



YOUNG GAMBLERS EDUCATION TRUST (YGAM)

BRAND AND IDENTITY GUIDE

YGAM BRAND VALUES

YGAM is a very special and highly impactful start-up charity.

Our brand values are our DNA. We will always be:

Authentic

adjective
of undisputed origin and not a copy; genuine.

Agile

adjective
able to move quickly and easily.

Practical

adjective
the actual doing or use of something rather than with theory and ideas.

Courageous

adjective
not deterred by danger or pain; brave.

Personable

adjective
(of a person) having a pleasant appearance and manner.

HOW WE LOOK

Logotype

Our logotype says “Why Gamble!”

It is not a question, but a warning.

The use of the exclamation mark signifies a ‘warning sign’. The use of red (danger) and yellow (caution) asks the audience to consider the consequences of gambling. YGAM is not an anti-gambling organisation.

For today’s generation of young people there has never been more awareness and temptation to try gambling. We believe that young people need to be educated around the potential dangers of problem gambling or social gaming, just as the way safe sex or responsible drinking is taught. Preventative education has shown to be effective and promote responsible participation with other ‘risky’ activities of which gambling is no different. We have created a logotype to epitomise this message.

How we look

Logotype

The first way we signify the presence of YGAM is with our Primary Logotype. it's the clearest way we can identify our charity visually. We should be signing off all of our communications with this logotype. Where possible the primary version should be used ahead of the monochrome or reverse.

Clearspace

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type, or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 1/3 of the width of the logotype. The font used for the logo 'CARGOD' is to only be use for the purposes of spelling out the word YGAM. If a stencil font is required for other purposes, then font to be used is 'OSWALD STENCIL'.

Smallest size use

The minimum size the Primary Logotype may be used for print applications is .4 (10mm) wide. For digital applications, the minimum size is 45 pixels wide.

Logotype Artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork,

Primary Logotype



Reverse Logotype



Monochrome Logotype



Monochrome Reverse Logotype



Motif



Scratch Logotype



How we look

Colours

The role of color in the psychology of design is oversimplified. However, over time people have been giving meaning to colours throughout the centuries, and the continuous process of attributing the same meaning to the same colours again and again is what ends up solidifying meaning.

YGAM use five bright colours where specific messages are being delivered. These colours should be used in line with their meaning.

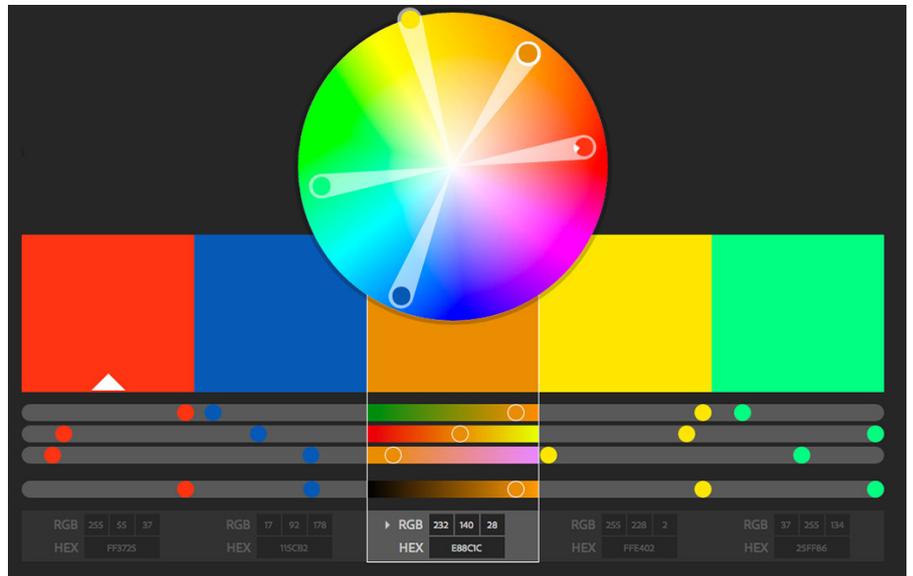
Red – Danger. Delivery of negative Gambling messages.

Yellow – Caution. Delivery of negative Gambling messages.

Orange – Ideas, Thinking, Innovation, Creativity, Delivery of YGAM Education.

Green – Growth, Life, Freshness. Deliver of positive YGAM Messages.

Blue – Peace, Integrity, Confident, Tranquility. Delivery of positive YGAM messages.



How we look

Colours

The full selections of colours available include the five solid colors, two gradient colours which match the YGAM logo, a black, a grey and a white.

The gradient colours have greater depth and should definitely be used as part of professional design. However to make the brand accessible, the solids are easier to use.

Colours have been specified in RGB for ease of use, however for professional use, close matching CMYK/Pantones can be used.

In the majority of uses, we want strong contrast between all the colours used. YGAM is a bright brand, and the colours have been chosen to work together but not be very close.

Solid colours work best in printed applications and in text.

The gradients are best applied in digital applications like the website.

YGAM Red Solid

R227 G55 B37
#FF3725



YGAM Red Radial Gradient

R227 G55 B37
#FF3725



R187 G32 B38
#BB2026

YGAM Yellow Solid

R255 G228 B2
#FFE402



YGAM Yellow Radial Gradient

R218 G213 B113
#FFE402



R243 G194 B22
#F3C216

YGAM Orange Solid

R232 G140 B28
#E88C1C



YGAM Black Solid

R0 G0 B0
#000000



YGAM Blue Solid

R17 G92 B178
#115CB2



YGAM Grey Solid

R130 G130 B130
#828282



YGAM Green Solid

R37 G255 B134
#25FF86



YGAM White Solid

R255 G255 B255
#FFFFFF



HOW WE LOOK

Images

Images speak louder than words

How we look

Orange

ORANGE is the colour YGAM use to express its education, its products, its users and those involved in YGAM.

The colour promotes ideas, thinking, innovation, creativity.

It should only be used to provide positive YGAM messaging.

Primary Imagery

Two tone (also known as Duotone/Colorize) filter.

Contrast changed to suit the image/need.

Preferred method for YGAM Imagery.



Other Techniques



Colour Tint.
Useful for subject focus.



Colour Gradient.
Useful for darker bottom (for text overlay).



One tone filter.
High contrast needed.

How we look

Red

RED is the colour YGAM use to express danger.

This should be used to express the dangerous effects of gambling such as suicide, theft, depression and also anything expressly illegal (for example underage gambling).

Red is used for the delivery of negative Gambling messages.

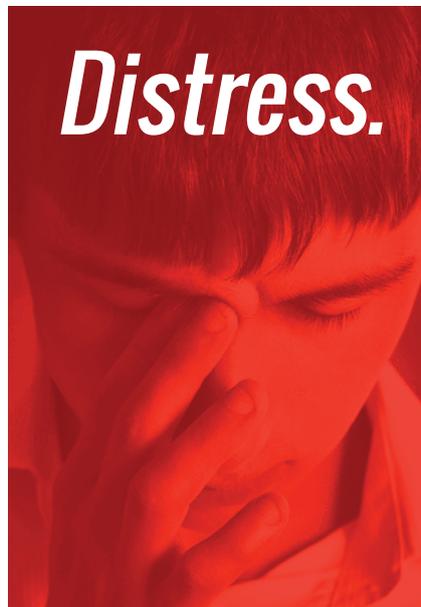
This replaces the common use of black and white in charity campaigns.

Primary Imagery

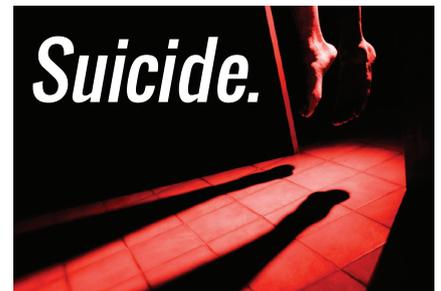
Two tone (also known as Duotone/Colorize) filter.

Contrast changed to suit the image/need.

Preferred method for YGAM Imagery.



Other Techniques



Colour Tint.
Useful for subject focus.



Colour Gradient.
Useful for darker bottom (for text overlay).



One tone filter.
High contrast needed.

How we look

Yellow

YELLOW is the colour YGAM use to express caution.

This should be used to express in particular gambling products or concerns that people might have. This is not about being anti-gambling, but about expressing caution or promoting reflection.

Yellow is used for the delivery of warning Gambling messages.

Primary Imagery

Two tone (also known as Duotone/Colorize) filter.

Contrast changed to suit the image/need.

Preferred method for YGAM Imagery.



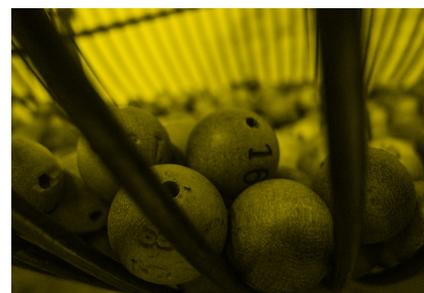
Other Techniques



Colour Tint.
Useful for subject focus.



Colour Gradient.
Useful for darker bottom (for text overlay).



One tone filter.
High contrast needed.

How we look Green

GREEN is the colour YGAM uses to express growth, life, and freshness. This should be used to express young people having fun.

This might focus on activities that can be fun but ruined by gambling. For example, watching a football match, playing a game.

People should always be happy and in control in Green pictures.

It is also the picture that should be used when requesting donations in a positive campaign.

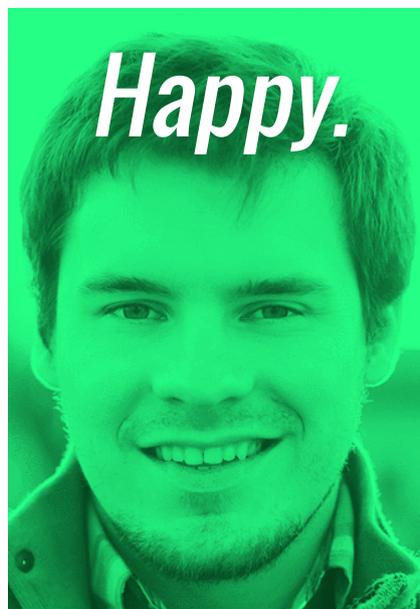
YGAM is for expressing the positivity of other people.

Primary Imagery

Two tone (also known as Duotone/Colorize) filter.

Contrast changed to suit the image/need.

Preferred method for YGAM Imagery.



Other Techniques



Colour Tint.
Useful for subject focus.



Colour Gradient.
Useful for darker bottom (for text overlay).



One tone filter.
High contrast needed.

How we look

Blue

BLUE is the colour YGAM use to express peace, integrity, confidence, and tranquility.

In particular, it is the colour YGAM uses to show gamblers recovering successfully, offering them help to recover or for inspiration.

People in blue should always be happy and positive, even if receiving treatment. This is not about pain, but about moving on.

YGAM is for expressing the positivity of those recovering from gambling.

Blue is also useful because it is the colour which works best with the logo. The YGAM branding is all about use of colour, and the blue is available to provide flexibility to the red/yellow/orange dominant colours.

Primary Imagery

Two tone (also known as Duotone/Colorize) filter.

Contrast changed to suit the image/need.

Preferred method for YGAM Imagery.



Works best with logo.

Other Techniques



Colour Tint.
Useful for subject focus.



Neon



One tone filter with spotlight colour.
High contrast needed.

How we look

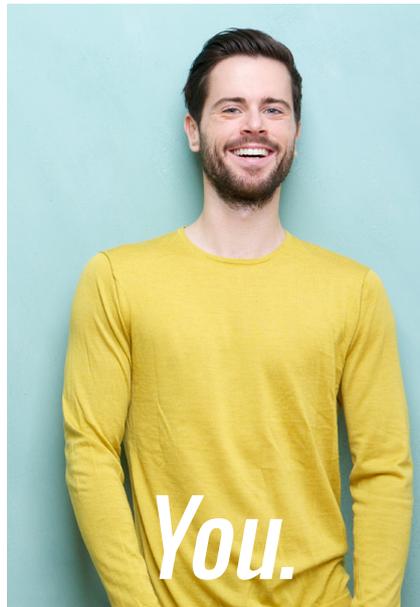
Full Colour

Full Colour should be limited in its use in YGAM. It offers the least brand value.

There are instances in which it is preferable to use full colour, these include but are not limited to people, positive messaging, videos, explosion of colour on the screen and representing something naturally.

Full colour should mainly be used for contrast to support the colour system above, rather than replace it.

Primary Imagery



Where we want the person to be recognised.



Alternative to orange/green/blue for positive YGAM messaging. Should be used as a sparing alternative to breakup colour blocks and add depth to a design.

Other Techniques



To select to play a video. Colour themes can be used inside video.



Explosion of colours that you want to keep in the photo.



Natural colour worth keeping.

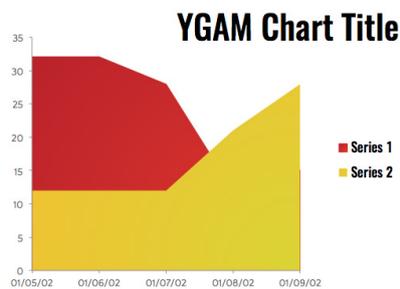
How we look

Illustration

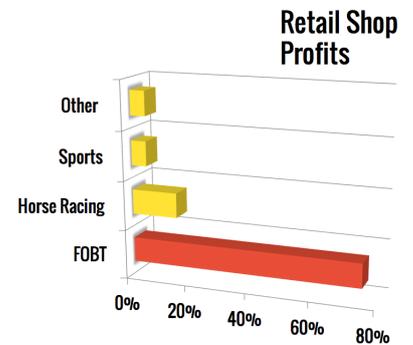
The illustration style for charts/ graphs should be as simple as possible, using colour meaning where possible.

These images here were produced in Microsoft Office and thus are not perfect, but are illustrative of a simple style that can be quickly achieved.

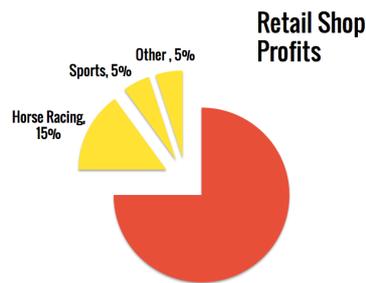
Correct colours and fonts are key to making data feel consistent with the overall brand.



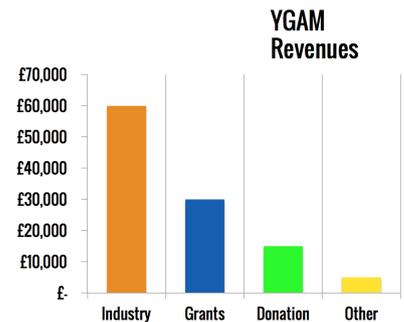
With gradient



Without gradient



Without gradient



Without gradient

HOW WE LOOK

Fonts

Meet Oswald, Quattrocento Sans and CargoD

How we look

Oswald

We use Oswald as a our primary text for headlines and subheads. Oswald is a freely available font and can be both used within print and digital.

Oswald Medium is used for headlines.

Oswald medium and its brother Oswald stencil is the primary font used for presentations. Minimum font size should be 16 pt when used in documents. However, when used in posters or presentations, that font size should be where possible significantly bigger, with a suggested minimum size of 40.

**AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890!@#£%**

It can be downloaded free from <http://www.fontsquirrel.com/fonts/oswald>

Case

Sentence case is preferred for all communications using this font. All caps looks unfriendly and is difficult to read – please avoid.

All caps can be used in two instances. Short attention grabbing phrases such as **'HOW WE LOOK'** or single words such as **'FOBT'**.

These would typically use the stencil font but can also use the normal Oswald font.

Case

Ease of use is a key factor of the YGAM brand design. No special letter spacing, line spacing or other character specifications are in place.

How we look

OSWALD STENCIL

We use Oswald Stencil for instances where a stencil font is required for improving the style of a document. The Word 'YGAM' should never ever be produced in the Oswald Stencil, this has it's own stencil 'CargoD'.

Oswald Stencil is used for IMPACT!

Minimum font size should be 16 pt when used in documents. However, when used in posters or presentations, that font size should be where possible significantly bigger, with a suggested minimum size of 40.

In particular, the Oswald Stencil should be used when delivering danger or caution messages.

STENCIL FONTS HAVE LIMITED READABILITY AND THUS SHOULD NOT BE OVERUSED.

When using the stencil font, no more than 10 characters in length should be used together. You should avoid using this font too close to the YGAM logo.

AABBCCDDEEFFGGHH
IJJKKLLMMNNOOPPQQ
RRSSTTUUVVWWXXYYZZ
1234567890!@#£%

It can be downloaded free from <http://www.fontsquirrel.com/fonts/oswald>

How we look

Quattrocento Sans.

We use Quattrocento Sans Regular as our body text. Quattrocento Sans is a classic, elegant and sober typeface family. Warm, readable and not intrusive. It is very legible even at the smallest of sizes. Whilst also a great display font, it is less suited to YGAM in larger character size, but is a perfect partner to Oswald.

Oswald Medium is used for body copy.

Maximum font size should be 16 pt when used in documents. Beyond this consider using Oswald.

It can be downloaded free from <https://www.fontsquirrel.com/fonts/quattrocento-sans>

AaBbCcDdEeFfGgHh

IiJjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890!@#£%

CARGOD

We use CargoD for the YGAM logo.

This font is reserved for the use of producing the YGAM Logo only.

Unlike the other fonts used by us, CargoD is a licensed font as opposed to a free font. Whilst you are free to use any of the YGAM logotype branding without incurring a fee, installation of the CargoD requires a license both for print and digital.

Note that if you use the CargoD logo, it will not produce a perfect YGAM logo, in particular the G will be incorrect. The EPS files should be used by any professionals wanting to reproduce the logo.

AaBbCcDdEeFfGgHh

IiJjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890!@#£%&

More information available from <https://www.urwpp.de/english/home.html>

© Young Gamblers Education Trust

Young Gamblers Education Trust, 71 – 75 Shelton Street, Covent Garden, London, WC2H 9JQ

www.ygam.org | hello@ygam.org | 0203 837 4963

Company no: 09189998 | Registered Charity no: 1162425

YGAM™ is the trading name of Young Gamblers Education Trust and registered Trademark: UK00003114184.

YGAM™ is registered with the Fundraising Regulator: Unique Registration number: FR.ID-142782.

YGAM™ is an official Ofqual approved, ASDAN Customised Accreditation: Centre No: 35981.

YGAM™ educational resources are quality-assured by the UK PSHE Association 2016.

YGAM™ has achieved the Pearson Assured quality standard. Pearson Centre number: 07325

YGAM™ is registered with the UK Register of Learning Providers (UKRLP) database. Provider Reference Number (UKPRN) is : 10064362.

YGAM is registered with and members of the Association of Employment and Learning Providers (AELP): membership number 2757.

