# BRAND
# Guidelines

amaze
helping you through

AMAZE **2024**

**amaze**
helping you through

# Brand Vision

## Our Vision

A world where families with children and young people with special educational needs and disabilities are valued, included in their community and supported to thrive.

## Our Mission

Parent carers, children and young people with special educational needs and disabilities are informed and supported to build their resilience, achieve positive outcomes and ensure their voices are heard.

## Our Values (LISTEN)

Listening is at the heart of all we do – on our advice line, in our benefits advice and peer support work, and in how we plan and develop our services according to what families tell us they need. The word itself captures our values perfectly.

### LOCAL & LIVING IT

We are local people who know our area and understand how to support families in our area. Many of our staff, volunteers and trustees are carers or are disabled.

### SUPPORTIVE

We support everybody we can; making the best of our resources, developing peer support and being more hands-on for those who need it most.

### TOGETHER

The needs of disabled children, young people and their families are at the heart of all that we do. We work together with families and SEND professionals to plan, develop and improve services.

### EMPOWERING

We empower disabled children and young people and their parent carers by building their confidence, knowledge, skills and resilience.

### NON-JUDGEMENTAL

We listen and offer advice without criticism, prejudice or judgement.

# Logo

The Amaze logo must always be
reproduced from master artwork.
The logo must NEVER be redrawn,
distorted or modified in any way.

# Logo

## Protected Area

Try to leave a minimum of 12mm clear space between the logo and other graphic elements, measured by the letter 'a' in the logo, (type, images, other logos, etc) so it is distinctly separate from any other graphic elements.

# Logo

## Size Requirements

Consistency in our logo size is important when producing a wide range of communications. This page shows the sizes for reproduction across a selection of standard formats. The logo should never be produced any smaller or larger than what is shown here.



20 mm

Minimum size



25 mm

Minimum size on A5



35 mm

Minimum size on A4



50 mm

Minimum size on A3

# Logo Variation

The logo should always appear on a white background. Only in exceptional circumstances when this is not possible can the reversed out versions (shown right) be used.



Colour reversed out



Greyscale reversed out



White reversed out

The logo can be used as a greyscale version ONLY when a mono/grayscale print is the criteria. The full colour version should be used at all other times Grayscale: 'amaze' 93% black and 'helping you through' 80% black and the maze illustration 30% black.



Greyscale

# Logo

## Incorrect Usage

Do not resize or change the layout of the logo.

Do not use squish or squash the logo. Any resizing must be in proportion.

Do not change the colours or fonts even if they look similar. Use the official colour and font specifications detailed in these guidelines

# Logo

## Incorrect Usage

Do not use the amaze logo on top of an image, we try to avoid this as it makes the logo hard to see. The logo should **always** be on a **white background**.

Here are a few examples of what to avoid:

## Text Colours

Do not use white text on a green background. If using white, please use a dark background colour from the colour palette.

# Colours

Our Primary colour, as used in our logo, is green.
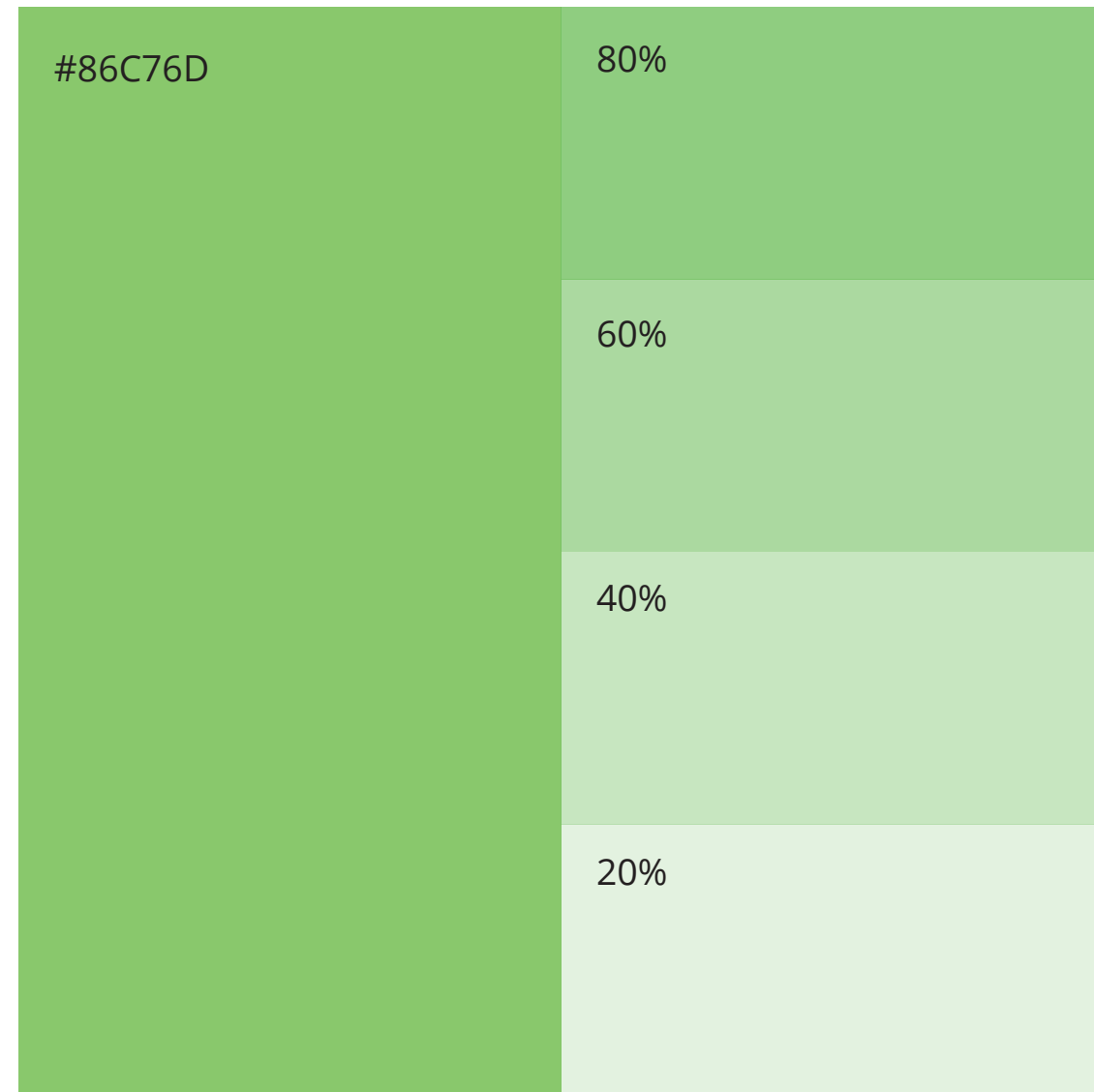
**RGB – R 134 G 199 B 109**

or

**CMYK – C 51% M 0% Y 76% K 0%**

or

**HEX #86C76D**.

This is the green used in the logo. Use these values to create the same green in documents – though be aware they may not look the same when printed out.

#86C76D

80%

60%

40%

20%

# Colours

**Secondary Colours**

| #86C76D | #423B55 | #EE9C4B | #377A81 | #EECBC9 | #FFFFFF |
|---|---|---|---|---|---|
| CMYK: 57 0 82 0 | CMYK: 76 77 41 33 | CMYK: 0 48 89 0 | CMYK: 86 35 45 9 | CMYK: 2 24 13 0 | CMYK: 0 0 0 0 |
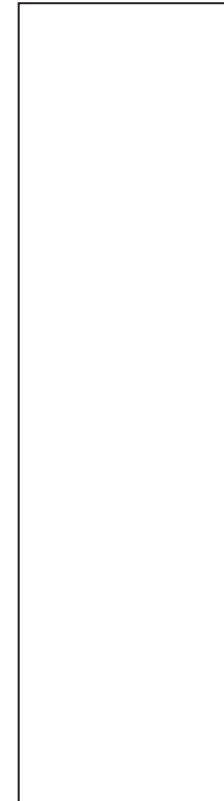
# Typefaces

**Open Sans Bold**                    # Headline

Open Sans Regular                    Subtitle

Open Sans Regular
or
Open Sans Light                      This is the paragraph text. It runs on
                                     multiple lines. You can where lots of
                                     great things here, and it will be easy
                                     to read and nice on the eyes.

# Typefaces

Typical usage

Headline: Open Sans Regular/Bold
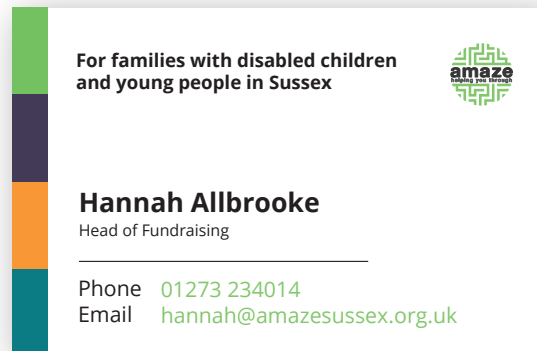
Body Copy: Open Sans Regular

Special Use: Open Sans Bold

Logo on a white background

Body copy: Open Sans Regular/Light

# Stationery

Maintaining a consistent placement of the logo and text across business cards and letterheads is crucial for cohesion.

**amaze**
helping you through

amazesussex.org.uk

**For families with disabled children and young people in Sussex**

amaze
helping you through

**Hannah Allbrooke**
Head of Fundraising

Phone    01273 234014
Email     hannah@amazesussex.org.uk

amaze
helping you through

**Hannah Allbrooke**
Head of Fundraising

Phone    01273 234014
Email     hannah@amazesussex.org.uk

# Brand in Action

This is a glimpse of how Amaze manifests in real-world scenarios.

Billboard
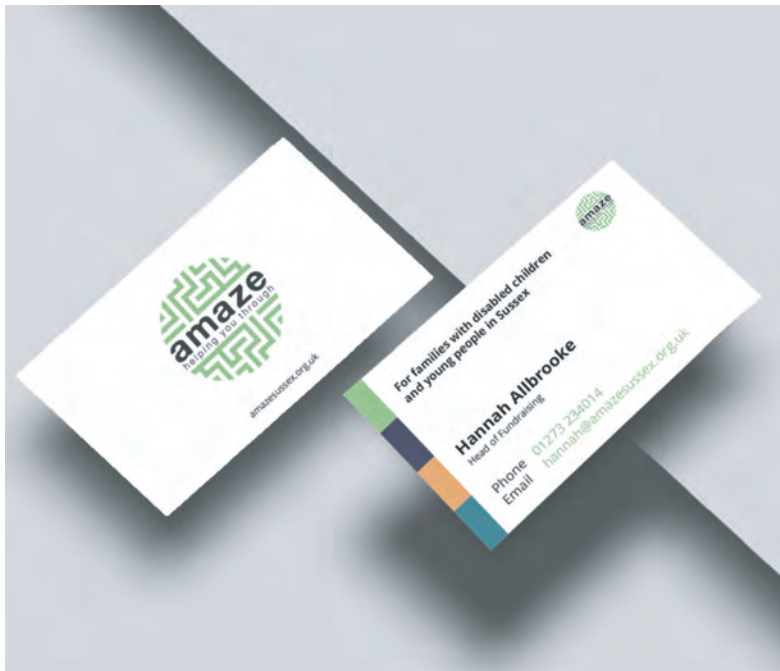
### Business Card

# Brand in Action

Clothing



Social Media Post



Flyer

# Brand Identity

## Tone of voice:

**Sincere:** Friendly, helpful, family-oriented, down-to-earth, warm, understanding, cheerful

**Competent:** Knowledgeable, experienced, efficient, reliable, trustworthy, cooperative, hard-working, successful, value for money

**Excitement:** Independent, flexible, up to date, energetic

### Writing Amaze

When referring to Amaze use title case, eg Upper case A and lower case maze.

### Amaze strapline

Amaze has three straplines that can be used according to context/space. Please choose one of the first two in most instances using the guidance below each option:

**1.  For disabled children and young people in Sussex**
(for all media including posters, banners, website, leaflets where brevity of message is key and where viewers may know nothing about Amaze)

2. **For families with disabled children and young people in Sussex**
(as above, but where you may wish to give greater emphasis to the parent carer aspect of our work too)

3. **For families with children and young people with special educational needs and disabilities in Sussex**
(for letterheads, comp slips, official documentation)

# Email

**Email signatures**

Create a long signature, to be used for all new mail, and a short signature for replies and forwards, using the following templates. Both should be in black, Calibri 11pt.

Copy and paste from the templates below, then delete the
highlighted text and replace placeholder text with your own name, job title, pronouns (optional), work mobile (if you have one) and email address.

**Short signature**

**Name**
Job title
*Pronouns: she/her* [or he/him, they/them, he/her, etc. This is optional.]

*I work part-time and flexibly at Amaze so if I am sending this email outside of regular hours, it's because it suits my work pattern just now. I do not expect you to read, respond or action it outside of your regular hours.*

**Please support Amaze to do more and donate if you can.** The easiest way is via https://www.justgiving.com/amaze/donate .  Or you can donate £5, £10, or £20   by texting AMAZE followed by the amount in whole pounds to 70085 e.g. Text AMAZE 10 to donate £10. (Texts cost your pledged amount plus one standard rate message). **Thank you**.

**Amaze** | Community Base, 113 Queens Road, Brighton BN1 3XG
Tel: 01273 234020| Mob: xxxxxxxx | xxx@amazesussex.org.uk | amazesussex.org.uk
For independent information, advice and support, please contact our advice line on 01273 772289 or sendiass@amazesussex.org.uk

# Email

**Short signature**

**Name**
Job title | **Amaze** | Community Base, 113 Queens Road, Brighton BN1 3XG
*Pronouns: she/her* <mark>*[or he/him, they/them, he/her, etc. This is optional.]*</mark>

Office: 01273 234020 | Advice line: 01273 772289 | Mobile: 07XXXXXXXXXXX |Website: amazesussex.org.uk

*I work part-time and flexibly at Amaze so if I am sending this email outside of regular hours, it's because it suits my work pattern just now. I do not expect you to read, respond or action it outside of your regular hours.*

# Editorial style guidance

The following rules are generally accepted among editors and considered a standard that should be followed. However, it is not set in stone and should be treated with common sense and the occasional exception.

### Abbreviations and acronyms

Establish the full name of any abbreviation or acronym the first time you use it, followed by its acronym in brackets, eg disability living allowance (DLA). Only provide an acronym if you use it later in the text. In longer publications you will need to remind the reader of the full name of an acronym at appropriate intervals, for example at the beginning of a new chapter.

### Bullet points

Though bullet points are a very efficient way of communicating quite dense information, too many bullet points can make text dry and academic. They also take up a lot of room so try to use them sparingly, particularly in newsletter articles or fact sheets.

If you are including a bulleted list after a statement ending with a colon:
use lower case for the first letter of the first word (unless it is a proper noun)
end the last bullet point with a full stop but do not use punctuation at the end of any of the other bullet points.

If the bullet points stand alone, that is they do not follow a colon, use sentence case (all lower case letters apart from the first word, as in a sentence) and a full stop, as below.
- The provider prepares a self-evaluation document.
- As part of the process, a team of reviewers may visit the provider.

Above all make sure any bulleted lists are consistent.

## Capital letters

The trend in modern English usage is to avoid unnecessary initial capitals. Very few words are true proper nouns and really need an initial capital. The fact that a word or title is the name of something is no longer sufficient justification for the use of initial capitals, and writing peppered with capitals is unnecessary and distracting.

## Use capital letters for:

- proper nouns, place names, or people's names or organisations eg William, Ireland, the House of Lords, the Rolling Stones.
- For months and days of the week (January, Monday, etc.) but not seasons of the year: autumn, spring, summer, winter
- North, South when part of a commonly used title of an area - eg South Africa, Western Australia - otherwise they are lower case - eg southern England, the west of Scotland, etc
- Racial and ethnic groups, eg Black, Asian, Travellers

## Capitals in headings

Only capitalise first word unless the heading contains proper nouns or names of places, people, publications, teams etc.

## Capitals in job titles and services

You should generally only use initial capitals for job titles that refer to a specific, single post eg Head of Child Development and Disability Services, the Prime Minister, the Professor of Economics at the University of Brighton.

Use lower case for collective or general titles such as head teacher, care manager, personal adviser. If in doubt, use lower case unless it looks unduly odd.

You should use upper case to describe a named service but lower to describe type of service, eg Jane needs more speech and language therapy from Brighton & Hove's Speech and Language Therapy Service.

Remember organisations are singular not plural, so "Amaze **is**" not "Amaze **are**".

## Capitals in frequently used 'Amaze' words

The following frequently used terms should be in lower case:

autistic spectrum condition
statutory assessment
social services
carer's assessment
disability living allowance
personal independence payment
short breaks

Acronyms, however, are written in upper case, eg DLA, PIP, ASC.

NB: we use capitals for Education, Health and Care plan as this is the most common way of writing it in SEND and makes it clear it's a document title. This is normally shortened to EHC plan (not EHC Plan), but you can also use EHCP occasionally as this is a common abbreviation.

Most medical conditions should be in lower case:

autism
anxiety
depression
fibromyalgia

with a few exceptions eg Down syndrome, Asperger syndrome, Ehlers Danlos syndrome.

Deaf/deaf: use deaf when referring to a hearing-loss condition or to a deaf person who prefers lower case. Use Deaf for those who identify as members of the Deaf community or when they capitalize Deaf when describing themselves. Use Deaf when referring to the culture and community of Deaf people, use deaf when referring to a medical condition.

**Dates and times**

- Express dates as, for example, 11th November 2005 and use spaces to separate date, month and year
- 21 July to 6 August, 6 to 10 August, etc.
- The 1990s NOT the 1990's
- 2016-17 not 2016-2017

Use conventional clock, with no punctuation for am and pm, eg 7.30am, 12 noon, 8.15pm.  Only use a space when referring to noon or midnight!

**Either/or**

The / sign denotes either/or. There are no spaces on either side of the /. Only use where absolutely necessary, eg say 'children and young people', not 'children/young people'.

**Fundraising Regulator**

**Always** use the Fundraising Regulator logo on all materials where we are **raising money.** (See right)



**Hyphens**

Hyphens join words together, usually to make an adjective, eg research-led, full-time, part-time but also where using a hyphen makes reading easier eg e-learning

Some compound words have now become so common that the hyphen is omitted, eg worldwide, thinktank, email, website

In our publications, we generally avoid letting hyphens break up words at the end of a line. Exceptions may be allowed where the word can be hyphenated naturally and where doing so saves significant work in page layout.

**Language**

Try and set the default language on your Word to English UK.
S or z: We should use realise and organise

## Money

If whole pounds appear in the same context as fractional amounts they should be treated the same way:

eg £6.00, £6.25 and £0.25
not £6, £6.25 and 25p

## Numbers/figures

- one two three four five six seven eight nine spelt out;
- 10 upwards as digits
- 10 not ten
- 29 not twenty-nine
- 1,000 not 1000 (except in tables)
- £100 million or £100m not £100 m
- £10,000 or £10k not £10 k
- first second third fourth fifth sixth seventh eighth ninth spelt out;
- 10th upwards as digits, with unpunctuated abbreviation
- the 19th century not the nineteenth century
- per cent not percent or % (except in tables)
- and not & (except for "Brighton & Hove", or on Twitter)

## Punctuation

As a general rule you should use minimal punctuation. For example:

Dr not Dr.
eg not eg. not e.g.
ie not ie. not i.e.
DWP not D.W.P.

Do not add commas or full stops in bullet points.

**Important numbers**

Charity number written in full as
**Charity No. 1078094**, not separated digits.

A company limited by guarantee, registered in England and Wales (**no. 3818021**)

Include these numbers **on all materials.**

## Quotations

We use double quotation marks for direct quotations and single marks for quotes within quotes.

Single quotes should be used for highlighting words within body text, for example, a 'closed' network. Also use single quotation marks to enclose slang or jargon where necessary.

## Quote rules

If the words quoted do not form a whole sentence then put a full stop outside the quotation marks. For example, The girl thought the book was "overly long and extremely boring".

If the words quoted do form a whole sentence then there should be a full stop at the end of the quotation, inside the quote marks. For example, The Chief Executive said: "The report congratulates the University on having 'clear and effective systems' and the quality of teaching at subject level reflects this."

## Quotations spanning several paragraphs

For a quotation consisting of several paragraphs, especially in older texts, the convention is to start each separate paragraph of the quoted text with an opening quotation mark, but to use a closing quotation mark only at the end of the last paragraph.

## Introducing quotes with colons

Though there is no grammatical justification for doing so, British press and publications tend to introduce quotes with colons and to capitalise the first letter of the direct quote, so that is what we shall do too!

## More guidance on quotes from the Guardian

"Take care with direct speech: our readers should be confident that words appearing in quotation marks accurately represent the actual words uttered by the speaker, although ums and ahems can be removed and bad grammar improved. If you aren't sure of the exact wording, use indirect speech.

Where a lot of material has been left out, start off a new quote with: "He added: … ", or signify this with an ellipsis.

Take particular care when extracting from printed material, for example a minister's resignation letter.

• Avoid "that" quotes, ie The prosecutors maintained that "this was not a trial about freedom of the internet. Instead, a serious issue has been raised about the rights of the individual." There is no reason to introduce a complete direct quote of this kind with "that". It should be The prosecutors maintained: "This was not a trial … " etc.

• Colons, rather than commas, should be used to introduce quotes, ie Guardian Style says: "Please use colons, not commas;" not Guardian Style says, "Please use … " etc. We are writing a newspaper, not a novel.

• Think about where the attribution goes, and avoid this kind of thing:

"Gordon Brown is a bully and a liar. I have had numerous complaints about his aggressive behaviour," said Mrs Pratt.
"The prime minister is completely out of control, and everyone inside No 10 knows it," added Andrew Rawnsley.

It's extremely annoying to get to the end of the second par and find out it is a different speaker, because it reads as a continuation of the words of Mrs Pratt.

As a general rule, and particularly with lengthy quotations, it is better to start with the attribution, so the reader does not have to engage in a series of mental double-takes trying to find out who is supposed to be saying what. It should be:

Mrs Pratt said: "Gordon Brown is a bully and a liar. I have had numerous complaints about his aggressive behaviour."

• Avoid quoting words when it is unnecessary to do so, like this: Benítez said he was "angry" that Liverpool were being written out of the title race. Yes, maybe, quotation marks if he was "incandescent", or "spitting with rage" – but it is completely unnecessary to use quotation marks for mundane words and unexceptional quotes. They are even finding their way into headlines, which looks awful.

Similarly: MPs said they had not seen any evidence that Andy Coulson "knew that phone hacking was taking place". There is no need for the quotation marks, which are splattered like confetti across the paper and website every day but should be used only when it is necessary, in both copy and headlines.

## References

Titles of publications referred to in text should be italicised.

## Spacing

A single space (not a double) should be used after a full stop, comma, colon or semi-colon.

## Words to watch

The following words are commonly spelt or capitalised differently across our publications and those throughout the city. This is how we should be spelling and capitalising them.

**adviser** (not advisor)
**Amazing Futures**
**annual review**
**Black, Asian and minoritized ethnic** (not BAME, not minority ethnic.)
**Brighton & Hove** (not Brighton and Hove)
**Brighton & Hove City Council** (not Brighton & Hove Council)
**Brighton & Hove Inclusion Support Service** (BHISS)
**Child and Adolescent Mental Health Service** (CAMHS)
**Carers' Card** (not Carer's Card or carers card)
**Communication, Learning and Autism Support Service** (CLASS)
**Compass Card**
**the Compass**
**coronavirus** (not Coronavirus)
**Covid-19** (not covid-19, or COVID-19, or Covid 19)
**Covid** (only as an adjective, eg Covid regulations)
**disability living allowance** (DLA)
**East Sussex County Council** (not East Sussex Council)
**East Sussex Parent Carer Forum** (ESPCF) (Note: do not say 'the' before the forum name. ie say "East Sussex Parent Carer Forum (ESPCF) is meeting on…" not "The East Sussex **Parent Carer Forum** (ESPCF) is meeting on…")
**easy read** (not Easy Read)
**Education, Health and Care** (EHC) plan
**elective home education** (not home schooling)
**email**
**fact sheets**

## Words to watch (continued)

**Face 2 Face** (not F2F or Face2Face)
**Facebook**
**foetal alcohol spectrum disorder** (FASD) (not Foetal Alcohol Syndrome)
**head teacher**
**Twitter**
**iPhone**
**Insiders' Guide**
**ISEND** (not iSEND)
**Parent Carers' Council** (PaCC)
**Possability People**
**internet**
**local authority (LA)** not local education authority
**neurodivergent** (not neuroatypical or non-neurotypical)
**one-to-one** not 1:1, 1-to-1, or one to one
**personal independence payment** (PIP)
**programme**
**program** (if computer)
**autistic spectrum condition** (ASC) not autistic spectrum disorder (ASD)
**Down syndrome** (not Downs Syndrome or Down's Syndrome)
**practise** (verb)
**practice** (noun)
**parent carers** not parent/carers
**special educational needs and disabilities** (SEND)
**special educational needs coordinator** (SENCO) not SENCo
**Special Educational Needs Information, Advice and Support Service** (SENDIASS)
**SENDIASS service** (not SENDIAS service)
**St** not St. for Saint
**transgender or trans** (not transsexual or transgendered)
**website**
**wellbeing** (not well-being or well being)
**YouTube**

# Equality, Diversity and Inclusion

## Disability

### Disability Language Style Guide

For guidance on language around disability, if in doubt, check this Disability Language Style Guide from the National Center on Disability and Journalism:

https://ncdj.org/style-guide/

This is an American guide, so there may be some variations, but it is generally good and applicable to the UK too.

### Person-first language or identity-first language?

If you know (or can find out) a person's preference, use that. Otherwise, as a rule of thumb use person-first language (e.g. woman with bipolar disorder, not bipolar woman), with a few notable exceptions:

### Autistic person or person with autism?

The general preference in the autistic community is to use autistic person. This is because many autistic people feel their autism is part of natural variation, rather than a medical condition. They experience it as something they are, rather than something they have.

Try to use 'autistic person' most of the time, but it's okay to use 'on the autistic spectrum', 'with Autism Spectrum Condition (ASC)' or 'with autism' here and there to avoid repetition or awkward constructions.

On a related note, use 'neurodivergent person', never 'person with neurodivergence'.

**Disabled person or person with a disability?**

In the UK the preference tends to be for 'disabled person', rather than 'person with a disability', but it's not considered offensive, and it's okay to use both as needed.

**Deaf person or person with deafness?**

Use 'Deaf/deaf person', never 'person with deafness'. (See page 21 for when to capitalize d/Deaf)

'People with hearing impairments' or 'hearing-impaired people' is also acceptable, and preferred by some, especially those who experience hearing loss later in life. People who are deaf from birth usually prefer 'Deaf'.

## LGBTQIA

Use **LGBTQIA**, not LGBT/LGBTQ/LGBTQ+.

If listing the full acronym use: lesbian, gay, bisexual, trans/transgender, queer/questioning, intersex, asexual/aromantic.

Note: the 'A' is always for asexual/aromantic, never for 'allies'.
**Trans/transgender**
- Use trans or transgender, **not** transsexual or transgendered or transvestite.
- Trans / transgender is an adjective, **eg** a trans person, a transgender woman.
- Use trans man / trans woman **not** transman or transwoman.
- Avoid 'identifies as' language **eg** Jane is a woman not Jane identifies as a woman
- When talking about a trans person's life before they transitioned or realized they were trans, use their current pronouns **eg** When Bill was young he hated wearing dresses not When Bill was young she hated wearing dresses

## Queer

Queer is an umbrella term for the entire LGBTQIA community. Many people also use 'queer' to describe their gender and/or sexuality either in addition to other labels, or on its own. eg the queer community, she is a queer woman, they are queer, Bob is non-binary, bisexual and aromantic but mostly describes themself as queer.

Some people are uncomfortable with this term, however. Do not use it to describe a specific person unless they are comfortable with it.
Queer is an adjective, not a noun, eg they are queer not they are a queer. (This would usually be considered extremely offensive/a slur.)

## Outdated or offensive terms

Do not use:

- FTM/MTF (female to male, male to female): instead use 'assigned female at birth (AFAB)' or 'assigned male at birth (AMAB)' where necessary, but only if genuinely needed and appropriate.

  eg "It's not only women who can get pregnant, but some trans men, and non-binary people who were assigned female at birth (AFAB) too. AFAB trans and non-binary folk often feel unwelcome in spaces for pregnant people."

  not "George is an AFAB trans man" (unless George has specifically asked to be described this way)

  - identifies as (they do not 'identify as' that gender or sexuality, they are that gender or sexuality)
  - biologically male/female
  - homosexual
  - transsexual
  - transvestite
  - trans* (with the asterisk)
  - pre-op/post-op

Note: when talking about a specific person, use the language they prefer to describe themselves, even if it is outdated. You may wish to note in the text that this is the language they prefer, however.

## Inclusive language

- Avoid 'men and women' as this excludes non-binary folk. Instead use 'people of any gender'
- Where possible, use 'pregnant people' rather than 'pregnant women' as trans men and AFAB non-binary folk can get pregnant too, and are excluded by most literature about pregnancy
- Avoid language that assumes people are heterosexual, cisgender or that they follow traditional gender roles eg that woman are always the primary care-giver, men are always the breadwinner

# Race and ethnicity

## Talking about race and ethnicity

Where possible, **refer to specific races, ethnicities or cultures,** rather than using umbrella terms.

Where an umbrella term is needed, use Black, Asian and minoritized ethnic, **not** Black, Asian and minority ethnic (except in easy read publications).

Do not shorten to BAME, except where absolutely necessary due to limited space, **eg** on Twitter.

Use 'ethnicity' over 'race' where possible/appropriate, as this is a broader term that includes culture, and often has more meaning for people as part of their identity.

## Capitals and punctuation

Do capitalise racial and ethnic groups, **eg** Black, Asian, Irish Travellers, White
Do not hyphenate ethnicities, **eg** Black British, not Black-British

## Dos and don'ts

Use...

- Asian, not Oriental
- White, not Caucasian
- Black people, not Blacks
- people with a Mixed ethnic background, not Mixed Race people or Mixed people
- underrepresented groups or marginalised groups or minoritized ethnic groups not minorities
- "Gypsy, Traveller and Roma communities" is fine, but do not describe a person as a Gypsy unless this is the term they prefer, as many consider it a slur