

Brand guidelines

Chapter guide

Brand is not limited to typography and logos, but plays an increasingly essential role in the impact of the movement. Although a holistic and sometimes hard to quantify concept, Jerry McLaughlin from Forbes magazine provides the following definition;

“Put simply, your “brand” is what your prospect thinks of when he or she hears your brand name. It’s everything the public thinks it knows about your name brand offering—both factual (e.g. It comes in a robin’s-egg-blue box), and emotional (e.g. It’s romantic). Your brand name exists objectively; people can see it. It’s fixed. But your brand exists only in someone’s mind.”

By strengthening our brand identity we can shape the former and latter aspects of McLaughlin’s definition. From how we present ourselves at a corporate level to our tone of voice on a single social media post, we must ensure our brand identity is unified. This cohesive approach helps raise the profile of the organisation on a national scale and provides confidence to those who partake in, support and donate to our work. By following these guidelines you are ensuring recognition of the movement, by increasing our visibility and therefore impact.

Purpose

We urgently need to balance the needs of all people with the needs of our planet. Together, we will put global responsibility at the heart of engineering, ensuring a safe and just future for all.

Vision

Society balances the needs of all people with the needs of our planet.

Mission

To put global responsibility at the heart of engineering.

Our approach

We are calling for a radical change in the culture of engineering. It is imperative that the Engineers Without Borders UK movement leads by example – how we approach what we do is just as important as what we do. As well as living the principles of globally responsible engineering, all that we do is guided by the following approaches:

A movement for change

We believe that a diverse group of people brought together by a common goal is key to driving change. We are a movement that equips and mobilises the engineering community to meet current and future challenges.

Partnership

We know we cannot achieve our goals alone and see great value in collaborating with strategically aligned organisations.

Better and best

We recognise that the challenges of overcoming social and environmental injustice are complex and difficult. So, while remaining ambitious, we celebrate progress towards being better, rather than just recognising the best.

Learn, collaborate and act

We want everyone in the engineering community to not just learn about the ways they can make a positive impact, but to take urgent action. We seek diverse values and ideas and will always try to build consensus behind various positions and initiatives. We will often challenge preconceptions and the “normal” way of doing things to move engineering practice forward. We accept that total agreement on some issues may not be possible.

Key messaging

To ensure we achieve the greatest impact as an organisation and a movement, it is crucial that we are consistent in the way we describe our work and impact. Please use the following templates verbatim when writing or talking about the following areas of work:

Engineers Without Borders UK

Engineers Without Borders UK are working to reach the tipping point to ensure a safe and just future for all. Part of a global movement of over 60 Engineers Without Borders organisations, we inspire, upskill and drive change in the engineering community and together take action to put global responsibility at the heart of engineering.

Chapters

Our university Chapters are established by students who want to see real change in engineering. Together, they create a network of students who are working to reach the tipping point to ensure a safe and just future for all through extracurricular activities, working with both the communities in and outside of their universities. The projects and activities they deliver allow students to trial ideas and concepts, as they begin their careers and journey as globally responsible engineers.

Tone of voice

Whether you are talking at a public event or writing an article, your voice should always be in keeping with the qualities below:

- Idealistic but not impractical
- Curious but not agog
- Experimental but not eccentric
- Enthusiastic and energetic, but not overbearing
- Bold but not brazen
- Current but not trendy
- Approachable and welcoming but not chummy
- Sober but not stern or sombre

The voice of Engineers Without Borders UK never changes, but sometimes, when required, our tone can. For example, when conducting an Outreach workshop, you may need to be overtly welcoming and positive for a younger audience.

Stylistic

- We write in British English.
- Use the [Guardian and Observer style guide](#) for word specific guidance.

What's in a name?

- When writing about Engineers Without Borders UK as a national organisation, you will write it Engineers Without Borders UK.
- If you are referencing the international movement of Engineers Without Borders which includes over 60 separate national organisations, you may refer to it as Engineers Without Borders.
- When referencing your Chapter you should write Engineers Without Borders [University Name], you may also abbreviate this to EWB [Abbreviated university name].

Fonts and typography

- We use two different fonts across our resources.
- Firstly, for the body of our text we use Aileron regular at 12pt.

- You can use Aileron Bold to highlight a point.
- For headings and titles use HALLO SANS BLACK, capitalised at 18pt generally, but for titles that need to be larger, you may do so.

Colours

These seven colours form the Engineers Without Borders UK colour palette and are defined by their RGB, CMYK, pantone and hex values as shown below. If you are designing for print please use CMYK colour codes, if you are designing for digital use please use RGB and hex.

Our primary colours are:

<p>CMYK C 69 M 43 Y 40 K 8</p> <p>RGB R 100 G 121 B 131</p> <p>HEX #647983</p>	<p>CMYK C 0 M 10 Y 3 K 90</p> <p>RGB R 65 G 59 B 61</p> <p>HEX #413B3D</p>	<p>CMYK C 0 M 41 Y 88 K 4</p> <p>RGB R 246 G 145 B 30</p> <p>HEX #F6911E</p>	<p>CMYK C 0 M 0 Y 0 K 0</p> <p>RGB R 255 G 255 B 255</p> <p>HEX #FFFFFF</p>
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Our secondary colours are:

<p>CMYK C 57 M 0 Y 100 K 0</p> <p>RGB R 145 G 191 B 79</p> <p>HEX #91BF4F</p>	<p>CMYK C 0 M 3 Y 3 K 50</p> <p>RGB R 145 G 143 B 143</p> <p>HEX #918F8F</p>	<p>CMYK C 57 M 75 Y 50 K 38</p> <p>RGB R 84 G 62 B 75</p> <p>HEX #543R4B</p>
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Logos

Using our logo across your resources instantly affiliates us with your message. Therefore, it is extremely important that your messaging matches our key messaging, as seen above.

When using our logo consider which version you are using, between the green and white. For example, don't layer a green logo on top of a patterned background where the logo is not legible. Make sure you leave an appropriate border around the edge of the logo, so it is not overlapping with any other content, and it is a minimum of 25mm in length.

As a Chapter ,you should receive your own logo with your institution on. If you have not received your logo please email community@ewb-uk.org.

Images

Photography plays a vital role in our brand's identity and the right photo could inspire someone to engage with our work. The aim should be to reflect the Engineers Without Borders UK purpose.

Some criteria to consider when finding or taking photos are:

- Does what is happening in the image reflect the work/ethos of Engineers Without Borders UK?
- Is it challenging stereotypes instead of reinforcing them?
- Does it dignify the people in the image?
- Does it bring aspects of human, engineering and technology together?
- Have you asked for permission from the people in the images?
- Where have you got the images from?

[Unsplash](#) is a stock image website where you can download some great images for your resources, in addition, and the [This is Engineering collection of stock images](#) challenges engineering stereotypes and is another website to download images for free. If you have your own photos, be sure to use them where possible, following the guidelines above. Your photos help us to inspire others to join our movement!