OVER THE WALL

a seriousfun camp

External & Third Party
Brand Guidelines

OTW main design / brand colours

Dark blue | Hex: #003581, RGB: 0 / 53 / 129
Light blue | Hex: #1a73c2, RGB: 26 / 115 / 194
Orange | Hex: #EF8812, RGB: 239 / 136 / 18

OTW Other brand colours

CitC Yellow| Hex: #fef500, RGB: 254 / 245 / 0

Examples by Service

print: large headlines / subheadings

KG HAPPY Solid

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

print: body copy

Open sans (if working in Canva),
Alleron Regular (if working in Canva),
Calibri (if working in Microsoft Word)

Over The Wall
logo

Name: Over The Wall

Option 1: colour logo

Option 2: white logo on a coloured background

Do's & Don'ts

❌ **Over the Wall**   Do not use a lowercase 't'

❌   Do not modify the logo. (e.g. omission of SeriousFun element)

❌   Do not distort the logo

❌   Do not adapt the colours of the logo

Camp in the Cloud

Logo

Name: Camp in the Cloud

Full Colour Logo

Do's & Dont's

❌ **Camp on the Cloud / Camp in the Clouds / Camp 365**

Do use the correct reference and name of Camp in the Cloud, not like examples shown

❌ ❌

Do not stretch, skew, recolour or augment the logo in any way

Camp 365
Logo

Name: Camp 365

examples of improper usage

 Camp365 / C365 / Camp in the Cloud

Do use the correct reference and name of Camp 365, not like examples shown

Do not stretch, skew, recolour or augment the logo in any way

advice for partners & stakeholders

Partnering with other organisations represents a tremendous opportunity for Over The Wall to spread the message about our camps and raise awareness of our charitable objectives.

To celebrate the Over The Wall brand and our partners' brands when communicated together, these guidelines are designed to safeguard and feature the Over The Wall brand in various partnership environments.

We want to always feature our brand appropriately, driving positive equity towards the Over The Wall name – but it's also important that our partners get the credit they deserve. Please consider the following:

- Prior to creating collaborative marketing materials, please discuss your requirements with the Corporate Accounts Manager or the Charity Partnership Manager to obtain the approval to proceed.
- Over The Wall retains equal editorial control over any information produced as part of a corporate arrangement in which Over The Wall is quoted, or the Over The Wall logo is displayed. In such cases, all materials in print, broadcast, or electronic media prepared by the corporate partner must be submitted to Over The Wall for approval prior to release.
- A number of Over The Wall descriptors are available to use - see within this document. The wording may not be altered unless otherwise agreed by Over The Wall.
- The Over The Wall logo is made available to those bodies working in support of, or in partnership with Over The Wall. The Over The Wall logo identity must not be changed or adapted in anyway - see guidance within this document. If it is an equal partnership, the partners' logos and the Over The Wall logo should be presented on the same line, whether at the top or bottom of the material. When space is limited horizontally, the logos can be stacked on top of each other.
- The Over The Wall logo may not be connected via graphic or copy / wording to any other logo.

Essentially, we would love it if you...

- Kept a copy of these guidelines for your reference.
- Promoted Over The Wall, its camps and charitable message to your customers and clients, where appropriate.
- Kept the Corporate Accounts Manager or Head of Partnerships informed of your plans to market collaboratively with Over The Wall (this includes mentions of us in your PR, website, or other marketing materials).
- Requested approval for all collaborative marketing materials, social media and PR that you plan to release.
- Ensure you have obtained the proper logos from Over The Wall.
- Used approved language and Over The Wall descriptors.

checklist

- ☑ • Are you using the correct logo and service name?

- ☑ • Are you following the guidelines around the use of the logo?

- ☑ • Are you using the Over The Wall typeface, KG HAPPY Solid as the prominent typeface?

- ☑ • Are you using one of the Over The Wall descriptors?

- ☑ • Are you leaving enough clear space around the logo so it is not cluttered?