



Brand Guidelines 2025



Light 24pt

Regular 24pt

Semibold 24pt

Bold 24pt

Extrabold 24pt

Logo

Our logo is classified as a wordmark (or logotype). This style of logo design emphasises typography, using a distinct text-based treatment to represent our brand name, “The Advocacy People.”



Usage Rules

To maintain the integrity and consistency of our brand identity, please adhere to the following rules when using our logo:

No Transformations:

The logo must not be altered in any way. Prohibited actions include skewing, stretching, warping, or adjusting the logo's proportions.

Maintain Original Ratio:

Do not crop or partially display the logo. Always use the logo in its entirety, preserving its original aspect ratio.

Resolution Quality:

Always use a high-resolution version of the logo. Avoid using pixelated or low-quality renditions. For specific file size or dimension requirements, contact the Creative Department.

Colour Integrity:

The logo's colours must remain unchanged. Do not adjust the tone, brightness, saturation, hue, or any other colour settings.

Approved Versions Only:

Use only the logo versions available in our official asset library. For specific use cases requiring a version not in the library, contact the Creative Department.

Obtaining Logo Files

Access approved logo files through our asset library. For custom requirements or assistance, reach out to the Creative Department.

Special Considerations

If you're unsure about logo usage in a particular context, consult the Creative Department for guidance. Regular review of these guidelines is recommended to ensure compliance with our brand standards.

Logo

Profile Pictures

Online platforms such as social media or websites, often use automatic cropping of images for profile pictures or other image placements.

Sometimes there are restrictions on the file size or file type that can be uploaded.

In these circumstances use one of our profile specific logos from the asset library.

If these aren't suitable please contact the creative department with the specification you require.



Using the logo with other logos

When there is a need to use our logo in a space with other logos or images it is important that consideration is given to how the logos share the space. The irregular profile shape of some logos can mean that measurement accurate placements and sizing don't visually feel right.

Visual weighting

Logos should be sized appropriately so that the right visual emphasis is given. Sometimes a hierarchy needs to be implemented. This may mean that some elements need to be made larger or smaller in the design to than others.

Equal distribution & spacing

Logos should be visually distributed to feel evenly spaced apart. Due to the irregular nature of some logos, this may mean that the distribution is not truly even in measurement but feels evenly weighted visually. Maintain the same spacing and white space as used elsewhere in the project.

Overlapping

Logos should not usually overlap. Overlapping is only acceptable with logos applicable to our organisation, not external organisations and only when space is a premium for example with the QPM logo on our website header. If overlapping is required, extra consideration needs to be applied to how that will work in various browsers, devices etc.



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