



# HELOA BRAND GUIDELINES

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Registered Charity: 1182953



## **HELOA Brand Guidelines**

### **Introduction**

These brand guidelines are for all members of HELOA to be used across all marketing and communication materials such as online, print and display materials. This document aims to provide clear and concise messaging that is to be used for external and internal communication purposes. The objective is to raise awareness of the Charity alongside the success it delivers through consistent messaging and imagery to allow the brand to express itself.

### **Set of Objectives**

This document is to ensure consistency of tone and style that is incorporated into the marketing materials for HELOA. The following guidelines are for all HELOA promotional materials, including web and digital content. The objectives below set out what the Association wants to achieve, and through these brand guidelines, it will help support this.

- Develop a stable and lasting foundation for the association;
- Provide sector-leading training and best-practice sharing opportunities for our members;
- Work with third-party organisations to develop meaningful partnerships;
- Engage with and learn from our members to improve our relevance and purpose;
- Raise the profile of our members, our sector, and our association

For further information on the above, please see the [strategic plan](#).

### **Consistent Message: HELOA – who we are**

*This message is to be used in all communications where an introduction to the association is necessary.*

HELOA (registered charity 1182953) is the professional association of staff in higher education who work in student recruitment, outreach, marketing and admissions. Our members help potential students, and their families and advisers, make an informed decision about their future in education by providing high-quality information, advice and guidance. They are professional, passionate and engaged advocates for higher education.

Established in 1990, the Association now has around 1,500 members from over 140 UK universities and higher education institutions. HELOA encourages collaboration, sharing good practice and rigour standards of impartiality amongst our members, helping them to inform students throughout their journey to higher education.

## **Visual Identity**

### **HELOA Logo**

The HELOA logo is the primary means of identifying the Charity, and should never be recreated or otherwise manipulated. It is essential to maintain a consistent presentation of our identity. Placements of logos should always be central to the page or document that is produced, whether it is for online or printed materials. Ensure the logo is sized correctly in the centre and ensure this is

not overtly oversized or undersized. The logo must not be pixelated or stretched as this will make it look inconsistent and impact on the overall look of the brand itself.

### Primary version of the HELOA logo

The primary logo is to be used in all circumstances unless it is for use at HELOA group level (including Scotland and Wales).



The version below should be used as a secondary version when being printed on a dark background.



When the use of a full-colour logo is not possible, the logo should be presented in black, as shown below. The black logo version should be used when the background will be white.



Please contact the HELOA communications team ([comms@heloac.ac.uk](mailto:comms@heloac.ac.uk)) if you require the HELOA logo, do not copy from the website or elsewhere.

### Social Media Logos and HELOA Groups

At Group level, all HELOA Groups must use their own group logo to help raise awareness of the regions as well as highlighting the brand to external stakeholders. This also will ensure consistency across all regions. All logos are available via the Communications Team; please contact [comms@heloac.ac.uk](mailto:comms@heloac.ac.uk) stating the reason to use of the logo and what version they need.

The group logos shown below must replace all the current logos across print, online and social media platforms such as Facebook and Twitter. With HELOA being a charity consistency in the use of the logo is essential to so people can recognise us.

On social media accounts such as Facebook, Twitter, Instagram etc. the primary blue HELOA logo with white background should be in the main profile picture. While the header image should have the logo with the group name in it, for the main HELOA accounts the secondary logo with dark blue background should be used. We want to provide distinctiveness between the different groups but also keeping the brand image consistent and clean. The name of the groups can be included in the account name, but not in the profile picture.

Examples are below as a reference for all groups.



**Colour Palette**

The primary colour is the navy blue (hex code - #014A7D) with secondary accent colour is salmon pink (hex code - #F5DBD3), as seen below.

Navy Blue



Salmon Pink

**Font and Size**

Ensuring consistency in font and size can strongly affect how people react to a document. Careful selection and consistent use of a chosen typeface can be just as important as the use of graphics, colour and images in creating and solidifying a professional brand.

Fonts:

Fonts on the HELOA site are fixed and is Sans Serriff. In print Microsoft Sans Serrif should be used.

Font Size:

Standard body text is 11. This is consistent throughout the website and should not be changed (with the exception of the home page, which is a slightly larger size at 12. In print the appropriate size for the document should be used.

**Font decoration:**

Bold and Italics should be used sparingly, only when necessary to emphasise short portions of text/headings.

**Photography**

Consistency across all our photography is vital as this means we can tailor our communications using this and the other elements of our visual identity (fonts, colour palettes, etc.) to ensure we retain a common visual approach. The type of imagery we are looking to represent HELOA best is to have authentic images such as members attending HELOA Conferences or with working with schools and other stakeholders.

**Any photography commissioned must seek permission for the people involved with the photo shoot, especially for anyone under the age of 18, where parental consent will be needed.**

**General Do's and Don'ts:**

**Do:**

- Try and use commissioned only photography
- Use photography that has relevance to the text it supports
- Where design allows, consider using a mix of close up and wide-angle shots to create interest.
- Get images of people attending a HELOA conference, who are not looking directly at the camera.

- Headshots of committee members and conference speakers are allowed, so that they can be identified.

**Don't:**

- Use stock photography, where possible. This weakens our message, making it less authentic.
- If there is no choice but to use stock photography ensure the association has permission to use the photo, do not just take an image from google.

**Technical advice for the photographer****Do:**

- Where possible, use depth of field in a shot.
- Consider composition:
- images may need to be overlaid with text so try to get a version of the image where this can be done
- a portrait and landscape version of the same shot would be preferable for greater choice across all marketing mediums (web, print, social media etc.)
- allow for a few cropping options and avoid having the subject too close to the edges of the frame
- Try and achieve a mix of close up and wide angle shots.
- Use appropriate lighting. It is essential so all shots look natural.
- Images need to be bright and airy
- Headshots should always be portrait, professional with the subject looking directly to the camera.

## Writing Style

### Copywriting

When you are writing an email, brochure or leaflet, for example, it is important to write for all readers. Some people will read every word you write. Others will just skim. Help everyone read better by grouping related ideas together and using descriptive headers and sub-headers. From this, it is important to focus your message and create a hierarchy of information. Lead with the main point or the most relevant content, in sentences, paragraphs, sections, and pages.

- Be concise. Use short words and sentences. Avoid unnecessary modifiers.
- Be specific. Avoid vague language.
- Be consistent. Stick to the points outlined in this guide.
- Know your audience. What are they looking for? What's popular with them?

### Hints and Tips

Below are some useful hints and tips when it comes to producing copy for writing for the web, including blog posts. It is to help create interesting and engaging content that stakeholders and the general public will find interesting.

- Get all the right words in your H1 tag. <https://pearanalytics.com/blog/2014/how-to-write-a-header-tag-h1-for-seo/>
- Front-load your headlines for maximum saliency and impact in search.
- Get to the point faster. More brevity and being concise.

- Follow George Orwell's five rules for effective writing - <https://www.lifehack.org/articles/lifehack/5-rules-of-effective-writing-by-george-orwell.html>
- Don't make the user think.
- What is the call to action?
- Short sentences. Full stops.

### **Do's and Don'ts**

These are to help with writing marketing materials such as emails, brochures or leaflets, for example. The list is not comprehensive but should provide a good base for what is needed when producing content for HELOA.

Remember to write in plain English. If you need to use a technical term, briefly define it so everyone can understand.

Use positive language rather than negative language. One way to detect negative language is to look for words like "can't," "don't," etc. An example of this is below;

*Positive Language: To get a doughnut, stand in line.*

*Negative Language: You can't get a doughnut if you don't stand in line.*

Always say or write HELOA, never Higher Education Liaison Officers Association as the body has changed into a more open organisation in the type of members it allows. Higher Education Liaison Officers Association has been removed from the new logos and should never be referred to in this way.

In the first instance of writing always refer to HELOA. After that, you may refer to the Association or the Charitable Association.

Never refer to the HELOA groups as regional groups. They should simply be referred to as the 'HELOA groups'.

### **Lower case v upper case**

Unless the title of an organisation or a start of a sentence, then all letters should be lower case. The only exception to the above is when talking about 'the Association' concerning HELOA in which case please use an upper case 'A'.

When talking about university or universities, it should be a lower case 'u' unless referring to a specific institution for the second time of writing, then please use an upper case 'U' to refer to 'the University'.

### **Advisers v advisors**

When referring to advisers, please use an 'e' not an 'o' for all HELOA materials, including the web.

### **Groups**

When referring to groups, please use a lower case 'g' unless you are referring to it in its entirety, i.e. Midlands Group, South West Group etc.

## Vice-Chair

When referring to Vice-Chair, please ensure there is a hyphen between 'Vice' and 'Chair'. When referring to the person's role, please bracket the additional information, i.e. Vice-Chair (Training), Vice-Chair (Partnerships).

## Dates

Dates should always be written in full in the following format: 28<sup>th</sup> June 2019.

If in you are ever not too sure, then please check with the Communications Team [comms@heloac.ac.uk](mailto:comms@heloac.ac.uk)

## Tone of voice

By keeping a uniform tone across all our communications our audience will gain a better sense of what the HELOA brand stands for and what similarities we share with our target audience. We want to educate people without patronizing or confusing them. Based on the brand personality spectrum (see below), HELOA's tone of voice is about being personable and friendly, below are the key areas of our voice we want to project.

- Approachable
- Established
- Professional
- Supportive to all

We do not use slang when writing for HELOA as this can be off-putting and irrelevant, which does not portray the Charity we want to be. Our tone of voice should be personal and approachable, so people can feel comfortable when communicating with us, whether it is over email, social media or written communications, for example. When writing copy, you need to remember the following:

- **We are plainspoken.** We understand the world our stakeholders/people whom we deal with are living in: one confused by the many complex decisions to make when thinking about the routes they may want to take such as attending university, going on to an apprenticeship or carving out a career. We strip all that away and value clarity above all. Because we want people to make informed decisions on the information we provide as a charity to help them achieve their aspirations.
- **We are genuine.** We all have experience of studying at university, no matter at what age you attended, it means we can relate to our stakeholders/people we are helping with the challenges they face. We are passionate about the transformative nature of education can have on individuals, and we can speak to them in a familiar, warm, and accessible way.
- **We are translators.** Only experts can make what's difficult look easy, and it is our job to demystify the terminology and complex processes in applying and attending university. We can help educate and inform their choices on how to develop and gain new skills and knowledge that can support their goals.

With Social Media, the tone can be more light-hearted to help with engagement of members as well as stakeholders and externals. To help get our voice heard and build a reputation that is closely aligned to our brand values as shown below.



## Web and Social Media

### Web elements

Headings and subheadings organize content for readers. Be generous and descriptive.

Headings (H1) give people a taste of what they're about to read. Use them for page and blog titles.

Subheadings (H2, H3, etc.) break articles into smaller, more specific sections. They give readers avenues into your content and make it more scan-able.

Headings and subheadings should be organized in a hierarchy, with heading first, followed by subheadings in order. (An H2 will nestle under H1, an H3 under H2, and on down.)

Include the most relevant keywords in your headings and subheadings, and make sure you cover the main point of the content.

Use title case, unless the heading is a punctuated sentence. If the heading is a punctuated sentence, use sentence case. Use sentence case for subheadings regardless of end punctuation.

### Social Media

Some social media platforms have a character limit; others don't. But for the most part, we should keep our social media copy short.

Writing for Twitter: 280 characters.

Facebook: No limit, but aim for 1-2 short sentences.

Hashtags – should only be used where relevant. Don't overuse them and never use more than 4 in one post.

Conference and event hashtags should always start with HELOA followed by the event, i.e. #HELOAConference2020

Header image for all social media accounts to have the Group name in and the profile image to be HELOA Social Media profile image. This is to give consistency across all the social media platforms and help with externals understand the brand of HELOA. For further information, please see the Twitter Guidelines.

### HELOA Digest Guidelines

*Guidelines for the HELOA Digest Guidelines click [here](#).*

**END**