



BRAND  
BOOK

# Branding

A brand is what others say about you when you are not around and how it makes them feel, from your **logo to your interactions with you customers**: these guidelines act as a handbook for our staff, for designers of our branded materials, media outlets and partners. This brand guide is a comprehensive approach to constructing and managing our brand identity across all activities.



## Brand

Perceived  
emotional image of  
the whole business



## Identity

Visual elements that  
form part of the overall  
brand composition



## Logo

Identifies a business in its  
simplest form via the use  
of a mark or icon



# | Brand Story



We invite you to join the Dignified Storytelling Alliance, a wide network of champions who will input and advocate for the global uptake of the Dignified Storytelling principles, guidelines and best practices.



# Brand Story



## What...

Dignified Storytelling is an initiative that aims to foster a common understanding of how storytelling can and should instill as well as maintain the dignity of all persons, while striving to create an environment of positivity that strengthens long-term relationships between the public, private and the development sectors.

## How...

Dignified Storytelling was born out of the need to fill gaps in advocacy, knowledge-sharing, and available resources through the consultative development of an accessible and practical foundational Principles and a Dignified Storytelling Guidebook.

## Key initiative...

The Principles of Dignified Storytelling are 10 draft principles that have been put together, and soon agreed upon, by a diverse group of stakeholders from UN agencies, INGOs, local NGOs and civil society through a consultative process. The principles will guide the Guidebook that provides the 'how to' guidance and concrete best practice case studies.



**What stories are told  
– and how they are told – matters!**

*(main headline)*



# Brand Essence



What's your story?





# Brand Style

Branding is what others say about you when you're not around, so creating a strong brand style is the disciplined practice used to build awareness and extend audience loyalty, in this case to the cause.

## Brand Experience

To be the foundation of Dignified Storytelling across all platforms, reflecting the diverse and inspirational nature of the cause.

It has a flexible and dynamic feel, that leans towards individuality while providing an authentic guiding path.

## Brand Character

- Inspirational
- Vibrant
- Dynamic
- Passionate
- Diverse
- Informative
- Guiding
- Responsible
- Authentic

## Brand Voice

To ensure the brand is consistent requires everything from the words and language to the imagery to invoke the inspirational, diverse and guiding nature of Dignified Storytelling.

The tone of voice should always be polite but clear and bold.

# Brand Identity | Logo

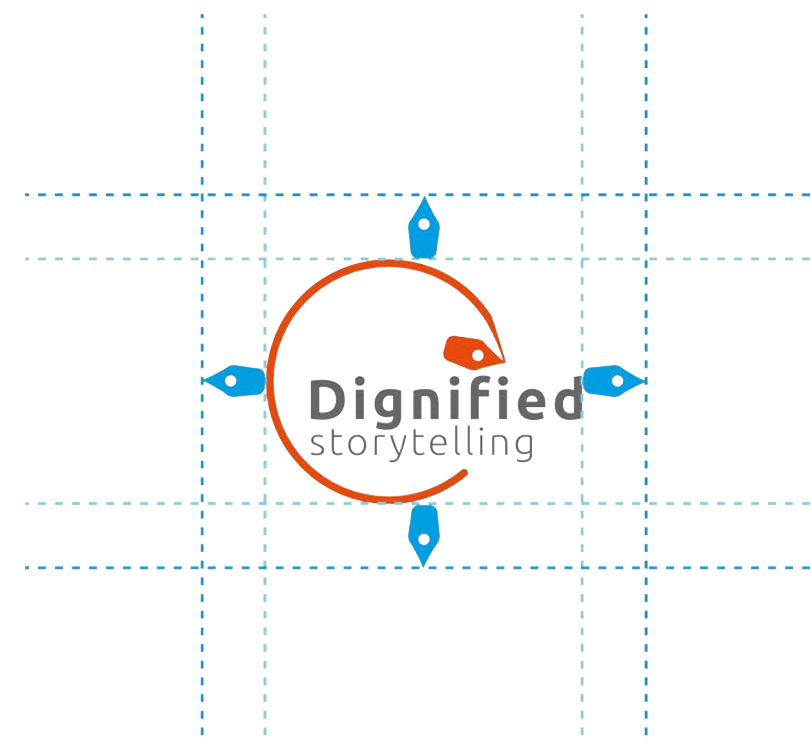
## Original Logo



*The logo font is Ubuntu.*

### Exclusion zone

The logotype must be reproduced with a clear area around it, which is free of text or other graphic elements. This is known as the 'exclusion zone'. Proportionally measured using the logo icon height:



## Alternative options when required



### Location

The logo is always located on the left of layouts, top or bottom as required.

### Minimum size

The logo should always be legible and no smaller than 10mm wide. Digital / social media platforms are exempt as long as the logo follows other rules.



### Favicon for website uses



### Profile for digital profile uses



# Brand Identity | Colour

The vibrant, fresh colours of the brand should always be used as solid colours. Gradients and tonal variations should only be applied to graphics and backgrounds. *100% black should not be used at all.*

<b>Orange</b> RGB 236-85-8 HEX #EC5508 CMYK 1-72-96-2 Pantone 021-CP	<b>Slate</b> RGB 102-102-101 HEX #666665 CMYK 64-55-52-7 Pantone 4195-CP	<b>Grey</b> RGB 166-172-183 HEX #A6ADB7 CMYK 33-23-15-0 Pantone 4123 C	<b>Sky</b> RGB 64-161-222 HEX #40A1DE CMYK 62-22-0-0 Pantone 2171 C	<b>Mint</b> RGB 53-222-200 HEX #35DEC8 CMYK 48-0-25-0 Pantone 333 C	<b>Peach</b> RGB 254-155-126 HEX #FE9B7E CMYK 0-44-43-0 Pantone 1625 C	<b>Sunshine</b> RGB 255-220-119 HEX #FFDC77 CMYK 2-10-60-1 Pantone 2004 C
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Primary Palette

Secondary Palette

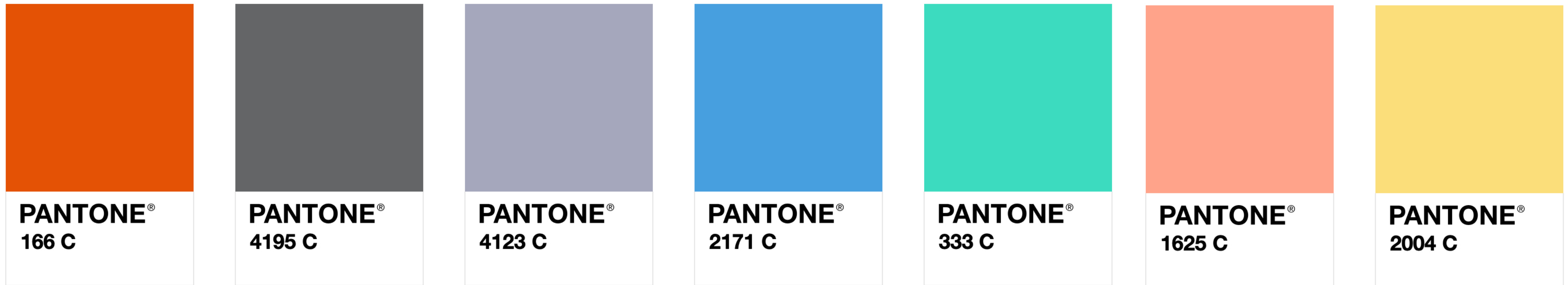


Box widths indicate approximate colour dominance and distribution within collateral use



# | Brand Identity | Pantone Palette

Pantone colours are colour codes that stand for a specific shade. Pantone enables selecting and accurate matching of colours as each has an individual reference number or code.



# Brand Identity | Font

**Ubuntu** is Dignified Storytelling's approved primary font family for use in all official layouts like external marketing collateral and formal internal communications. As well as being a reflection of the logo, this font conveys a precise, reliable and free attitude which embodies the event. For internal documentation and day-to-day purposes the secondary font, **PT Sans**, is to be used.

## Body copy

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890±!@£\$%^&\*()\_+{|":<>?~

### Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890±!@£\$%^&\*()\_+{|":<>?~

## Secondary font

For office use, digital or when the primary font is unavailable, **PT Sans** can be used as replacement font.

## Display / Headlines

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890±!@£\$%^&\*()\_+{|":<>?~

### Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890±!@£\$%^&\*()\_+{|":<>?~

## This font families can be sourced via Google Fonts

- <https://fonts.google.com/specimen/Ubuntu>
- <https://fonts.google.com/specimen/Merriweather>
- <https://fonts.google.com/specimen/PT+Sans>

## Pullouts / Quotes: Merriweather

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890±!@£\$%^&\*()\_+{|":<>?~

### Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890±!@£\$%^&\*()\_+{|":<>?~

## Colour

For all body copy, 90% grey (#3C3C3B) should be used. Black is not included in the brand colours.

## Hierarchy

A simple rule of thumb is that headings start bolder and larger and then flow down into normal font size for regular copy, this ensures clarity in copy writing.

There should be a balanced contrast between headings and copy to encourage easy digestion of information.

## Arabic

In keeping with the dual logo, GE SS Text font should be used for all Arabic copy purposes.



# Brand Identity | Media

## Photography and Imagery

Key attributes of the photography we **do use**:

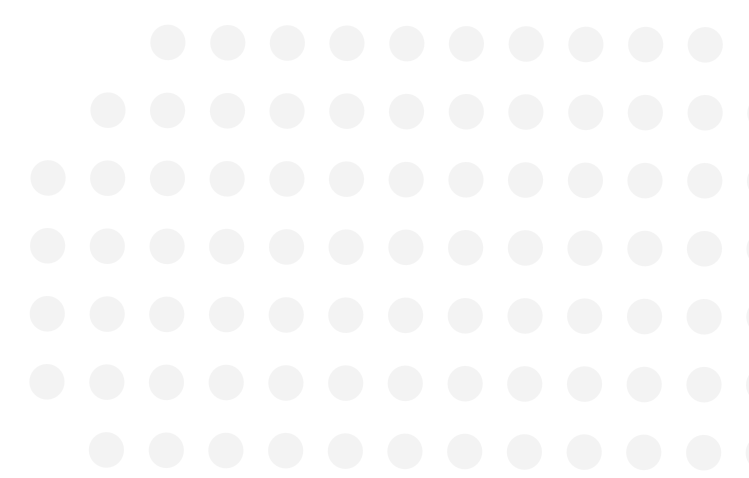
- Candid
- Realistic
- Colourful
- Emotion-evoking
- People-centric
- Inspirational
- Passionate
- Vibrant
- Natural

Key attributes of the photography we **do not use**:

- Staged
- Futuristic
- Monochrome (except profile photos)
- Corporate
- Childish
- Abstract



# | Brand Identity | Photography







We are  
people-centric



# Brand Identity | Elements

Graphic interpretation of the brand encourages visual vibrancy as key!

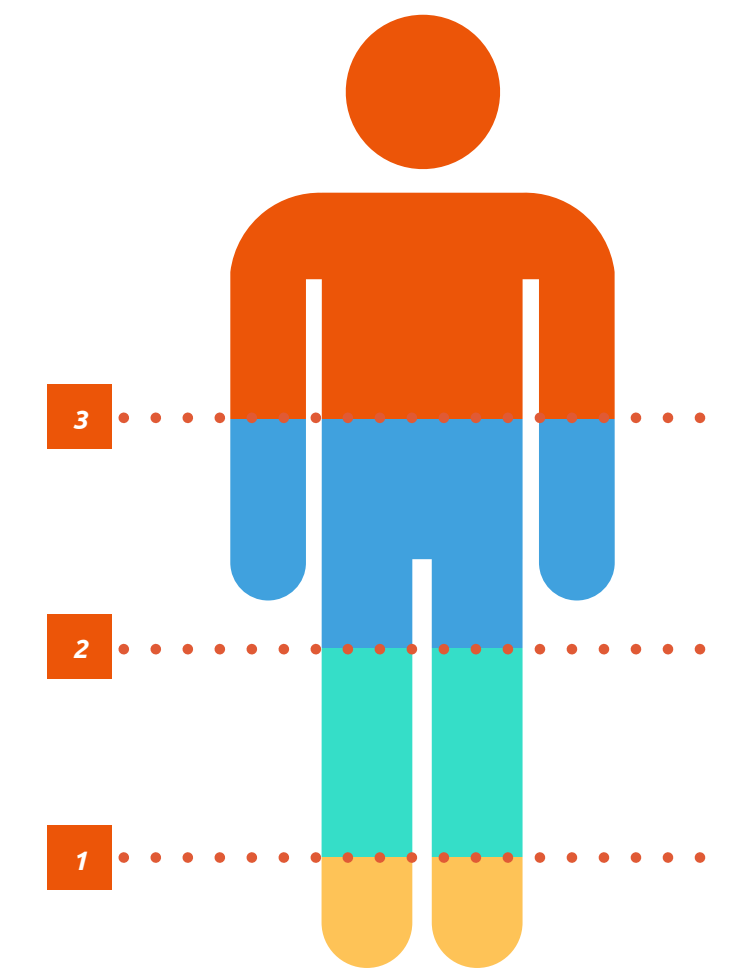
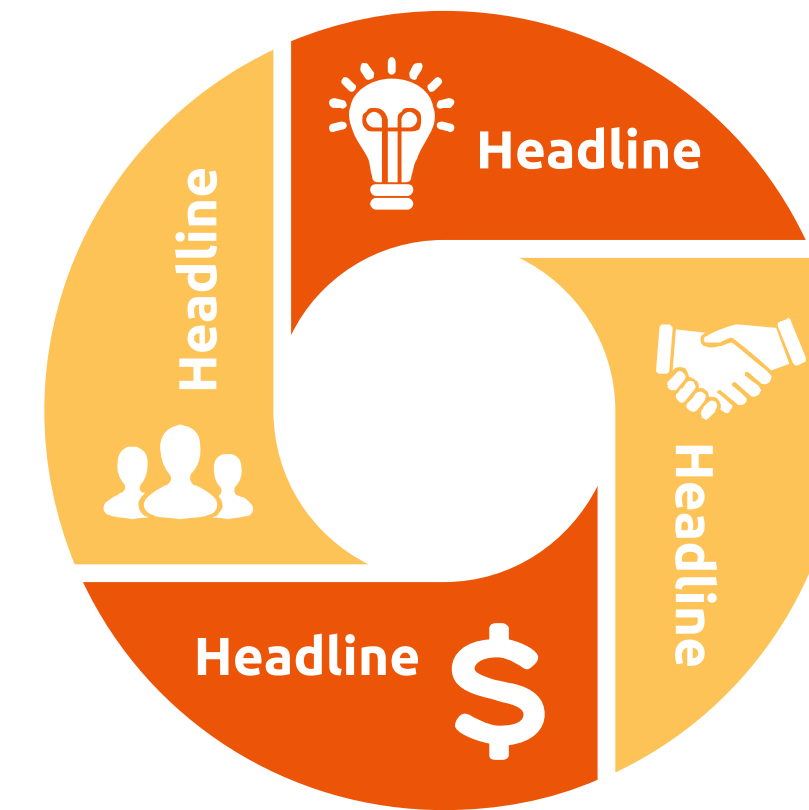
## Shapes

The brand uses a variety of shapes to reflect the variety in story telling, based on circles to reflect the shape of the logo. These are used to frame content elements, or are used subtly in the background. There is not a set layout for these, but they are to be used in conjunction with content as required.

## Pill pipes

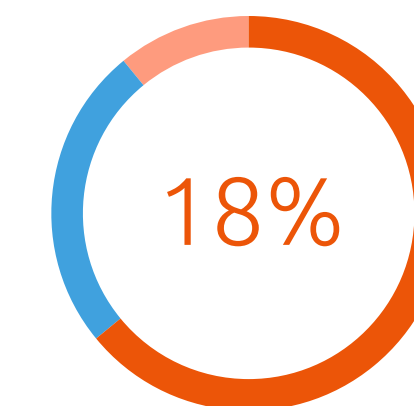
The soft edged vertical pill-like pipes are used as starter-blocks on page layouts, a consistent particularly to bring pages together in documents.

## Sample infographics



Headline

37%



3,4



4,1

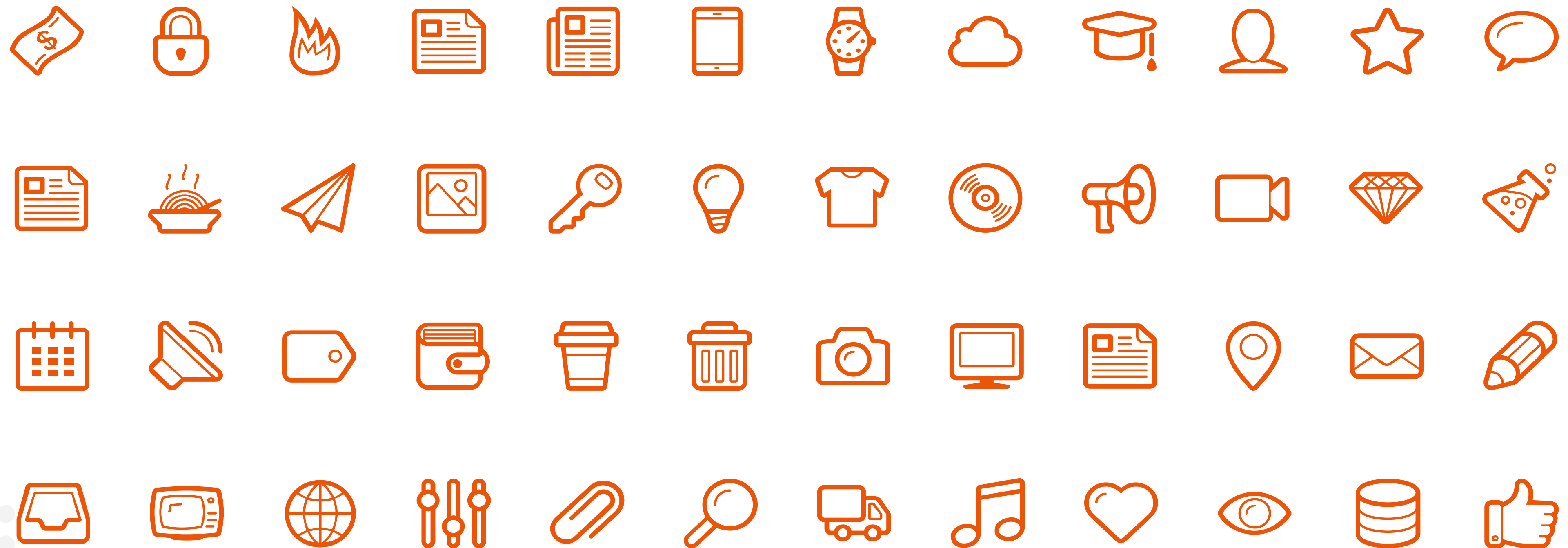






# Brand Identity | Elements

Icons for the brand are filled, colourful and rounded in line with the logo style



# Brand Applications

## Stationery - Email Signature

*Body: default mail client font, 12pt, black*

*Name: Ubuntu - Bold, 14pt, Orange*

*Abbreviations: Ubuntu - Bold, 12pt, Peach*

*Body: Ubuntu - Regular, 12pt, Grey*

*Website: Ubuntu - Regular, 12pt, Orange*

Yours sincerely,

**Forename Surname**

Designation

**M** +#### #### #### #### (CODE)

**M** +#### #### #### #### (CODE)

**D** +#### #### #### ####

**E** forename@dignifiedstorytelling.com

**IG** @handlename

Address, Emirate, Country  
**dignifiedstorytelling.com**



## Format

All email signatures should follow the format displayed here, using the same layout, emboldened words and order.

Note that no images or icons are included in email signatures, they are text format only.

Except for a png logo, 120px wide.

*Company name - if used as text only instead of logo: Ubuntu - Bold/Regular, 22pt, Grey*

**Dignified**storytelling



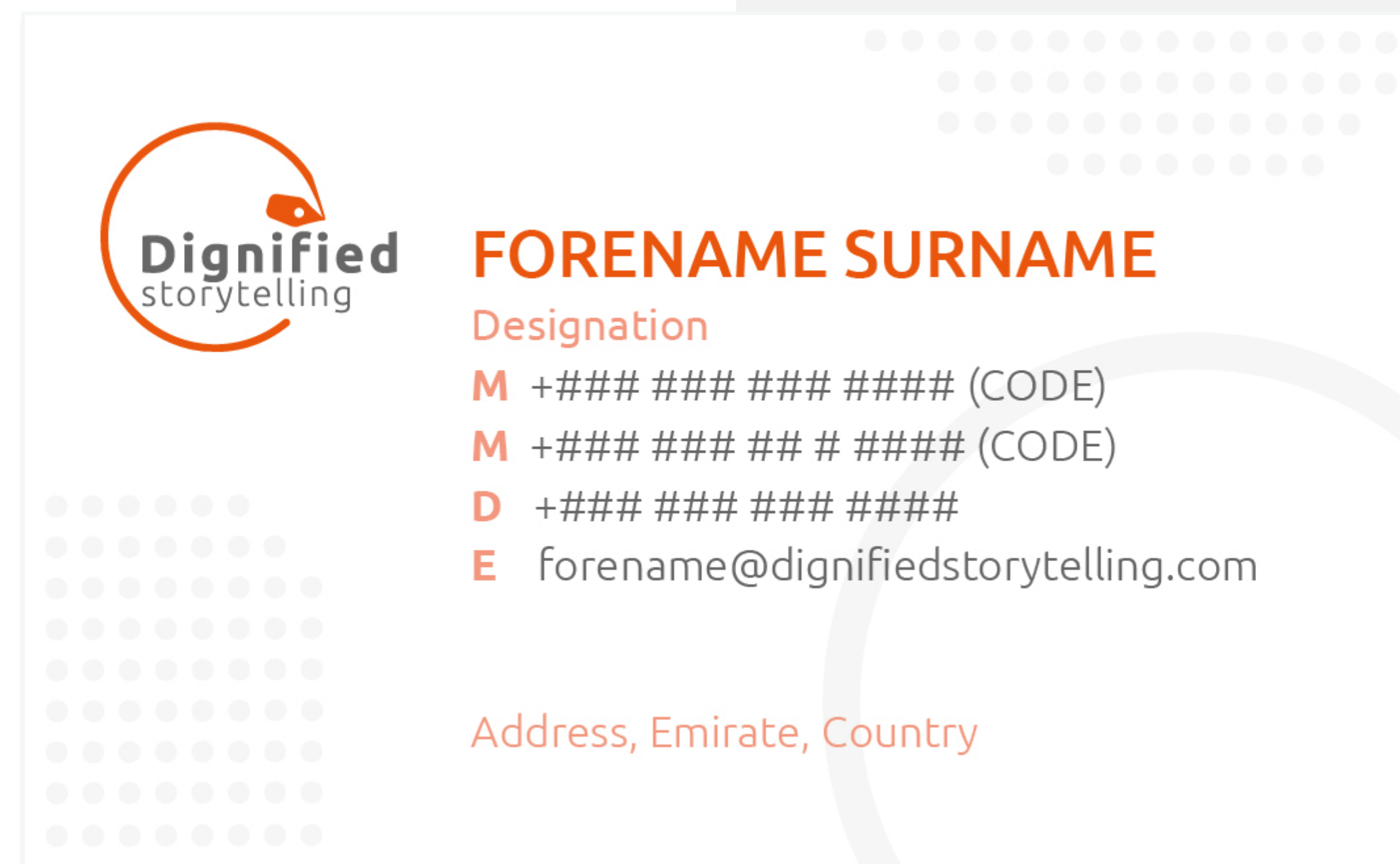
# Brand Applications

## Stationery - Business cards

W90xh55mm



Back



Front

# Brand Applications

## Stationery - Office Documents

### Letterhead



Forename Surname  
Address line 1  
Address line 2  
Country/State  
Country

Forename Surname  
Address line 1  
Address line 2  
Country/State  
Country

DD Month YYYY

Dear Sir / Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Kind regards,

Signature

Forename Surname

hello@dignifiedstorytelling.com | dignifiedstorytelling.com

### Document

Document Title Slug

Headline

Subtitle

Body copy

Caption

HIGHTLIGHT

QUOTE

dignifiedstorytelling.com

Document Details



# Brand Applications



## Presentation



HEADLINE  
Subhead

Headline

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sed libero in magna ultrices gravida sit ametat diamil
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sed libero in magna ultrices gravida sit ametat diamil
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sed libero in magna ultrices gravida sit ametat diamil



Headline


SUBTILES  
Title text block & Mockup

MORE INFORMATION →




Ut enim ad minim veniam, quis nostrud commodo  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud commodo voluptate velit esse cillum dolore eu fugiat nulla pariatur.


Headline





FORENAME SURNAME  
Position or Role  
8,7 PTS  
8,7 PTS  
8,7 PTS



FORENAME SURNAME  
Position or Role  
8,7 PTS  
8,7 PTS  
8,7 PTS



FORENAME SURNAME  
Position or Role  
8,7 PTS  
8,7 PTS  
8,7 PTS



We are people-centric



We are passionate

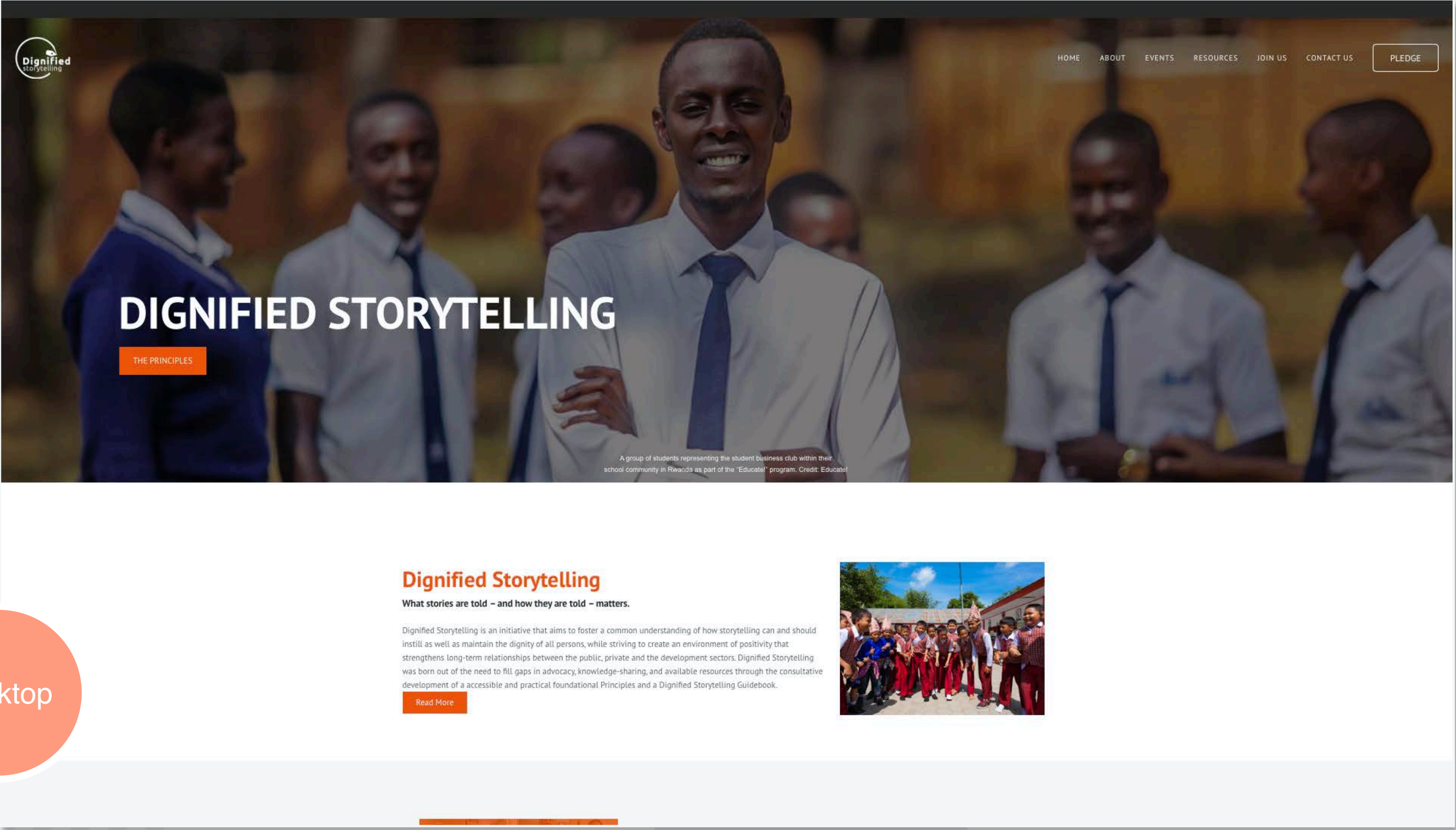
“Quote goes here. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.”



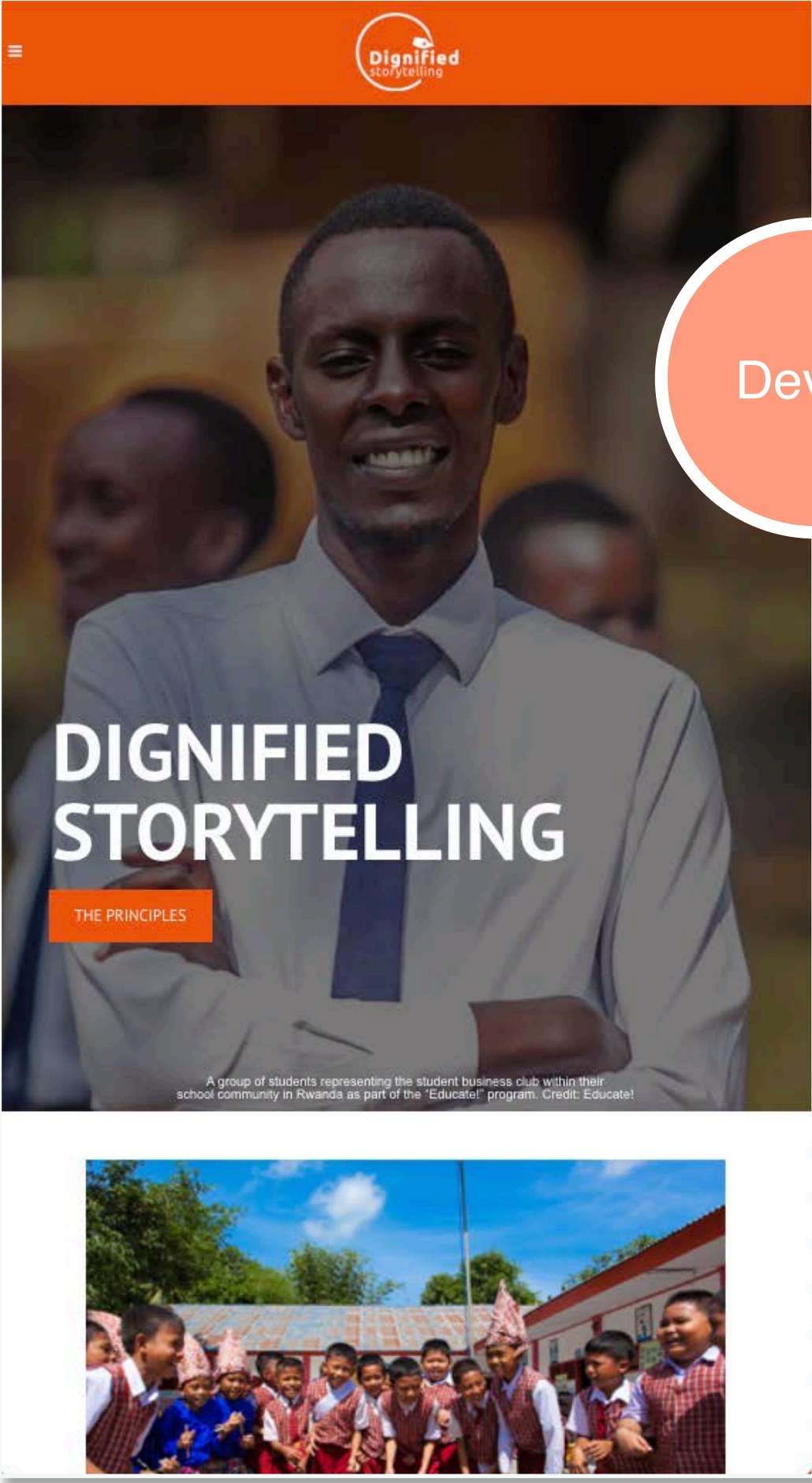


# Brand Touchpoints

## Website



Desktop



Device



# Brand Touchpoints

## Advertising



**Dignified**  
storytelling

**Calling all storytellers...**

22 Month 2021  
This location  
RSVP.

booking@dignifiedstorytelling.com

What stories  
are told – and  
how they are  
told – matters!

Subhead

>Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolore magna  
aliqua. Ut enim ad minim veniam, quis  
nostrud exercitation ullamco laboris nisi  
ut aliquip ex ea commodo consequat.

dignifiedstorytelling.com



**Calling all story writers...**

22 Month 2021  
This location. RSVP.  
booking@dignifiedstorytelling.com



**Dignified**  
storytelling

SUBHEAD  
INFO

dignifiedstorytelling.com



# Brand Touchpoints

## Apparel





# Brand Touchpoints

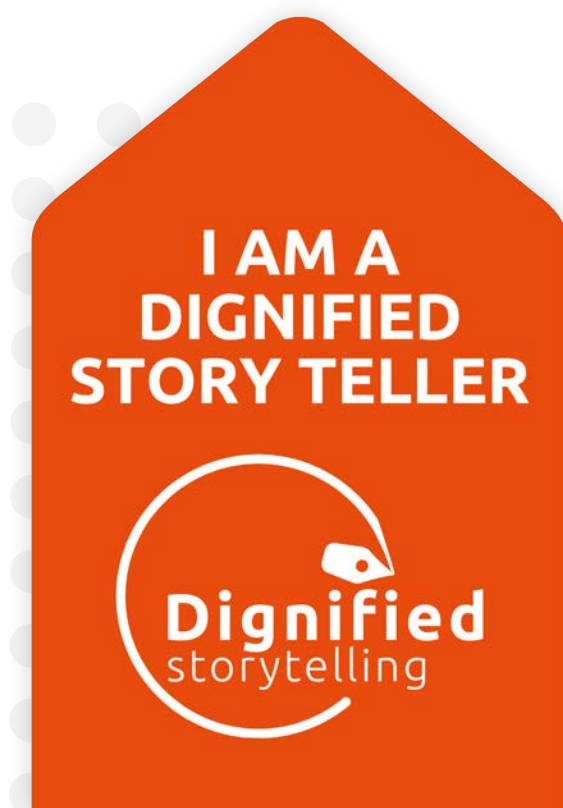
## Social Media Posts





# Brand Touchpoints

## Pledge Tags



Sample content



# Brand Touchpoints

## Pledge Tags







If you have any questions about the brand, please refer to Marketing for clarification to ensure brand consistency is maintained throughout all collateral created and produced

[marketing@dignifiedstorytelling.com](mailto:marketing@dignifiedstorytelling.com)

  
**Dignified**  
storytelling