

Challenge Poverty Week

BRAND GUIDELINES



ABOUT CHALLENGE POVERTY WEEK

Challenge Poverty Week is designed to highlight the growing problem of poverty in Scotland and showcase the solutions we can all get behind to solve it.

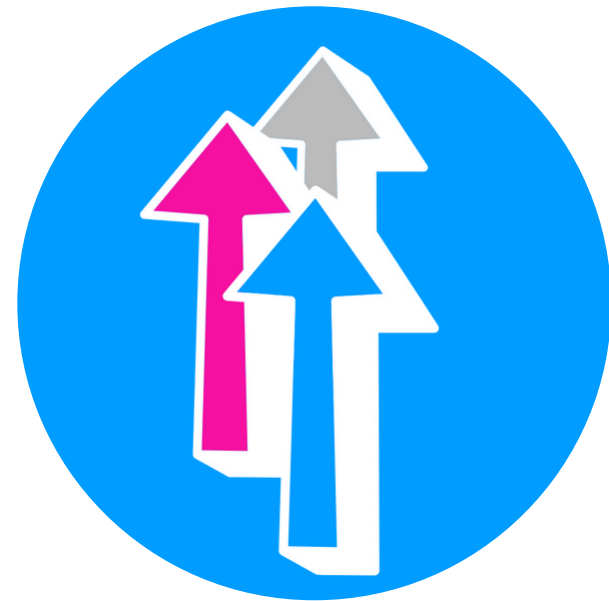
It's an opportunity for you and/or your organisation to raise your voice against poverty and unite with others in calling for a more just and equal Scotland.



LOGO & SYMBOL



This is the new logo for Challenge Poverty Week 2021.



This is an optional addition to materials. The arrows represent a change in direction and uplifting people experiencing poverty.



TYPOGRAPHY

CAMPAIGN TITLE

League Spartan, stylised

**CHALLENGE
POVERTY WEEK**

HEADERS

League Spartan

3 - 9 October

BODY

League Spartan

#ChallengePoverty

TONE OF VOICE



Challenge Poverty Week is a chance for us to collectively call for change.

- **Paint a picture of the society we want to see - keep it positive.**
- **Use metaphors from our framing guide.**

Use our policy brief to inform specific asks.



ILLUSTRATIONS

Illustrations are a great way to make a document or graphics more engaging.

To ensure consistency, please use 2D or 'flat' graphics with minimal colour and no shading.

Suitable



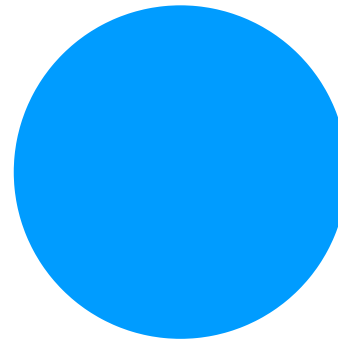
Not suitable



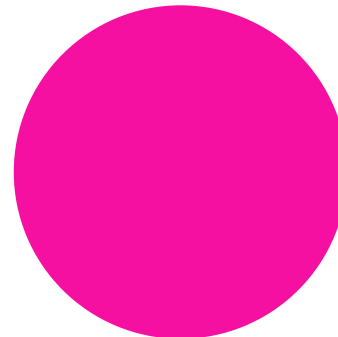
COLOUR PALETTE

Please use these colours if you are creating any of your own materials for Challenge Poverty Week unless otherwise specified.

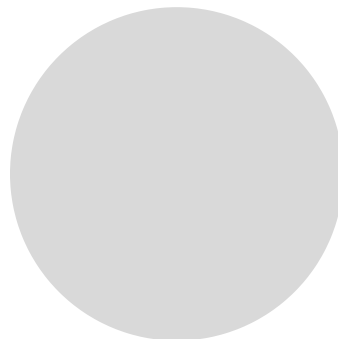
Get in touch with us if you need the colours in any other format, e.g. HSL.



MEDIUM BLUE
HEX #009CFF
RGB (0, 156, 255)



BRIGHT PINK
HEX #F610A1
RGB(246, 16, 161)



LIGHT GREY
HEX #D9D9D9
RGB(217, 217, 217)

IMAGES



Feel free to use some of your own images in your materials for Challenge Poverty Week. These could include:

- Photos of people who use your services
- Stock images of families or your target demographic sourced from websites like [Unsplash](https://unsplash.com).

Representation matters!

If possible, ensure your images represent the reality of poverty in Scotland. Particular groups are more likely to experience poverty, such as disabled people, women, and people from Black and minority ethnic backgrounds. Using images that reflect this ensure the stories we tell about poverty are accurate.

ACCESSIBILITY

accessible

accessible

not accessible

not accessible

accessible

accessible

Contrast and colour use are vital to accessibility.

By using colour combinations with high levels of contrast, it ensures people with visual disabilities are able to perceive content in your materials.

CONTACT US

Any questions?

Get in touch at: david.eyre@povertyalliance.org

Follow us on social media:

@PovertyAlliance

@CPW_Scotland

