

Brand Guidelines

**OVER
THE WALL
CAMP**

UK Children's Charity

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This guide will be helpful for anyone who communicates on Over The Wall's behalf and aims to give clarity on the ways our brand should be represented.

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LOGO IDENTITY

Our Charity identity is Over The Wall Camp. Our logo represents us at the very highest level and is vitally important to our brand: it acts as a stamp of quality. It is, and should always be, the most consistent communication component.

The logo is available in three layout variations, and four different colourways, each with a different purpose. This is our main logo layout to be used on most communications.



STACKED CAMP LOGO

This logo version is specifically for use at camp, or where there is programme delivery. It has been designed with the Stickman in mind.

OVER
THE
WALL
CAMP

UK Children's Charity

O
T
W

OVER
THE
WALL
CAMP

UK Children's Charity

OTWC

DARK VERSION

For use on white and light backgrounds.



Square



One Line



Shortened



WHITE VERSION

For use on dark backgrounds.



Square



One Line



Shortened



DARK COLOUR VERSION

For use on dark backgrounds of
solid colour.



Square



One Line



Shortened



LIGHT COLOUR VERSION

For use on dark backgrounds of
solid colour.



Square



One Line



Shortened



SERIOUS FUN

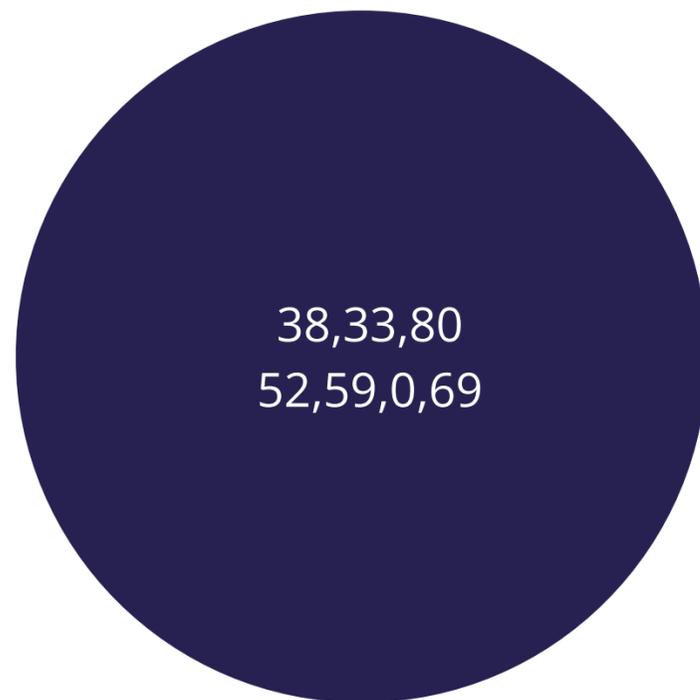
The SeriousFun version of the logo is to be used on international documents and collateral or where SeriousFun is being referenced.

OVER
THE WALL
CAMP

a serioüsfun camp

COLOUR PALETTE

Primary



#262150

Secondary



#F9B343



#94BD55



#2B8569



#B6D8E4

Accents and Elements

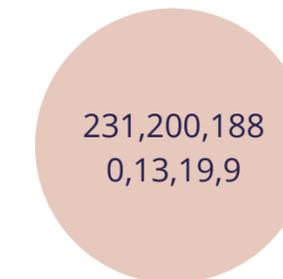
(All eight colours are used in elements, but these only feature in this case.)



#DA4F46



#454D97



#E7C8BC



#E3AECA

TYPOGRAPHY

Titles and Headings

(Primary and secondary brand colours will be used for Titles and Headers.)

Salad Days

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

Body

(Only to be used in our primary dark blue, or white)

Open Sans

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

cloud

campfire

Belonging

Magic

ELEMENTS

Each element in our branding represents a different aspect of Over The Wall Camp.

music/singing

nature

Happiness

marshmallows

cabin chat

cabin chat

**fun/
excitement**

art

climbing wall



FRAMES & PHOTO

The following elements can be used in colour to divide pages or as image frames. Try and company images to the frame or content theme.

marshmallows



art

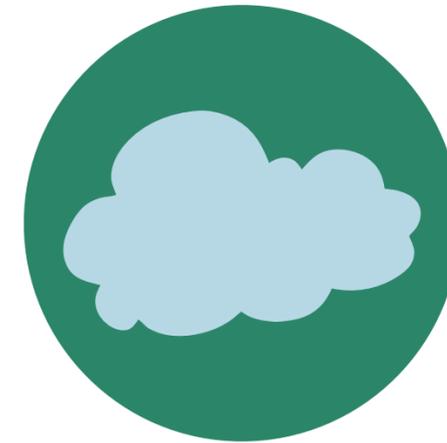
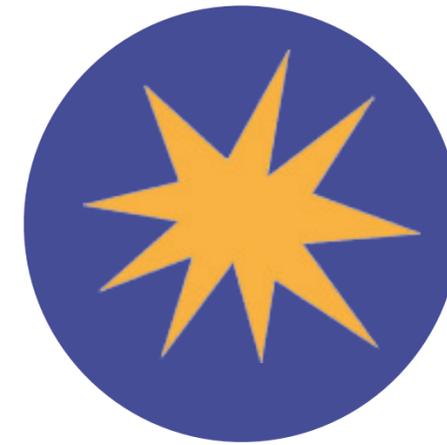


climbing wall

BRAND IN PRACTICE



BRAND IN PRACTICE



BRAND IN PRACTICE

OVER THE WALL CHILDREN'S CHARITY

Over The Wall's free activity camps give children and young people with health challenges, as well as their families, a place to grow and feel they belong.

Our camps empower children and families to explore new possibilities and rediscover the fun and magic of childhood.

As well as our staff team and committed volunteers, there's our caring medical team to keep you safe at camp, so that you can worry less and adventure more.

A world of discovery awaits you at our OFSTED outstanding residential camps, which have been running for more than 25 years.

AND if you want to experience the magic of OTW at home and receive some Serious Fun in the post, you can with Camp in the Cloud.



THE IMPACT OF CAMP

- ★ Almost 9 in 10 stated they "feel less isolated" after camp.
- ★ 4 in 5 say they 'feel closer to my family' after attending the Over The Wall Camp.
- ★ Over 9 in 10 say they 'feel more positive about the future' after attending the Over The Wall Camp.
- ★ 98% say they 'are better able to overcome personal challenges' and/or 'feel more confident' after attending the Over The Wall camp.

“
To see your child who's struggling with so many health issues come off a residential with a smile that looked a thousand miles wide melted my heart every single time. I will always be eternally grateful to Over The Wall for being a part of my boy's life.
Camper Parent



OVER THE WALL CAMP
UK Children's Charity

2024
Annual Report

Ofsted
Outstanding
Provider

MESSAGING

Our messaging must be communicated consistently across our charity but can be adapted depending on use, eg Corporate will have a different tone to social media or at camp.

Our Mission

As a result of long-term health conditions, more than 1 in 10 children in the UK can be denied a carefree childhood, and this number is growing.

Our programmes empower children and families to explore new possibilities and rediscover the fun and magic of childhood.

Short Mission

Our programmes empower children and families to explore new possibilities and rediscover the fun and magic of childhood.

Our Core Values

Belonging **Authenticity** **Growth**

These principles embody **safety, inclusivity, integrity,** and **trust,** fostering a positive culture within Over The Wall Camp.

They empower staff, volunteers, and campers to freely express themselves, forge meaningful bonds, and pursue their potential.

One-Liner

A place where children with long-term conditions can rediscover the #mischiefandmagic of childhood!

TONE OF VOICE

Our tone of voice must always reflect our core values of belonging, growth, and authenticity, with our spirit of the fun and #mischiefandmagic of childhood. Consider these keywords when communicating on behalf of OTWC in your respective departments.

- Fun
- Enthusiastic
- Engaging
- Successful
- Individual
- Transformative
- Reflective
- explorative
- Adaptable
- Reassuring
- Safety
- Confidence
- Encouraging
- Helpful
- Kind
- Inclusive
- Welcoming
- Adaptable
- Family oriented
- Caring

DOS AND DON'TS

Do

- ★ Remember, our name is now Over The Wall Camp
- ★ Use uppercase first letters when referring to Over The Wall Camp
- ★ Use the Logo as a background texture at 40% transparency
- ★ Use individual elements as bullet points

Do not

- ★ Stretch, skew, or rearrange the logo
- ★ Recolour any of the logos or change the colour order
- ★ Use the Shortned logo as a main option