



SCiP ALLIANCE BRAND GUIDELINES

(EXTERNAL USE)

VERSION 1
APRIL 2025

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WELCOME

We bring together practitioners, researchers, policymakers and funders to build a stronger evidence-base, better policy, and enhanced support for Service children's education and progression, placing their voices at the heart of all we do.



OUR NAME

Our name is an important part of our brand. When it is referred to out of context as 'SCiP' it can cause confusion.

In written documentation (full prose), always refer to the Service Children's Progression Alliance (SCiP Alliance) in the first instance. This can be followed by the use of 'the SCiP Alliance' or 'the Alliance'.

On social media, always refer to 'the SCiP Alliance'.

When referring to hubs, this should always be referred to as 'SCiP Alliance Hub.'

Encourage everyone to talk about the Alliance as 'we' rather than The Alliance being the University of Winchester staff team.

TONE OF VOICE

When writing for the SCiP Alliance ask yourself how it relates to our brand essence - **Equip, Connect, Inspire.**

EQUIP

We are experts in our field. We speak with confidence and always try to communicate clearly without resorting to jargon. We inform with practical, helpful, evidence based research and always have Service children's voices at the heart of what we do.

CONNECT

The SCiP Alliance is an inclusive, diverse community. This is our strength and we speak to our allies in the community with respect as equals and friends.

INSPIRE

We have a future-facing, optimistic vision for Service children. We communicate positively and with enthusiasm. This inspires confidence that creates action.

STONE OF VOICE GUIDANCE

KEY TERMS

YOUNG PEOPLE IN ARMED FORCES FAMILIES (YPAFF)

For the purposes of the SCiP Alliance's work, a Service child / YPAFF is defined as:

A person whose parent, or carer, serves in the regular armed forces, or as a reservist, or has done at any point during the first 25 years of that person's life.

We always capitalise the S of Service children and the AF of Armed Forces.

ASSET-BASED

Service children are not a homogenous group. Wherever possible, we avoid generalising and promote a personalised approach to thinking about, understanding and supporting Service children.

The SCiP Alliance takes an asset-based approach. It means we start with the strengths and focus on how to build on them. Always lead with the positives and use positive language that lifts our members and Service families up.

KEEPING IT UK-WIDE

The SCiP Alliance is a UK-wide organisation and engages with partners overseas also. Presenting equal value of and representation for the four nations of the UK (England, Northern Ireland, Scotland and Wales) in matters relating to Service children is of the utmost importance.

LOGO

The logo has been created in several versions to ensure it is versatile enough to be used on multiple applications.

The primary logo version should be used wherever possible to do so.

A roundel version for social media is also available.

PRIMARY LOGO



PRIMARY LOGO WITH STRAP LINE



VERTICAL LOGO



LOGO

REVERSE VERSIONS

PRIMARY LOGO REVERSE



SOCIAL MEDIA ROUNDEL



PRIMARY LOGO STRAPLINE REVERSE



ALTERNATIVE WITH ENCLOSURE



VERTICAL LOGO



HUBS LOGOS

The primary hub logo version should be used wherever possible to do so.

A horizontal version is also available.

HUB LOGO PRIMARY (SOUTH WEST)



HUB LOGO VERTICAL (SOUTH WEST)



HUB LOGO PRIMARY REVERSE (SOUTH WEST)



HUB LOGO VERTICAL REVERSE (SOUTH WEST)



LOGO

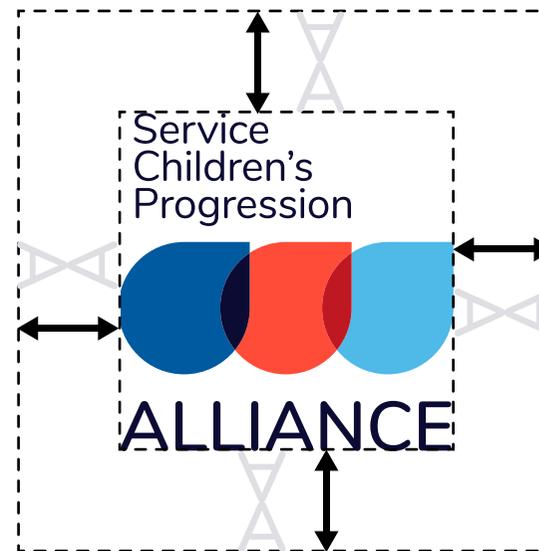
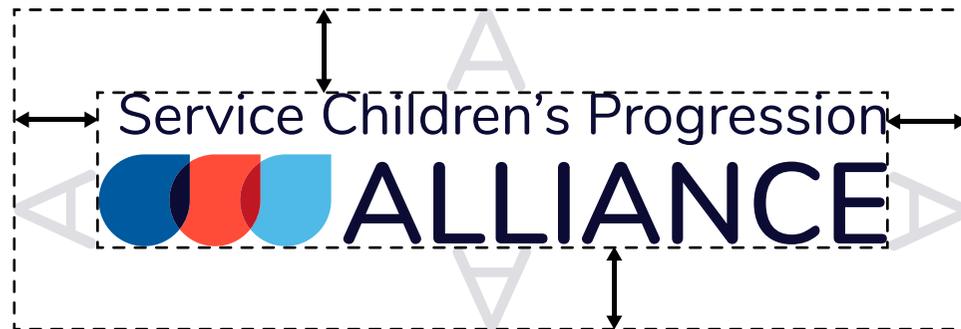
EXCLUSION ZONE

The logo should always have a minimum level of spacing around it in order to let it 'breathe'.

AS A MINIMUM YOU SHOULD ENSURE:

At least the height of the A from the word ALLIANCE can be placed around all sides of the **primary logo** without any interruption.

You should ensure that at least 2x the height of the A from the word ALLIANCE can be placed around all sides of the **vertical logo** without any interruption.



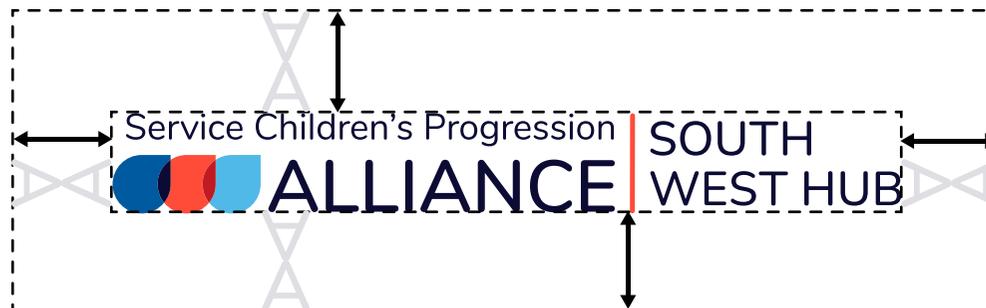
HUBS LOGOS

EXCLUSION ZONE

The hub logo should always have a minimum level of spacing around it in order to let it 'breathe'.

AS A MINIMUM YOU SHOULD ENSURE:

At least 2x the height of the A from the word ALLIANCE can be placed around all sides of the **hub logo** without any interruption.



LOGO

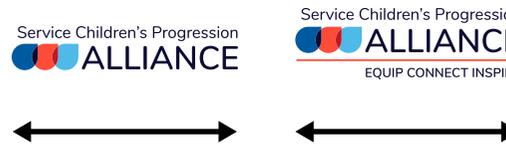
MINIMUM SIZES

Here are the minimum sizes for the logos for print and digital usage.

For print: the logo should ideally be printed in EPS format. If this is not possible, it can be printed in PDF or SVG.

For screen: ideally use SVG or PNG if this is not possible.

PRIMARY/TAGLINE



Print: 30mm width @300dpi
Digital: 230px width @72dpi

VERTICAL



Print: 15mm width @300dpi
Digital: 120px width @72ppi

The vertical logo format is best for sizes below 30mm wide

SOCIAL MEDIA ROUNDEL



Digital: 215x215px @72dpi

HUBS HORIZONTAL



Print: 45mm width @300dpi
Digital: 345px width @72dpi

HUBS VERTICAL



Print: 33mm width @300dpi
Digital: 260px width @72ppi

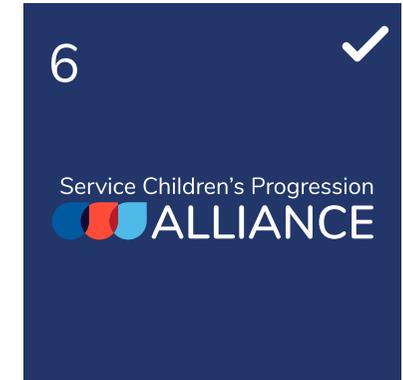
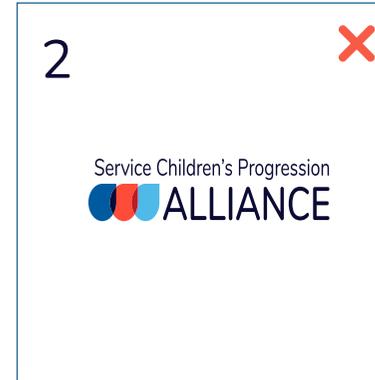
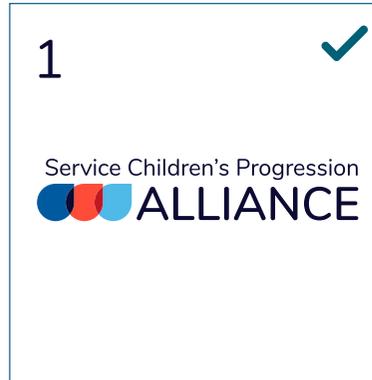
The vertical logo format is best for sizes below 30mm wide

LOGO

CORRECT USAGE

Here is a list of dos and don'ts for using the SCiP Alliance logo. The purpose of these guidelines is to ensure the logo has consistency and that the brand value is preserved. The same rules apply to the Hubs logos.

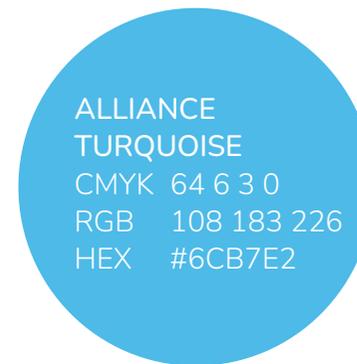
1. Please ensure the logo has good spacing around it and has not been manipulated in any way
2. Don't alter the size of the logo without resizing both horizontally and vertically at the same time
3. The logo should always appear horizontally, not angled
4. (& 5) Don't use the logo on a background which makes it difficult to see and read. Please use a reversed logo instead (6). A version of the SCiP logo with a white enclosure has been created for situations where the background is too distracting (7).



SCIP ALLIANCE COLOURS

MAIN COLOURS

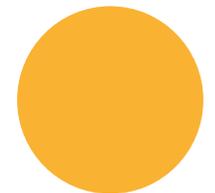
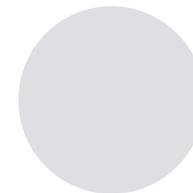
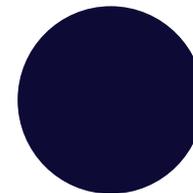
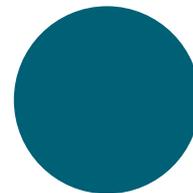
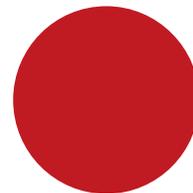
Our main palette is based on the colours in our logo and are inspired by the three main branches of the Armed Forces.



SECONDARY COLOURS

Our secondary palette is based on the tertiary colours in the overlapping areas of the main logo shapes, with the addition of the yellow from the *Thriving Lives* toolkit plus a neutral grey.

These colours are used to extend our main palette further and should be used in combination with, rather than in place of our main colours.



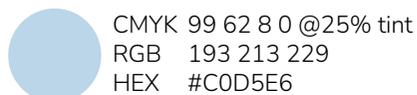
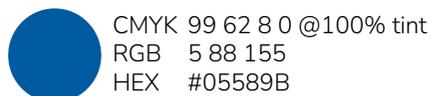
SCIP ALLIANCE COLOURS

CONTINUED

COLOUR TINTS

Tints of our colour palette can be used to extend the available range.

SCIP ALLIANCE BLUE



SCIP ALLIANCE TURQUOISE



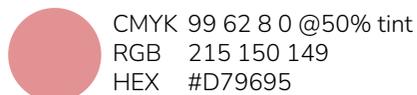
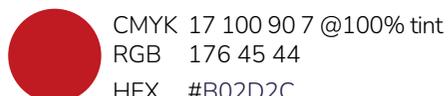
SCIP ALLIANCE RED



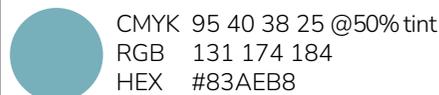
YELLOW



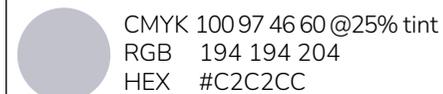
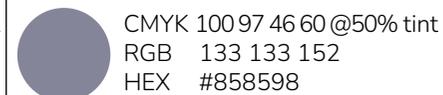
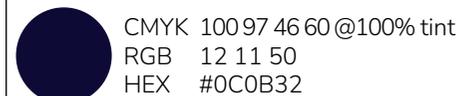
DEEP RED



TEAL



NAVY



TYPOGRAPHY

PRINT

Our primary typeface for offline and print applications is Nunito. It has been chosen for its open simplicity and timeless modernity.

We use the regular font for headlines and the light version for body copy. Light can also be used for headings where distance readability is not an issue.

Headlines are usually in UPPER CASE.

Nunito is freely available from Google Fonts:

<https://fonts.google.com/specimen/Nunito>

HEADLINES:
NUNITO REGULAR UPPER CASE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Body copy:
Nunito Light sentence case

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SYSTEM TYPEFACE

When it is not possible to use the preferred typeface due to system constraints then we revert to using Arial.

This is a last resort and our Primary Typeface, Nunito, must be used where possible.

HEADLINES:

ARIAL BOLD UPPER CASE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Body copy:

Arial Regular sentence case

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PHOTOGRAPHY

The brand essence can be used as a guide when selecting images:

EQUIP

A picture can tell a thousand words. Use photography to educate and show the diverse membership of the SCiP Alliance in action. Stock imagery can be useful when quality photographs are not available.

CONNECT

Where possible use natural light and informal compositions and poses. Feature real people where appropriate. Show the SCiP Alliance community in all its diversity.

INSPIRE

Celebrate the positives and champion real success stories. A well-captured smile is a powerful tool.

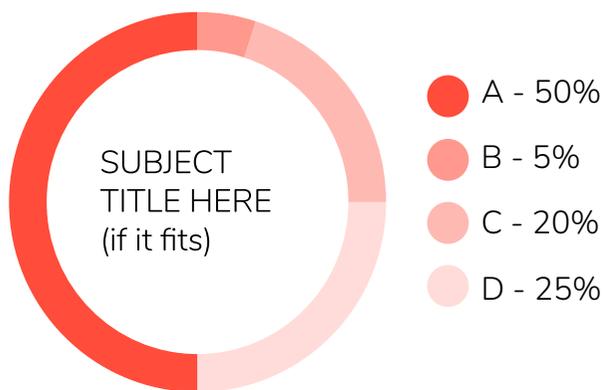
A duotone effect can be applied to photos where it suits the design. When doing so please make sure the contrast is sufficient and always use the brand colours.

Ensure that any images used do not identify individuals. Avoid photographs of students where their name or school may be identified.

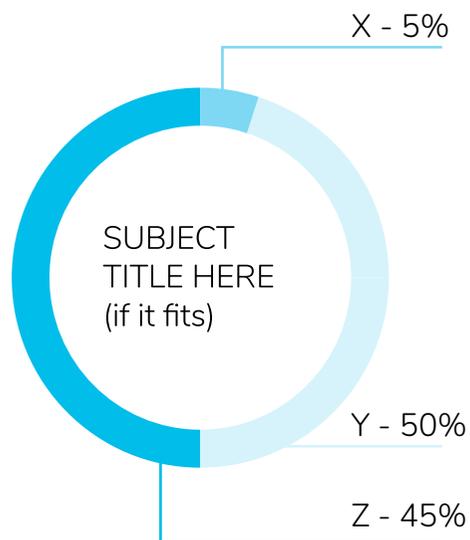


CHART EXAMPLES

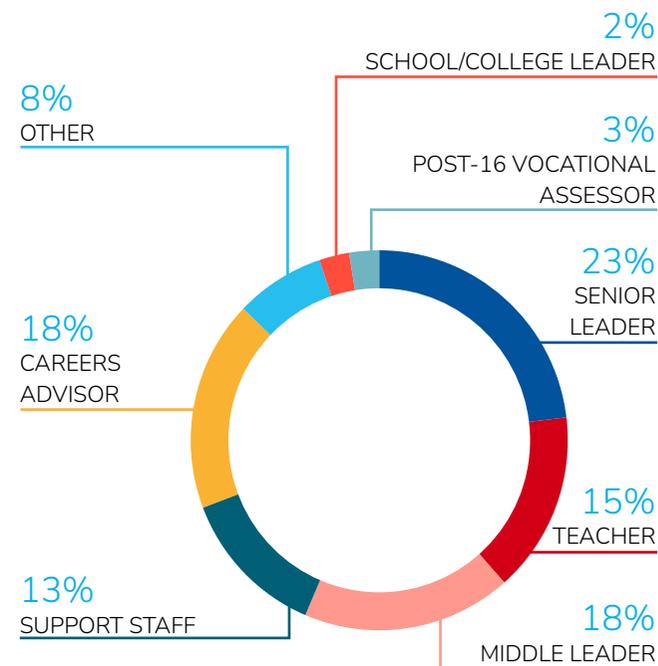
PIE CHARTS



SIMPLE KEY
TINTS OF SINGLE COLOUR



DETAILED KEY
TINTS OF SINGLE COLOUR



DETAILED KEY
FULL COLOUR RANGE

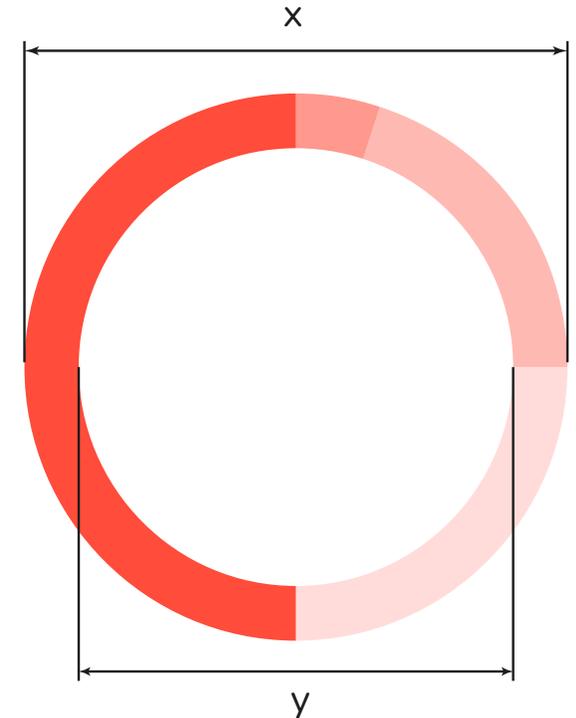
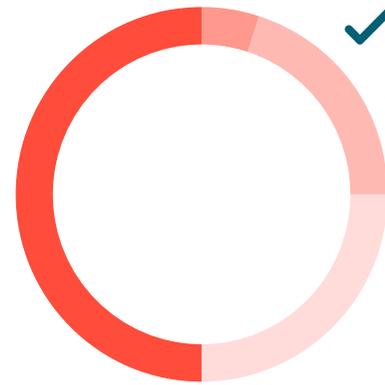
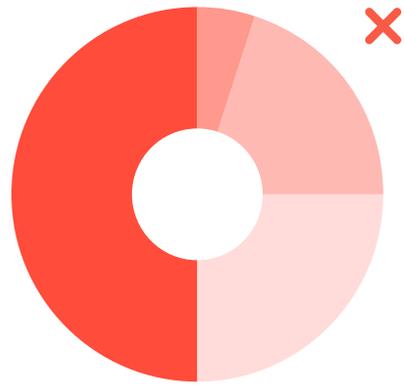
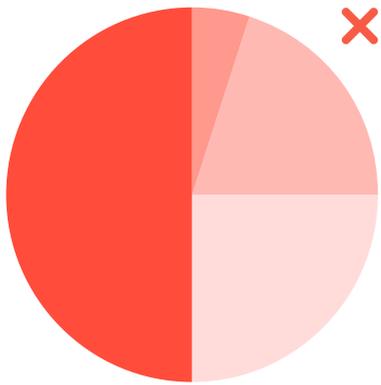
PIE CHARTS CONTINUED

Using slim, ring style piecharts can help avoid overdominating your layout.

Try to keep the proportions consistent by using this formula a rule of thumb.

$$y = x / 1.25$$

For example - if the diameter of the piechart (x) is 50mm then the diameter of the inner circle (y) would be 40mm.



BAR CHARTS AND GRAPHS

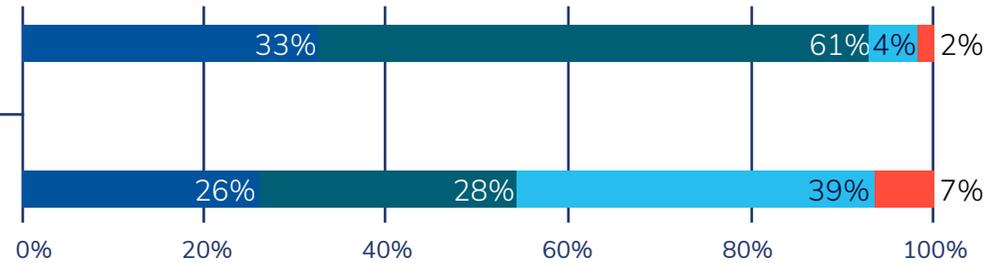
100% STACKED BAR CHART

STATEMENT A

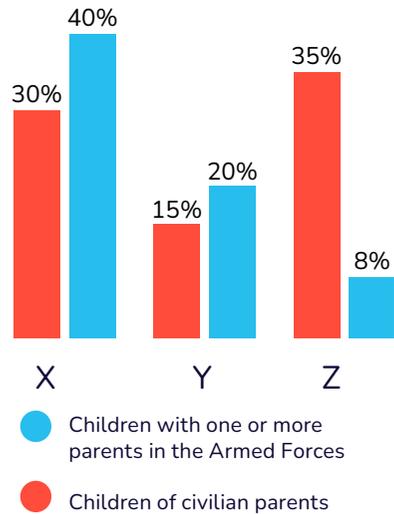
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

STATEMENT B

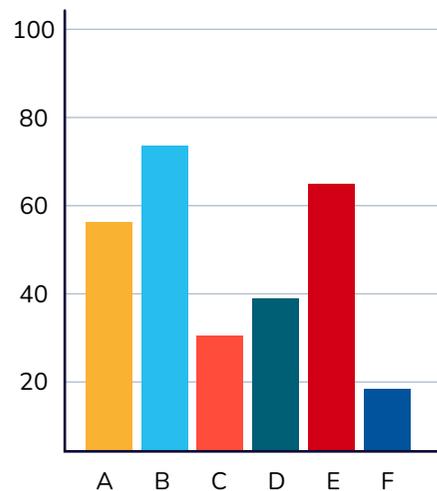
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam



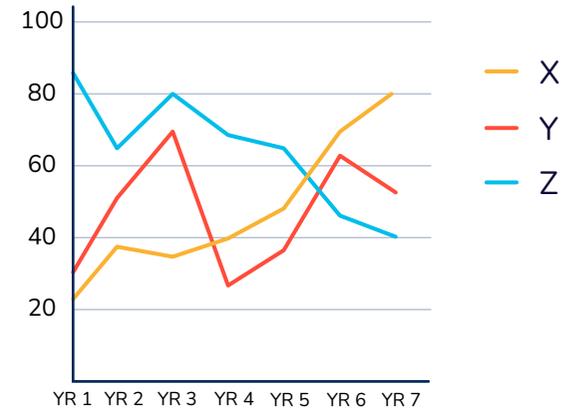
COMPARATIVE BAR CHART



STANDARD BAR CHART



LINE GRAPH





THE SERVICE CHILDREN'S PROGRESSION ALLIANCE
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