

Brand guidelines

Quick reference guide

See our full brand guidelines [➔](#)

This is a guide to the key elements of our brand and where to find out more.

Introduction

Our brand is important. It represents who we are and what we stand for. It reflects the beliefs and experiences associated with us.

We are a **motivating force for change**, actively working together with others locally and across the UK to end the need for food banks in the UK. This drives how we behave and the tone we take in all our interactions and communications. It's what people should expect from us and why people trust us, choose to work with us and support our work.

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Our vision, mission and values

Our vision

Our vision describes the future we believe is possible. It is the foundation of everything we are working to achieve.

A UK without the need for food banks

Our mission

Our mission describes what we do, how we pursue our core purpose to end hunger in the UK, and how we will achieve our vision.

We exist so everyone in the UK can be free from hunger. We work together to ensure no one needs a food bank to survive. Until that happens, we provide emergency food and practical support for people left without enough money to live on.

Our values

Our values are our fundamental driving principles. They encapsulate our passion and motivation for the work we do.



Compassion



Justice



Community



Dignity

Our brand personality and brand concept

Our brand personality

Our brand personality defines how we speak (our verbal identity) and how we look (our visual identity). It is the cornerstone of a cohesive and consistent approach that covers every aspect of our communications. Ensuring that everything we say and everything we create reflects our brand personality helps us to consistently reinforce and strengthen our brand.

We galvanise

Provoking thought and driving change. We bring people together to take action with warmth, care, hope and positivity.

We enable

Communicating with strength, clarity and honesty, demonstrating a real understanding of the problem.

We inspire

Rising to challenges with originality and creativity. We are unconstrained by standard paths or fixed solutions.

Our brand concept

At the heart of our brand is one core idea: Together.

We believe in the strength of working together, with everyone locally and across the UK. And that by bringing together experiences, evidence and solutions from food banks we can achieve our vision of a UK. 'Together' runs through every element of our brand identity from our language, to the design of our Trussell and food bank logos and the imagery we use.

Together

Our brand narrative

Consistency is important when it comes to the most repeated elements of our language, from our name and boilerplate, to the way we tell our story and how we frame our key messages.

Our name

We are Trussell, always with a capital T.

When talking directly about a specific food bank in copy, use the legal name as a proper noun. For example: ‘...here at Cambridge Foodbank’.

All other uses of ‘food bank’ should be two words with no capital.

Our boilerplate

This is the set of words we use to describe who we are across all communications. Use it word-for-word wherever possible, but if space is tight, it can be reduced.

We are an anti-poverty charity and community of food banks.

We work together to ensure no one in the UK needs a food bank to survive, while providing emergency food and practical support for people left without enough money to live on.

We are 1,400 food bank locations, supported by 36,000 volunteers, 12,000 churches, 100,000s of community groups and schools, and millions of people around the UK.

Our story

Our story unites us all under a common cause – enabling and equipping our audiences with what they need, galvanising them into action, and inspiring them to believe in a better future.

We need urgent action on hunger in the UK. People are being pushed to the brink because they don’t have enough money to live on. This can’t go on.

We refuse to stand by while so many of us can’t afford to eat, keep warm and pay the bills. Not so long ago, food banks were not needed to the extent they are today.

That’s why we work locally and across the UK for a more just and compassionate society where no one needs a food bank to survive. We’re determined to make this a reality.

Until this happens, we provide emergency food and practical support to people in their hardest moments. And work with our partners and local communities to ensure everyone gets the right help long before they need to use a food bank.

We know food banks are not a long-term solution, because hunger is not a food problem. It’s an income problem. We bring together experiences, evidence and solutions from food banks – and from people who’ve needed them – to build a compelling case for change.

We will not stop until everybody has enough money for the essentials, and the distribution of emergency food can end for good.

Our key messages

Our key messages run through all our work. Together they build true understanding of the problem, set the path towards an achievable vision, and communicate why we are a credible and trustworthy catalyst for change.

Use these messages, found in full in our brand guidelines, to help frame our external-facing work.

- 1. A future without the need for food banks is possible**
 - 2. Hunger in the UK isn’t a food problem, it’s an income problem**
 - 3. We stand side by side with the communities we’re rooted in**
 - 4. Food banks are a lifeline, but not the solution**
 - 5. We have robust evidence that is hard to ignore**
 - 6. There’s a clear way forward, and we can all help**
- And in local contexts we can additionally use the following messages:
- 7. We need your support to end hunger in our community**
 - 8. We work with partners to make it less likely people will need a food bank again**



See our full brand guidelines for detailed guidance on our brand narrative

How we talk and write

A consistent tone of voice brings our brand personality to life, fostering a stronger connection with all our audiences, building trust and engagement.

Writing to galvanise

Our words must galvanise action. We should be purposeful and direct, talking about what we 'will' do, rather than tentatively saying what we 'could' or 'want' to achieve.

**Be informative,
but not superior**

**Conversational,
but not matey**

**Simplify,
but don't patronise**

Writing to enable

At Trussell, we want to uplift and affirm the strength within communities, emphasising the ability of individuals to take action together against hunger.

**Be encouraging,
but not pushy**

**Direct,
but not blunt**

**Determined,
but not militant**

Writing to inspire

We have the potential to do something incredible – ending hunger will change the lives of so many people and transform society for good. So our words must be beacons of hope.

**Be optimistic,
but not naive**

**Realistic,
but not despondent**

**Energetic,
but not over-excited**



See our full brand guidelines for detailed guidance on how we talk and write:

- Writing good copy
- The language we use
- How we share people's lived experience
- Best practice examples.

Trussell logo and symbol

Our Trussell logo is designed to visually depict the important relationship between Trussell, food banks and the communities in which we work. It consistently reaffirms our vision for a future without the need for food banks and embodies our core concept of together.



- 1 Symbol
- 2 Name
- 3 Strapline

Our logo

The Trussell logo is made up of three elements: symbol, name and strapline. Our symbol reflects our core concept of 'together', visually connecting our work with food banks. Our name shares the same human and approachable quality, and our strapline asserts our belief in what we can achieve together.

Using our logo and symbol

Our logo and symbol must not be altered or recreated. Only master artworks available from the Trussell creative team should be used at all times.

Our symbol

Our symbol can be used separately from our name and strapline but only in specific circumstances. Examples include an avatar on digital applications, some smaller promotional items and on the reverse of clothing where our logo appears in full on the front.

Our symbol should never be used decoratively, for example as a repeat background or as a large graphic behind images.

Positive logo



Mono black logo



Negative logo



Mono white logo



See our full brand guidelines for detailed guidance on our Trussell logo and symbol:

- Clear space and positioning
- Minimum size
- Partnerships
- Creating additional logos
- Incorrect use.

Food bank logo

Food banks use a logo which is visually aligned to the Trussell logo. The design shows our strong working relationship, and has the flexibility to create variations for each individual food bank. Food bank logos are supplied by the Trussell creative team.



- 1 Symbol
- 2 Location name
- 3 Strapline

Our food bank logo

Food bank logos are made up of three elements: the symbol, the location name and the food bank strapline 'Together with Trussell'.

The symbol is in Trussell green and the name and strapline in either black or white.

On a light background use the positive logo, on a dark background use the negative logo.

Always use the master artworks supplied, and never recreate or alter our food bank logos in any way.

Positive logo



Mono black logo



Negative logo



Mono white logo



See our full brand guidelines for detailed guidance on our food bank logos:

- Clear space and positioning
- Minimum size
- Partnerships
- Creating additional logos
- Incorrect use.

Colour

Colour is a powerful means of recognition, and Trussell's colour is green. The use of green across all communications helps create a distinctive and easily identifiable look, as well as building on our long-standing use of and association with the colour.

Our colour system

Our colours are divided into three groups: core, support and urgent. Each colour has been selected and tested to meet accessibility standards.

Core colours

Our core colours are the building blocks of our visual identity and are used prominently across all our communications. Either Trussell green or dark green must be present on all communications.

Support colours

Our support colours are used mainly in contexts that need to feel supportive and welcoming. We use these much less in urgent or issues focussed communications. Examples could be asking for food donations or thanking volunteers, and for backgrounds, shapes and frames to highlight content.

Urgent colour

Orange is our urgent colour. This is only used for calls to action, and to highlight or bring attention to important content. Use it sparingly to ensure impact when it is seen.

Core colours

Trussell green CMYK: 78/0/85/0 PMS: 7481 U/C RGB: 0/171/82 HEX: 00ab52 RAL: 140 60 70	Dark green CMYK: 90/47/76/59 PMS: 3308 U/C RGB: 10/61/46 HEX: 0a3d2e RAL: 160 30 15	Black CMYK: 0/0/0/100 PMS: Black 6 U/C RGB: 0/0/0 HEX: 000000
White CMYK: 0/0/0/0 PMS: N/A RGB: 255/255/255 HEX: ffffff		

Support colours

Blue CMYK: 56/28/0/0 RGB: 120/162/255 HEX: 78a2ff RAL: 260 60 30
Yellow CMYK: 2/6/86/0 RGB: 255/228/45 HEX: ffe42d RAL: 80 80 60
Pink CMYK: 13/38/0/0 RGB: 255/172/255 HEX: ffacff RAL: 330 70 20

Urgent colour

Orange CMYK: 0/77/90/0 RGB: 255/84/20 HEX: ff5414



See our full brand guidelines for detailed guidance on colour:

- Specifications
- Accessibility
- Tints
- Incorrect use.

Typography

We combine Together Sans, a bespoke typeface inspired by our Trussell and food bank logos, and the free font Switzer. Together Sans balances friendship and warmth with authority and confidence. Switzer is a highly readable sans serif typeface which can be used by anyone, for any purpose.

Switzer

Switzer is used for all headline and body copy all applications wherever possible. The minimum size for Switzer is 11pt. Where Switzer is not available the system font Arial can be used, all text should be left aligned.

Together Sans

Together Sans has a limited character set and is only ever used for key figures, quotation marks and arrows. Together Sans has been crafted to bring a human touch to our visual identity. When using Together Sans with Switzer, all text should be aligned left.

Switzer

Switzer Semi Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789?!&:@'%"#*

Switzer Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789?!&:@'%"#*

Together Sans

94%
£ 1.3M
“ ” →



See our full brand guidelines for detailed guidance on typography:

- Weights and use
- System font
- Incorrect use.

Photography and film

Our approach to photography and film reflects our values and brand personality, and upholds the dignity of everyone portrayed.



Hope, positivity and determination should always be the key takeouts of our photography and film, emphasising the togetherness that underpins our brand.

We do this by showing a sense of solidarity, people standing side by side, arm in arm, working together or interacting closely in groups. Portraits of individuals can also build this feeling of togetherness by directly connecting through the camera to the audience. Use our own images (not stock) wherever possible.



See our full brand guidelines for detailed guidance on photography:

- Approach and style
- Subject areas
- Other considerations
- Incorrect use.

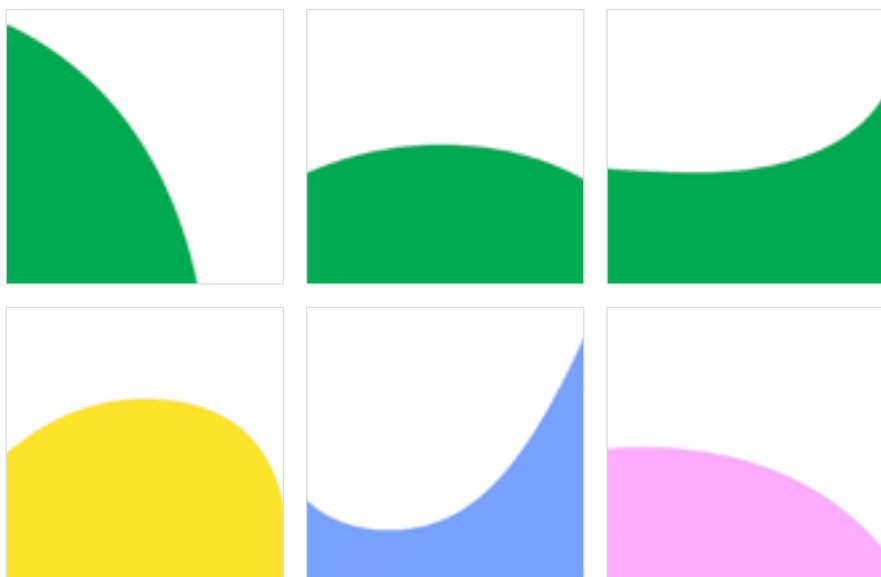
Graphic elements and illustration

Our graphic elements, illustration style and icons help audiences to engage with our content. They are inspired by, or directly drawn from our symbol and logos.

Shapes

Our shapes are drawn from our symbol to create clear areas for copy, highlight content, and add colour.

Shapes



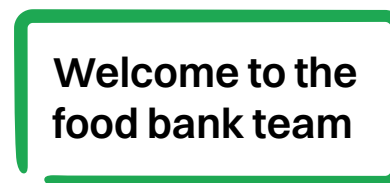
Frames

Frames are used to highlight important content that we want to draw the reader's attention to. They are only ever rectangular or square, never circular and share the same open feel as our icons.

Underline

Underlining a word helps us to highlight and bring attention to key words. It helps us to galvanise, provoke and drive change. Our underline brings energy and impact to our designs.

Frames



Underline



Icon set

An initial set of icons have been created to help communicate common topics. Icons are used sparingly and purposefully to add meaning, enabling readers to navigate and remember content.

Illustration

Our brand illustration style is inspired by our symbol and logo and consistent with our icon set. Use this illustration style where appropriate for the tone of content but only when it is not possible to source photography.

Icons



Illustration



See our full brand guidelines for detailed guidance on graphic elements and illustration

- Graphic elements
- Illustration and icons
- Colour and use
- Incorrect use
- Data visualisation.

Creating effective communications

Consistent application of our brand identity increases awareness, recognition and understanding of who we are and what we want to achieve.

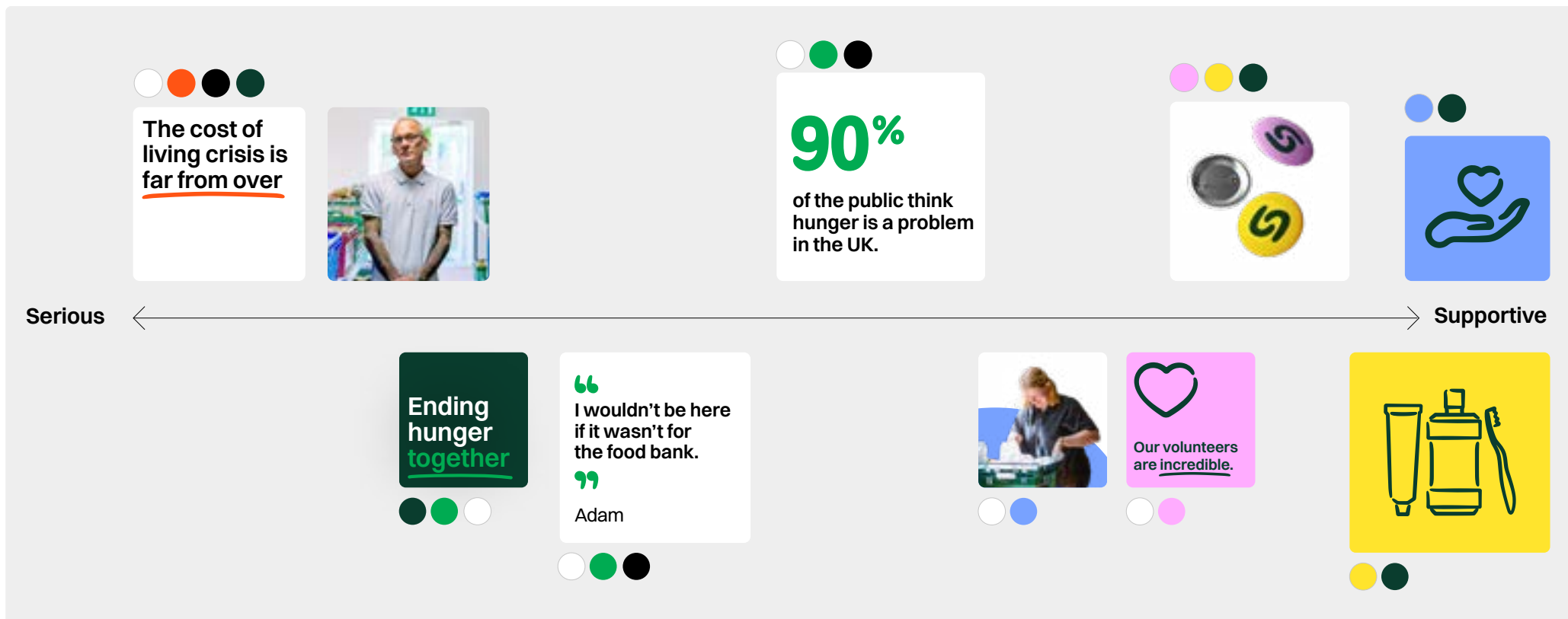
Getting the tone right

Our brand identity is a dynamic framework that can flex according to the audience or the content. This enables us to clearly communicate the breadth of our work, from serious issue-based content delivered with a sense of urgency, to a supportive and inclusive tone that talks directly to supporters, colleagues and people who need to use a food bank.

Flexibility

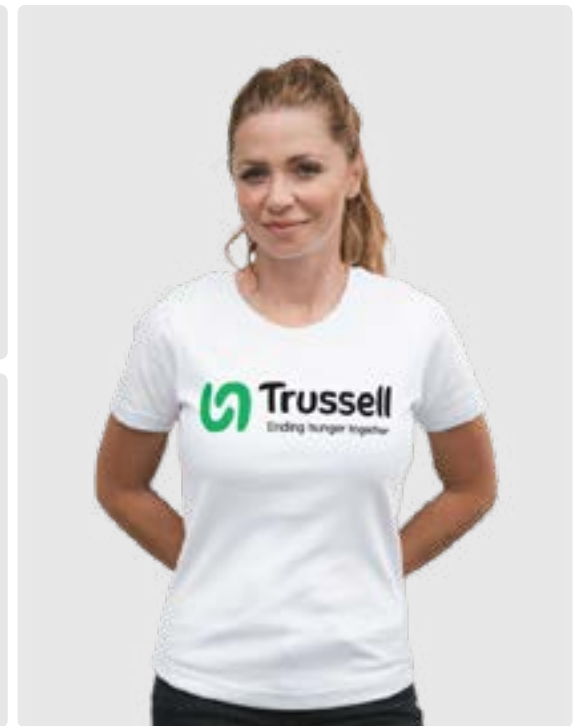
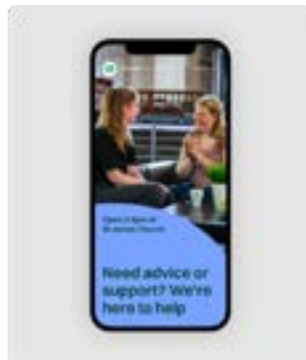
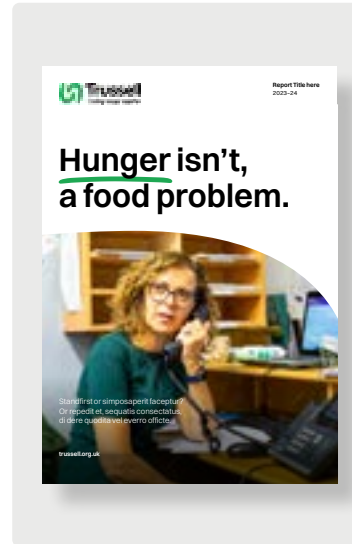
Below you can see how we use our colours, graphic elements, imagery and language to respond to different types of content and audiences. We use this spectrum as a guide, always thinking first about the audience, content, and objectives before creating communications.

Flexibility



See our full brand guidelines for detailed guidance on creating communications:
- Bringing it together.

Illustrative examples



See our full brand guidelines for detailed guidance on creating communications:
 - Bringing it together.

Contact - Food banks

Any Food bank queries should be directed to your Area Manager in the first instance.

Contact - Trussell staff

For any questions please contact the Senior Creative Manager or email creativeservices@trussell.org.uk