices age-friendly – accessible and welcoming
Use age friendly channels such as story telling radio etc.

Communication

Ensure *age helps* is reflected in written and visual outputs
Build capacity of older people to tell their stories – citizen journalism
Engage all HelpAge staff in brand values

Our values

Supportive



Optimistic



Expert



Committed



Our personality

Confident



Challenging



Positive



Empowering



Network members and partners

Building the brand

We want our brand to be used as much as possible. It will increase our reach, impact and brand recognition and give us the ability to deliver our vision in more places to more people.

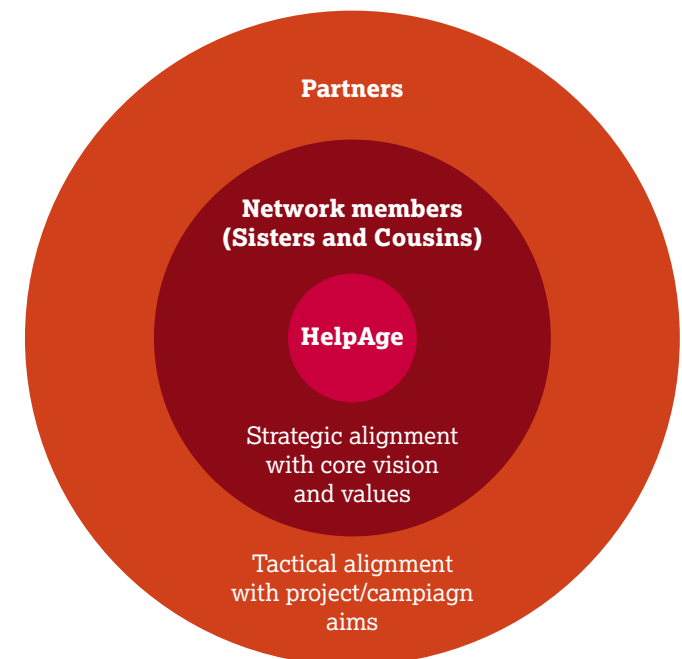
There are two groups who will use the HelpAge brand:

1. Our core organisation and network members. They share our core vision and are aligned with our values and manifesto. In short they think and act as we do. Those who are most closely aligned can choose to adopt our design style. We call these Sisters.

Those who share our goal but have a different working style, or an established brand themselves, just add our network endorsement to their communications. We call these Cousins.

2. Any other organisation with whom we work, whether on an occasional, project or one-off basis. We call them partners. Partners can add our core brand to communications for specific projects in which HelpAge is involved.

The HelpAge brand framework paper sets out the detailed criteria for defining our members and partners.



Our network members

Network members who use the HelpAge brand are called Sisters. Some Sisters use the HelpAge name combined with their own country or region. Others who have an established and strong name, keep this and just adopt our design style. All of the Sisters use the positioning strapline *age helps*.

Some network members will keep their own branding (name and design), and just add our network endorsement logo to their communications. We call these network members Cousins.

Resource

HelpAge-brand-framework.pdf
HelpAge-network-logo-1col.eps
HelpAge-network-logo-2col.eps
HelpAge-network-logo-3col.eps
HelpAge-network-logo-black.png
HelpAge-network-logo-CMYK.eps
HelpAge-network-logo-RGB.png



Our network members – applied

Secretariat



Age and security


HelpAge campaigns for social pensions

which help older people all over the world




HelpAge International
age helps

Sister



Listening to older people



Older people need a voice

We help them be heard in Sri Lanka

HelpAge Sri Lanka
age helps

HelpAge global network

Sister



We help older people learn new skills




so they can support themselves and their communities


Muthande Society
age helps

HelpAge global network

Cousin



Age and security



HelpAge International
global network

Our partners

HelpAge works with a range of other organisations on an occasional, one-off or joint venture basis. We call these organisations partners.

Partners can add our core brand, or a Sister's, logo to communications for specific projects in which HelpAge is involved. The words 'In partnership with' should usually appear with the HelpAge logo.

HelpAge with a partner



In partnership with



HelpAge with a partner



HelpAge in joint venture with a partner



HelpAge in joint venture with a partner



Basic elements

The HelpAge logo

The design and words in the logo reflect our positioning. The overlapping panels represent the link between what we do – helping older people, and our positive view of ageing – *age helps*.

Use the logo with freedom. There are no rules for size, position or clear space – just whatever works for each application. Look at the examples in the ‘Our brand identity’ section to see how.

Resources

[HelpAge-logo-overview.pdf](#)

[HelpAge-logo-1col.eps](#)

[HelpAge-logo-2col.eps](#)

[HelpAge-logo-3col.eps](#)

[HelpAge-logo-black.png](#)

[HelpAge-logo-CMYK.eps](#)

[HelpAge-logo-RGB.png](#)



Colours


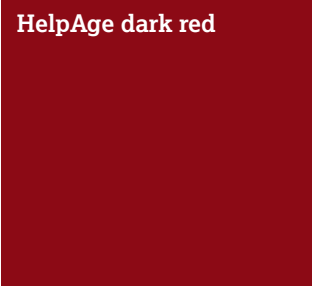

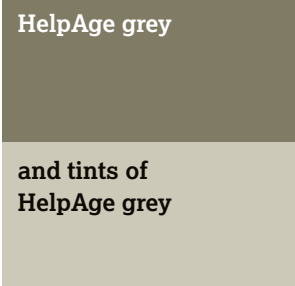
Our colours are warm and friendly, and the strong hues help our communications stand out. The core colours are used for brand message panels, and to highlight, and give emphasis to, text, headings and charts.

But don't use too much of the core colours. White is the backdrop for all designs, it keeps communications fresh and legible and allows the warm palette of colour to sparkle.

HelpAge grey can be used where a neutral colour is needed.

Paper

Wherever possible, please use uncoated 100% recycled paper.

			
HelpAge red	HelpAge dark red	HelpAge orange	HelpAge grey and tints of HelpAge grey
PANTONE 199 CMYK 0/100/60/0 RGB 237/19/80 Web ED1350	PANTONE 1807 CMYK 0/100/100/25 RGB 187/15/24 Web BB0F18	PANTONE 179 CMYK 0/80/100/0 RGB 242/88/33 Web F25821	PANTONE 7531 CMYK 0/10/27/50 RGB 147/134/113 Web 938671

In Microsoft programmes (Word, PowerPoint and Excel) use the following colours from the standard palette: Red, Dark Red, Orange and Grey-40%.

*PANTONE® standards are shown in the current edition of the Pantone Colour Formula Guide. The colours shown below and throughout the guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match Pantone Colour Standards. Please note that the colours shown here are digitally printed. They are not a true representation of the *PANTONE® colours.

Typefaces

The Lexia family of typefaces are used for all professionally designed and printed applications. Use the three weights flexibly, as needed for each design. The only rule is that brand messages in panels are always set in **Lexia Extrabold Italic**.

To obtain a copy of Lexia please send your budget code to Mayur Paul, mpaul@helpage.org

Lexia Regular
Lexia Italic

Lexia Bold
Lexia Bold Italic

Lexia XBold
Lexia XBold Italic

We use Verdana for all Microsoft documents and presentations, and for online applications.

Verdana Regular
Verdana Italic

Verdana Bold
Verdana Bold Italic

For body text in reports, letters, etc.
Please use 10pt Verdana Regular.

Writing style

Resources

HelpAge-editorial-style.pdf (coming soon)

The way you write can be an effective way to convey HelpAge's core values – **optimistic, expert, committed, supportive** – and personality attributes – **positive, challenging, empowering and confident**.

In the past, we've tended to write formally, even academically. But, in order to reflect our new brand, we now want to move towards a more vibrant, direct and engaging way of writing.

Guidelines on content

The content you select, as well as the writing style, can help get across the essence of HelpAge's ethos. For instance:

Reinforce age helps at every opportunity

Use content that shows older people contributing, finding their own solutions, and talking confidently about their achievements.

Highlight results

Tangible proof of our ability to make a difference will underline our expertise and credibility.

Opt for personal, real-life content

Case studies, quotes and concrete examples all help make your writing relevant and engaging.

The following guidelines show how you can bring your writing style to life

Be direct

As an expert organisation, we have the knowledge and authority to make strong claims.

Example:

'This project will change ageist attitudes.'

Rather than

'This project may help change ageist attitudes.'

Challenge, engage and include your reader

By speaking directly to your reader – addressing them as 'you' – you'll instantly draw them into your writing. To really grab their attention, ask them a direct question, or suggest they imagine a particular situation.

Example:

'Did you know that 100 million older people live on less than a dollar a day?'

Rather than

'100 million older people live on less than a dollar a day.'

Stir your reader's emotions

While talking directly to your reader, use emotional cues to arouse their empathy.

Example:

'Isn't it unjust that older people give so much – but receive little in return?'

Rather than

'Older people give so much, but receive little in return.'

NB. Be careful not to make your writing too emotional – or it may come across as melodramatic and sensationalist. Balance emotional cues with facts and figures to engage your reader's head as well as their heart.

Remember your audience

The balance of 'head' and 'heart' in your writing will be affected by who your reader is. If you're writing for policy-makers, you'll want to emphasise the facts and figures. But with the general public, you can give more weight to emotion.

Example:

'In Peru, teams of older people provided relief to more than 1,200 older people and their families after the 2007 earthquake' would be appropriate for policy-makers. While 'In Peru, teams of older people rushed to the aid of distressed families after the 2007 earthquake' would be appropriate for the public.

Use plain English

HelpAge is an international organisation – and many of your readers will not speak English as their first language. Stick to simple words and short sentences, and avoid abbreviations, such as UNHCR, WHO and NGO (unless you're sure your reader will understand).

Example:

'Older people on low incomes can still eat well.'

Rather than

'Older people from low-income groups can nevertheless obtain a nutritious diet.'

Use respectful language rather than 'labels'

For instance, 'older people' not 'the elderly'; 'people living with HIV' not 'AIDS victims'.

Message panels

Brand messages reinforce our *age helps* positioning and their design is a visual link to the HelpAge logo and colours. As well as supporting our positioning, they help us demonstrate the impact of our work, they can tell a story or give information relevant to a particular communication.

Look at the resources for how to create the graphic panels and for ready-to-use panels.

See the next page for how to write the messages.

Resources for staff

Folder: HelpAge-plain-panels.zip

Folder: HelpAge-message-panels.zip

Resources for designers

HelpAge-drawing-message-panels.pdf

HelpAge-plain-panels.ai

HelpAge-message-panels.ai

***The person of wisdom
is the person of years***

***Age makes
a difference***

My daughter died of AIDS

***I want my
grandchildren to live***

***Who helps the most
older people in
the most countries?***

The HelpAge network

About HelpAge messages

Messages are the words used in our visual communications, written in ‘two parts’ and placed in overlapping message panels. We never present this unique style of message in normal text style, or any other design other than the overlapping red and orange panels.

Whether acting as headlines or short, stand-alone statements, messages reinforce our *age helps* positioning. They sit inside graphic panels which link visually to our logo and colour palette. As well as supporting our positioning, they can tell a story or provide information that’s relevant to different communications.

See the next page for how to write messages and the pre-written messages resource file.

How to write messages

Resource
HelpAge-message-library.doc

Message panels are used in a whole range of media and formats, from reports and presentations to promotional materials such as mugs and T-shirts – and even on the sides of vehicles.

You can write messages on any theme relevant to HelpAge's work, including: *age helps*; demographics; injustice/discrimination; our network; older people's associations; social protection; livelihoods; health; rights; emergencies, and AIDS.

Messages don't normally need punctuation. The two-part format creates a natural break in the statement – so a comma at the end of the 'red half' isn't necessary. For consistency, start the first part of the message with a capital, but start the second part in lower case, and don't use a full stop at the end.

Examples:

Limited punctuation may be used where necessary for the meaning of the message – for example question marks, or a comma to separate words within one half of the message.

We were lambs / now we are lions

An exception to the 'no punctuation' rule is where the first part of the message is a question. In these cases, end the first part with a question mark, and start the second with a capital.

Who helps older people find their voice? / We do

Message pairs can be used to summarise case studies in the voices of older people themselves, as in:

I cannot walk / but I can lead

They can also be used to make a general statement, as in:

We live in an ageing world / let it not be an ageist world

Equally, they can be used to make a statement in the voice of HelpAge.

We helped Flora get a pension / now her family eats

When using message pairs, be aware of context. Will your message pair appear next to a photo of someone? In that case, the message may seem to be in their voice. Equally, if your message pair appears near the HelpAge logo, you don't need to repeat the word 'HelpAge' – you can just say 'We' instead.

Message pairs should be two-part statements, ideally conveying an element of contrast between the first and second part.

They mocked us / now they applaud us

Their two-part format makes message pairs particularly suited to conveying problems (first part) and solutions (second part). This is a good way to demonstrate HelpAge's effectiveness and impact.

We helped Flora get a pension / now she no longer begs

The two-part format is also ideal for before and after 'mini-narratives' ('turnaround stories') – again, underlining HelpAge's impact.

We were lambs / now we are lions

You can also use message pairs for questions and answers – reinforcing HelpAge's authority position and expertise.

Who helps older people find their voice? / We do

The message pairs should be as crisp and concise as possible. The format is designed for immediacy and impact – which will be lost with overly long sentences.

We gave Yulita a loan / now her family eats

Rather than

We gave Yulita a business loan / now her earnings feed her family

Try to avoid using message pairs which simply break up one long sentence, as a) this can easily become unwieldy and b) you then diminish the impact of contrast and comparison.

We can change our world / if people change their attitudes

would work better as

Change attitudes / change the world

Photographs

Photos are a key part of our visual brand. Using images of older people tells audiences that we are an ageing charity and the range of ethnicity illustrates the global nature of our work.

The style and content of photos supports our core positioning. Older people should look confident, empowered and dignified. Smiling and upbeat is good – images should look optimistic to reinforce the idea that *age helps*. Show older people in active roles, campaigning, caring, teaching working etc.

Resources

[HelpAge-photo-brief-staff.pdf](#)
[HelpAge-photo-brief-professionals.pdf](#)
(coming soon)

The HelpAge image library is at [Flickr.com](#)
Please contact the Secretariat comms team
for a user name and login code.



Patterns

Patterns add richness and personality to our communications. They can also express local culture and diversity. Their designs and colour are uplifting – supporting our brand values.

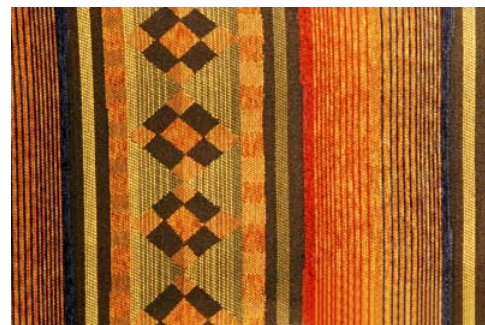
Patterns should be photos of fabrics, tiles, architecture or any other decorative surfaces you can find. You can take your own photographs or there are lots of free and inexpensive ones on the internet. Read the guidelines resource for details of how to get and create patterns.

Resources

[HelpAge-pattern-guidelines.pdf](#)



Please ensure that patterns are flat, 2-dimensional, surfaces – avoiding perspective.



Combining the elements

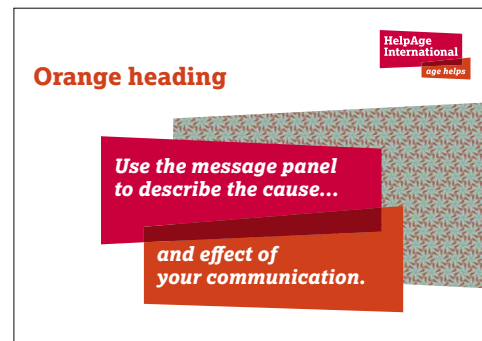
Apart from the logo, our three key design components are message panels, photos and patterns. They can be used in any combination, but always connected and overlapping.

The message panels are always in front, and the patterns always behind. More than one photo can be used per design, but only one message panel and one pattern. Patterns should be secondary elements and not conflict with photos and messages.

Message panel only



Message panel and pattern



Message panel and photograph



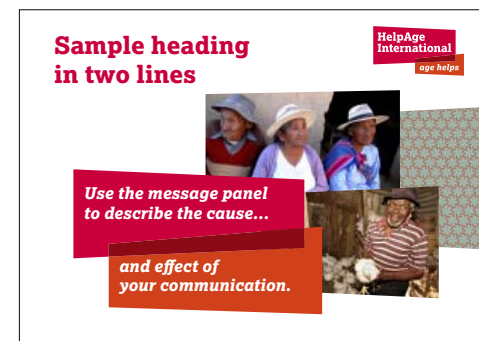
Photograph and pattern



Message panel, photograph and pattern



Message panel, two photographs and pattern

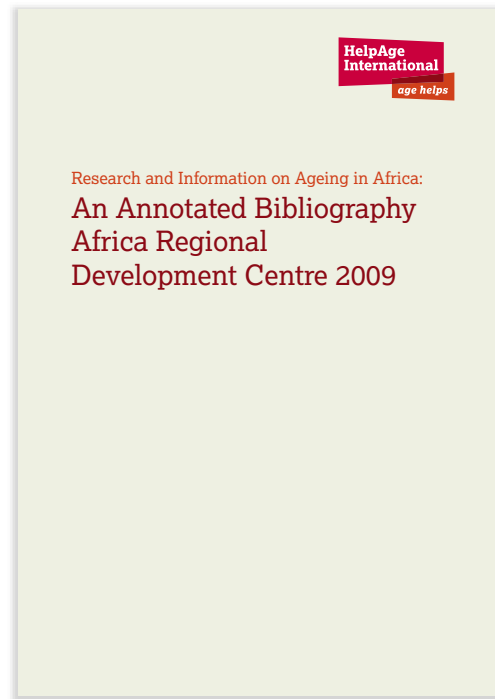


Flexible design 'volume'

The combination of design elements can be toned up and down so communications can stretch across different audiences, such as:

- corporate policy audiences
- international lobbyists and ground activists
- individual public supporters and campaigners

Design volume -



Design volume +



Our brand identity

Stationery

Resources for staff

HelpAge-stationery-report-overview.pdf
HelpAge-address-labels.dot
HelpAge-fax.dot
HelpAge-letter-with-logo.dot
HelpAge-letter-without-logo.dot

HelpAge-report-01.dot
HelpAge-report-02.dot
HelpAge-report-03.dot
HelpAge-report-04.dot

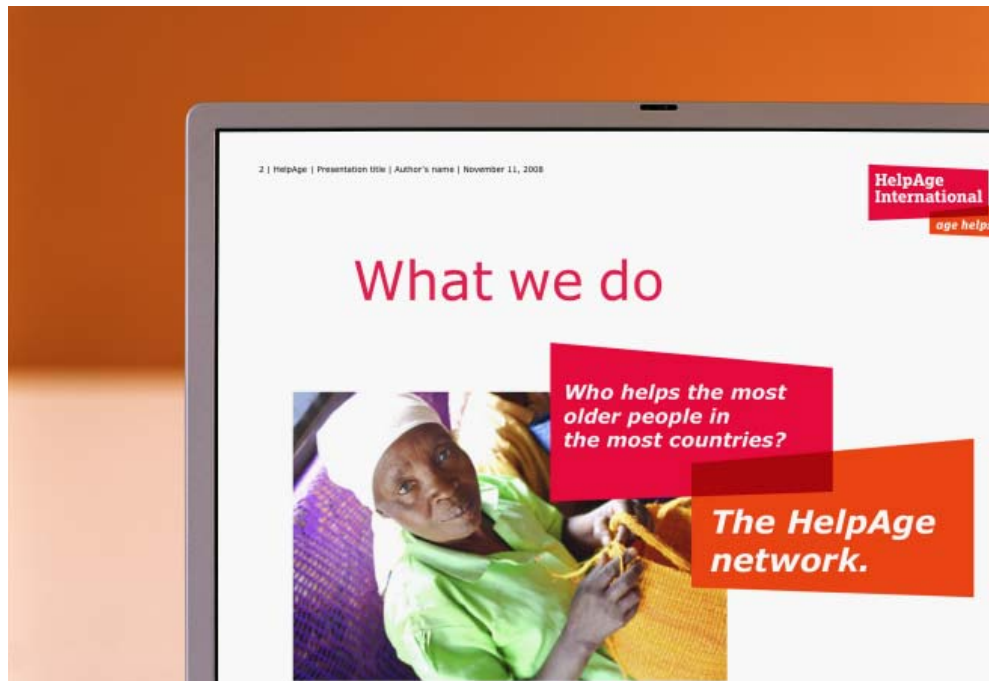
Resources for designers

HelpAge-address-labels.indd
HelpAge-business-card.indd
HelpAge-business-cards.indd
HelpAge-comp-slip.indd
HelpAge-folder.indd
HelpAge-logo-paper.indd



PowerPoint presentations

Resources
HelpAge-template.ppt



Publications



Resources for staff

HelpAge-publication-overview.pdf

Resources for designers

HelpAge-covers.indt

HelpAge-spreads.indt

HelpAge-briefing.indt

Signs and vehicles



Promotional items



Resources
HelpAge-mug.indd



Advertising and direct mail

