
LandAid

Brand Guidelines

03	Concept
04	Logo
08	Colour
13	Typography
18	Tone of Voice

22	Illustration
31	Layout
33	Photography
35	Inspiration

**Bringing the property
industry together to end
youth homelessness.**

**No other industry
can do more.**



Logo

LandAid

Logo Clear Space

We always ensure our logo is legible, has impact – and looks good.

Clear space is the minimum area around the logo, isolating it from text and supporting graphics. In most cases, it is recommended to give your logo even more room.

Our clear space is equal to 100% of the width of the ‘A’ from our logo.



Logo Colour

Our logo is only used in black or white to ensure it is instantly recognisable. It can be used in the following combinations or in Sky when on a coloured background.

Black

LandAid

White

LandAid

Colour
Landaid Sky

LandAid

Colour

Core Colour Palette

Our core colour palette is made up of three brand colours, used in conjunction with black and white.

When using our brand colours we aim to evenly create assets with each colour to ensure unequal splits. Tints should be used sparingly and as a secondary option to our core colours.

Primary		Primary		Primary	
Sky #9ebdfa	RGB: 158 189 250 CMYK: 42 21 0 0 Pantone: 2128 C	Clover #61b29c	RGB: 97 178 156 CMYK: 64 7 47 0 Pantone: 563 C	Bloom #e5bdc4	RGB: 229 189 196 CMYK: 10 32 15 0 Pantone: 699 C
80%		80%		80%	
60%		60%		60%	
40%		40%		40%	
20%		20%		20%	

Secondary		Secondary	
White #FFFFFF	RGB: 255 255 255 CMYK: 0 0 0 0 Pantone: 11-0601 TPG	Black #000000	RGB: 0 0 0 CMYK: 0 0 0 100 Pantone: Black 3 C
		5%	

Colour usage

Our brand primarily uses three colours that flex and show our personality. We are not a single colour brand and should always strive to show a variety. There are some instances where a single colour is needed and others where we can be playful with our visuals. Below are some guides to help us choose the right colour balance to ensure consistency.

Logo assets

These are assets where our logo is presented on a single block colour. In these instances we use Sky, as we require a single colour to ensure consistency and to help build recognition.

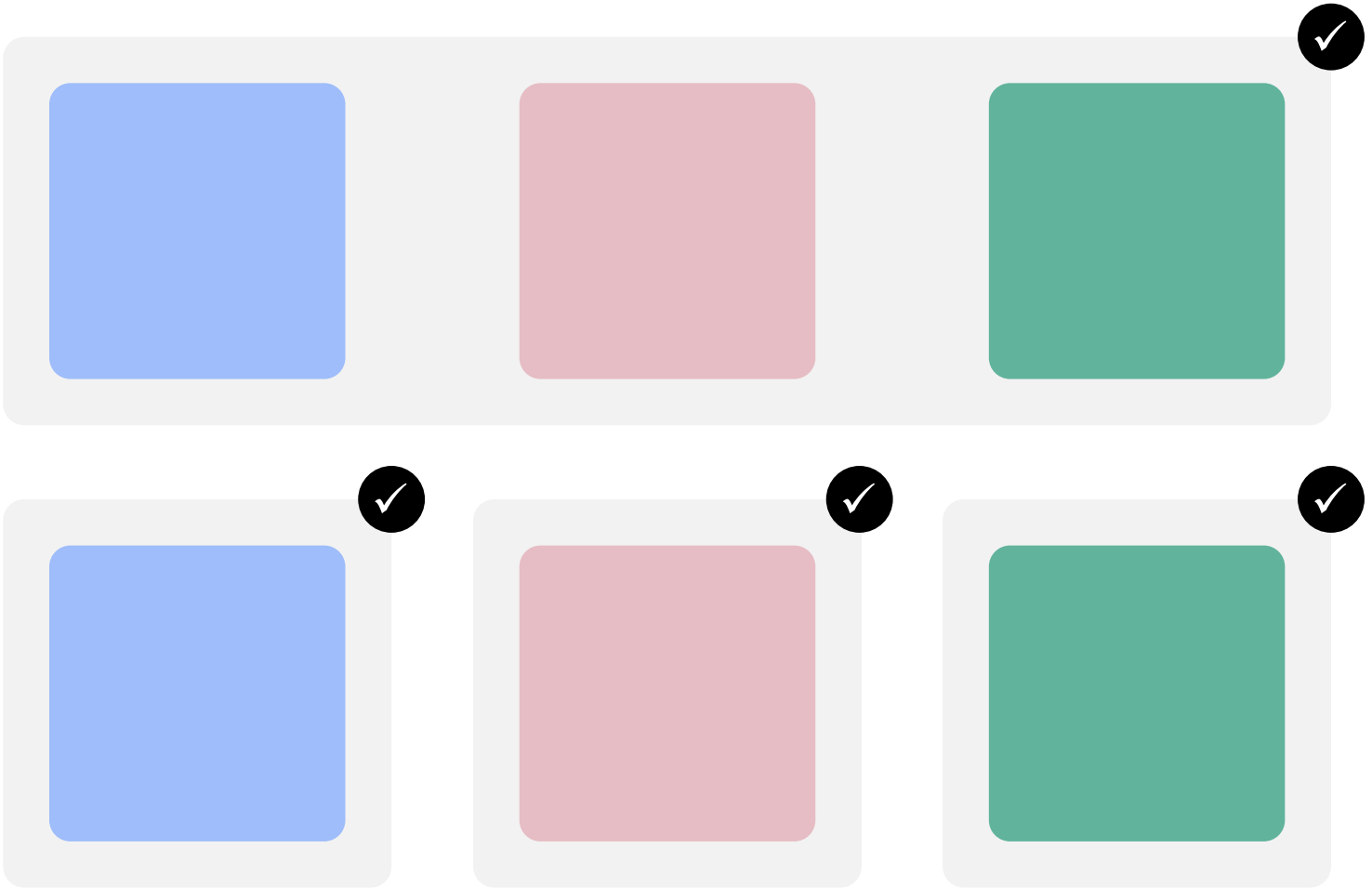
Examples:
Logo background
Corporate Covers
including logo



Short form assets

These are assets that let our brand flex the most, we can use either all three colours in equal amounts or a single colour. Short form assets consist of designs of a few pages that are seen for short durations.

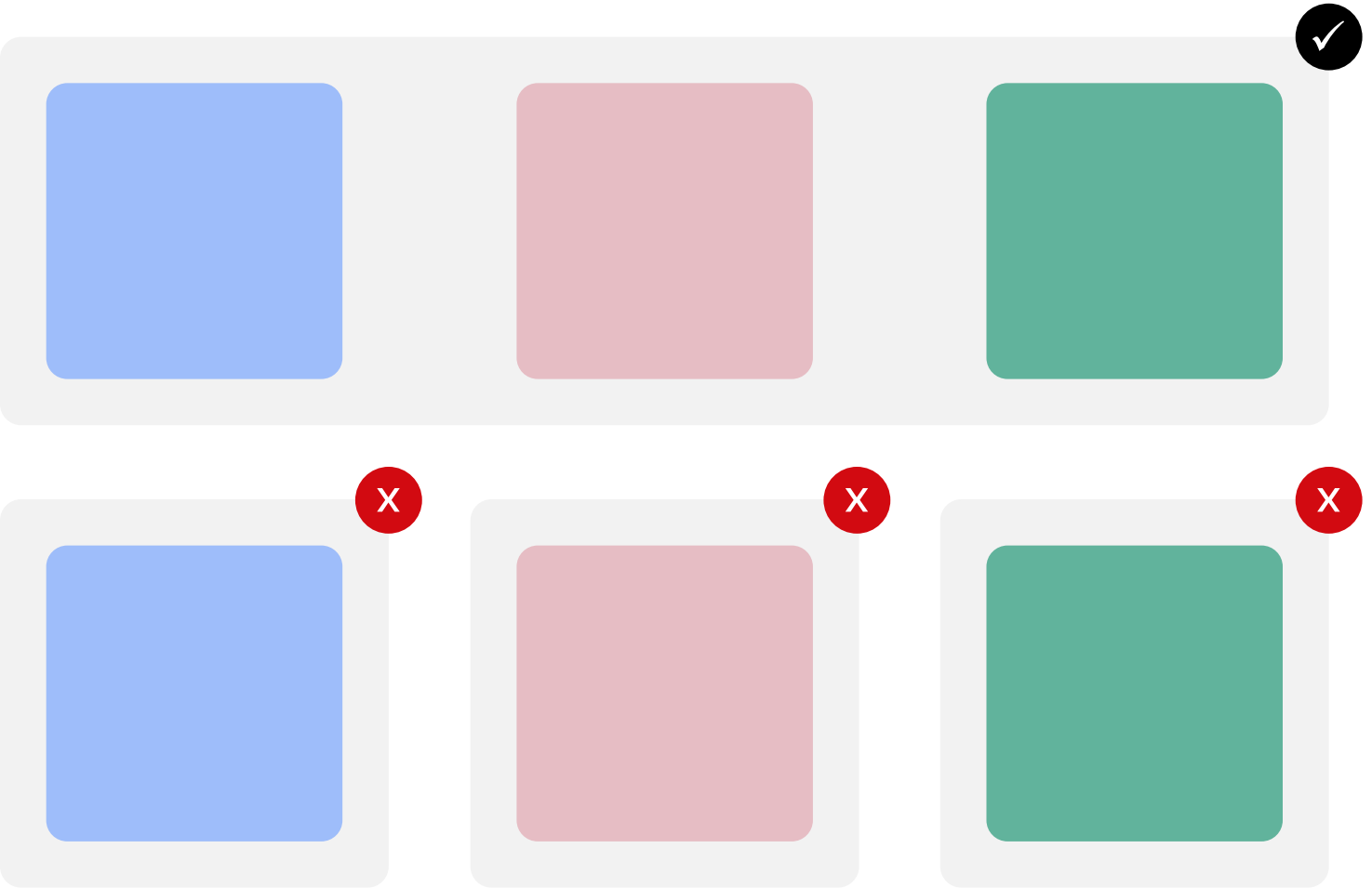
Examples:
Social media posts
Posters
Leaflets
Infographic
Banners



Long form assets

These are assets where we only use a mixture of colours and would never use a single colour for an entire document. Long form assets consist of large scale design work with elaborate content.

Examples:
Presentations
Booklets
Guides
Reports



Do's and dont's

We use a single colour if its full bleed or covering the majority of a page. When there are smaller components on a white background, a combination of colours can be used. The illustrations should always be in black and white, using the background colour as a fill.

The aim is to have a simplified and professional design output, avoiding overuse of colour to complicate designs.

✓

Case for Support

LandAid is harnessing the full power of the property industry to end youth homelessness across the UK.



✓

Why we urgently need your help

Youth homelessness is a complex challenge and it's getting worse.

Increased poverty, a lack of affordable homes, the breakdown of family units, and rising mental health issues are just some of the factors fuelling the crisis.

1 in 62
Last year, 1 in 62 young people faced homelessness in the UK

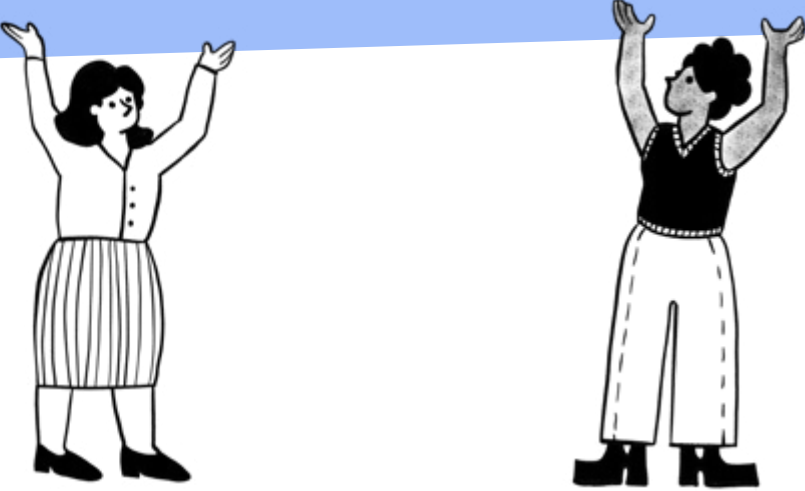
10%
Between 2023 and 2024, youth homelessness increased by 10%

118,000
16-24 year olds were homeless or at risk of homelessness in the UK in 2024

✓

Why we urgently need your help

Youth homelessness is a complex challenge and it's getting worse.



✗

Case for Support

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Why we urgently need your help

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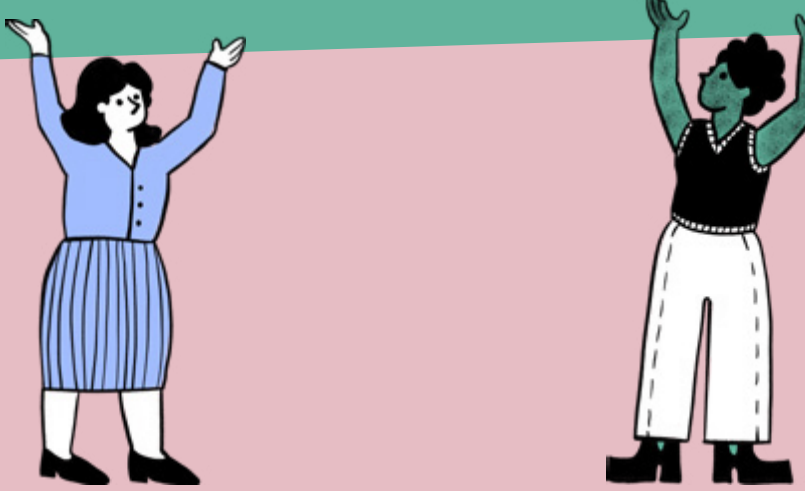
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✗

Why we urgently need your help

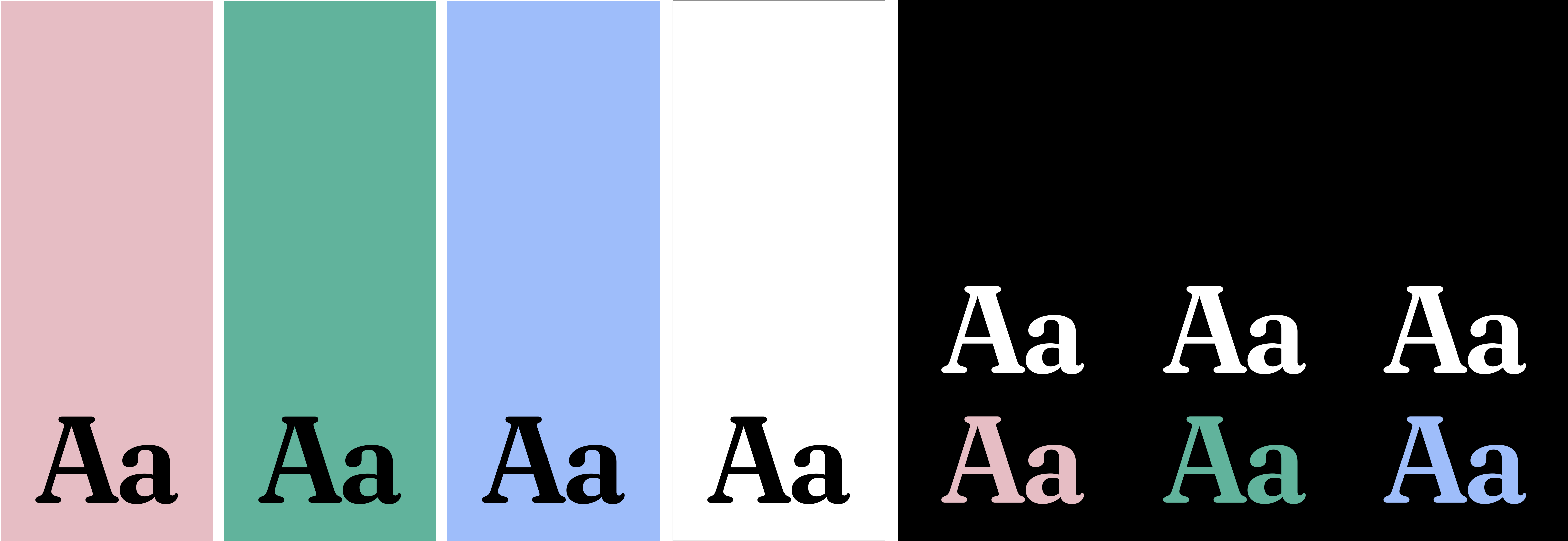
Youth homelessness is a complex challenge and it's getting worse.



Accessibility Recommendations

When designing content, we need to use accessible colour combinations to ensure that information is perceivable and understandable to all users, especially those with visual impairments like colour vision deficiency.

Certain text and background colour combinations lack sufficient contrast, reducing legibility, whereas high contrast ensures text remains clear and accessible for all users.



Typography

Typefaces

Our brand typeface is Fraunces Soft. Bold and full of character, it features curvy angles and soft corners. For secondary body copy, we use DM Sans, with a selection of weights to help with typesetting.

Both of these are available free to download from Google Fonts. N.B Fraunces Soft appears as “Fraunces” on Google but the fonts are clearly labelled once downloaded.

Aa

Fraunces Soft
Bold
SemiBold
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1234567890

Aa

DM Sans
SemiBold
Regular
Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1234567890

Usage

Here are the weights for each type family we use across the brand and how we create hierarchy when typesetting.

Fraunces Soft	Headline Bold	Kerning Optical	Tracking 0	Leading 110% type size	Min point size (print) 14 pt	Min point size (digital) 23 pt
Fraunces Soft	Small Headline SemiBold	Kerning Optical	Tracking 0	Leading 110% type size	Min point size 14 pt	Min point size (digital) 23 pt
DM Sans	Subheading SemiBold	Kerning Optical	Tracking 0	Leading 110% type size	Min point size 8 pt	Min point size (digital) 20 pt
DM Sans	Body Copy Regular	Kerning Optical	Tracking 0	Leading 110% type size	Min point size 8 pt	Min point size (digital) 18 pt
<i>DM Sans</i>	Body Copy Italic	Kerning Optical	Tracking 0	Leading 110% type size	Min point size 8 pt	Min point size (digital) 18 pt
Fraunces Soft	Details Bold	Kerning Optical	Tracking 0	Leading 110% type size	Min point size 8 pt	Min point size (digital) 20 pt

Here are some examples of how the typefaces work together.

With our main headlines we aim to have a minimum of a 66% increase in size to differentiate between the body and headers. Sub heads we can reduce this to 50% and with details we can match the body copy size.

Type Hierarchy

Main Heading

Subheading. 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. 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.

Small headline lorem ipsum dolor sait amet

Subheading. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Details

Body. Lorem ipsum dolor sit amet, consectetur adipiscing elit, **sed do eiusmod tempor incididunt** ut labore et dolore magna aliqua. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Call to action buttons

Sign up

Help now

Stats

10%

Between 2023 and 2024, youth homelessness increased by 10%

1 in 62

Last year, 1 in 62 young people faced homelessness in the UK

LandAid

Brand Guidelines

Typography

16

Typefaces Microsoft Alternative

In instances only when our brand typeface **cannot** be used, we can use these default Microsoft fonts. However this should be used as a last resort and our brand fonts should be installed when creating assets for the Landaid brand.

Alt. Headline

Georgia Bold

Headline Bold	Kerning Optical	Tracking 0	Leading 110% type size	Min point size (print) 14 pt	Min point size (digital) 23 pt
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Alt. Body

Arial Regular

Body Copy Regular	Kerning Optical	Tracking 0	Leading 110% type size	Min point size (print) 8pt	Min point size (digital) 23 pt
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Ella’s story...

“LandAid helped change my life forever. I now have somewhere to wash and clean. There are a lot of things I want to do in the future.”

LandAid
Bringing the property industry together
to end youth homelessness.



Tone of Voice

Full of character, our writing captures our sense of mission and unwavering focus on the young people behind the latest homelessness statistics.

Designed to forge lasting emotional connections with all our audiences, we inspire, inform, and demand action. Not soon, but now.

Tone Pillars

Our voice brings LandAid’s purpose to life. It is always clear, confident and human designed to inspire action and show impact.

Everything we say should sound like it comes from one voice, guided by three tone pillars:

	Tone		Examples
Energising	A rallying cry for our industry, we urge the property sector to step up and put their influence, contacts, and expertise to good use.	– Short, direct sentences – Straight-forward, everyday language – Speak with conviction	“No other industry can do more than ours to end youth homelessness” “Together, we can make a massive difference”
Measured	Passion will only get us so far, and our writing reflects our strategic approach to ending youth homelessness.	– Concise, considered arguments – Back up claims with evidence and statistics – Demonstrate impact whenever possible	“We put funds where they’re needed most” “What the Autumn budget means for youth homelessness”
Inclusive	Open and conversational, our writing invites everyone to get involved in any way they can.	– Speak directly to the reader – Headlines which invite people to get involved – Allow real voices to take centre stage	“Join us for a night we won’t be able to forget” “Here’s Ella’s story in her own words”
Flexing our tone	Just like in real life, we shift our tone depending on who we’re talking to – and what we’re talking about. Sometimes we’ll dial up the energising pillar, other times we’ll be more measured, but we’ll always be distinctly LandAid.		

Tone of Voice Usage

We recommend the below for guidance on when to use each of our pillars but these can always flex and should only be used as guidance and not strict rules.

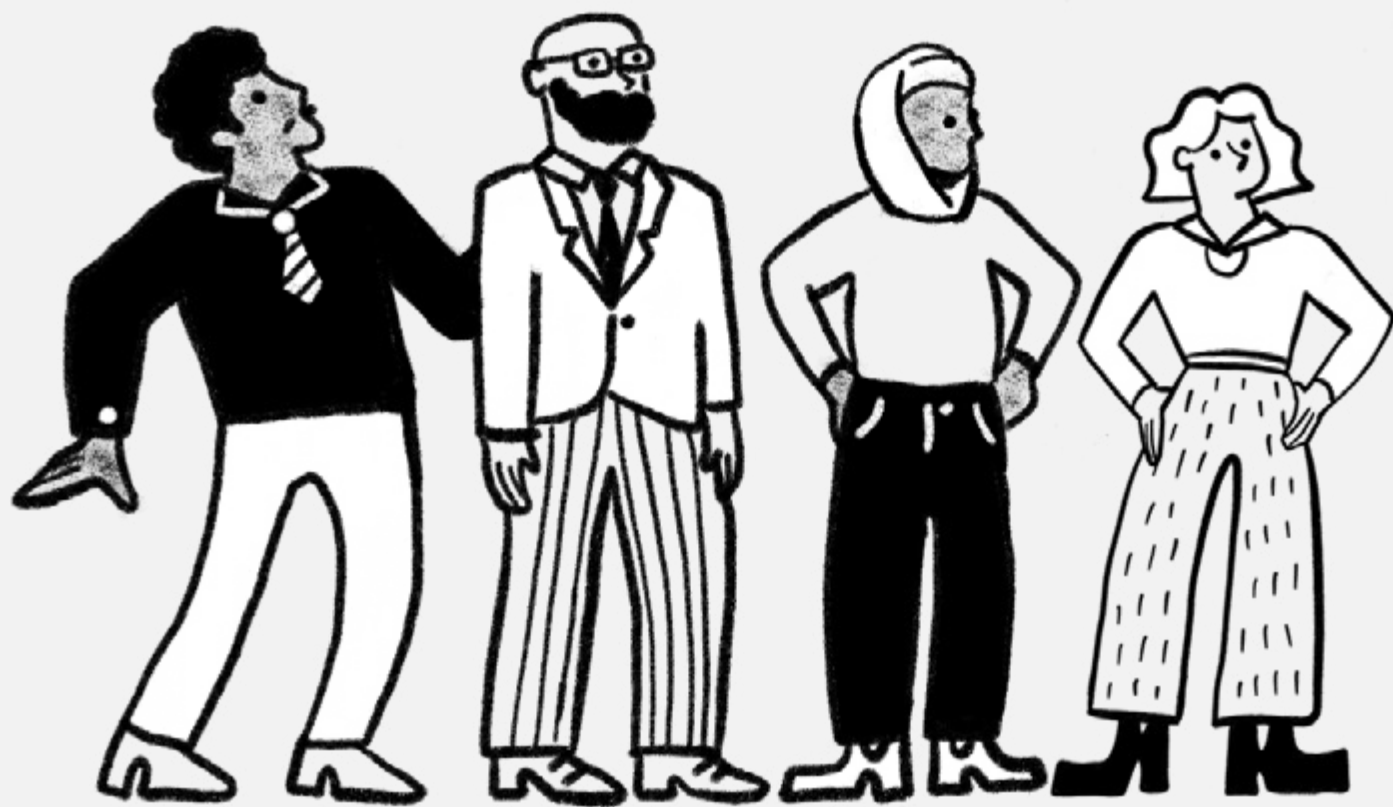
	Usage	Examples
Energising	Our energising pillar sets the tone for events such as fund raising activities, impact reports and personal stories where we aim to inspire and create change.	“No other industry can do more than ours to end youth homelessness” “Together, we can make a massive difference”
Measured	Our measured pillar sets the tone for our more detailed communications, where we need to be clear and concise in the information that we provide. Clarity is key.	“We put funds where they’re needed most” “What the Autumn budget means for youth homelessness”
Inclusive	Our inclusive pillar sets the tone for when need to be personal and empathetic, we often need to talk around sensitive subjects and these need to be approached carefully and inclusively.	“Join us for a night we won’t be able to forget” “Here’s Ella’s story in her own words”

Illustration

Illustration

Our illustrations are our hero graphic device. Bringing our brand to life, they help us communicate key messages clearly and effectively with real personality.

We have two illustration categories: People and Scenes.



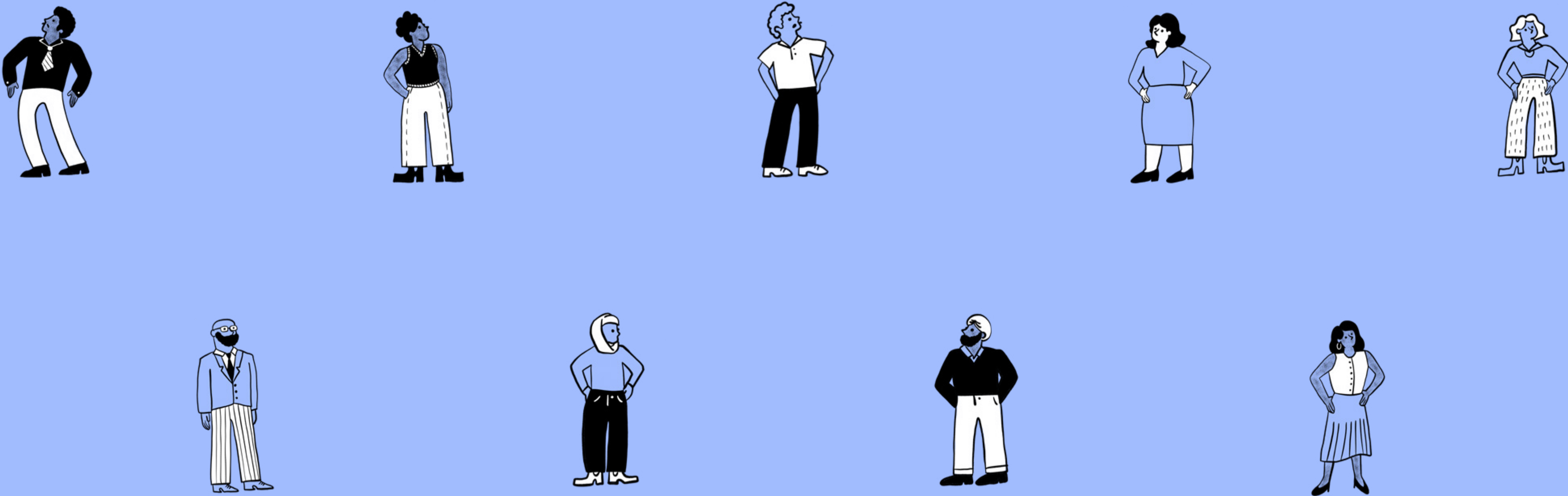
People

Instilling character and personality into our communications, our People illustrations reflect both LandAid and our audience.



People

We have a variety of people who can be used individually or together as a group.



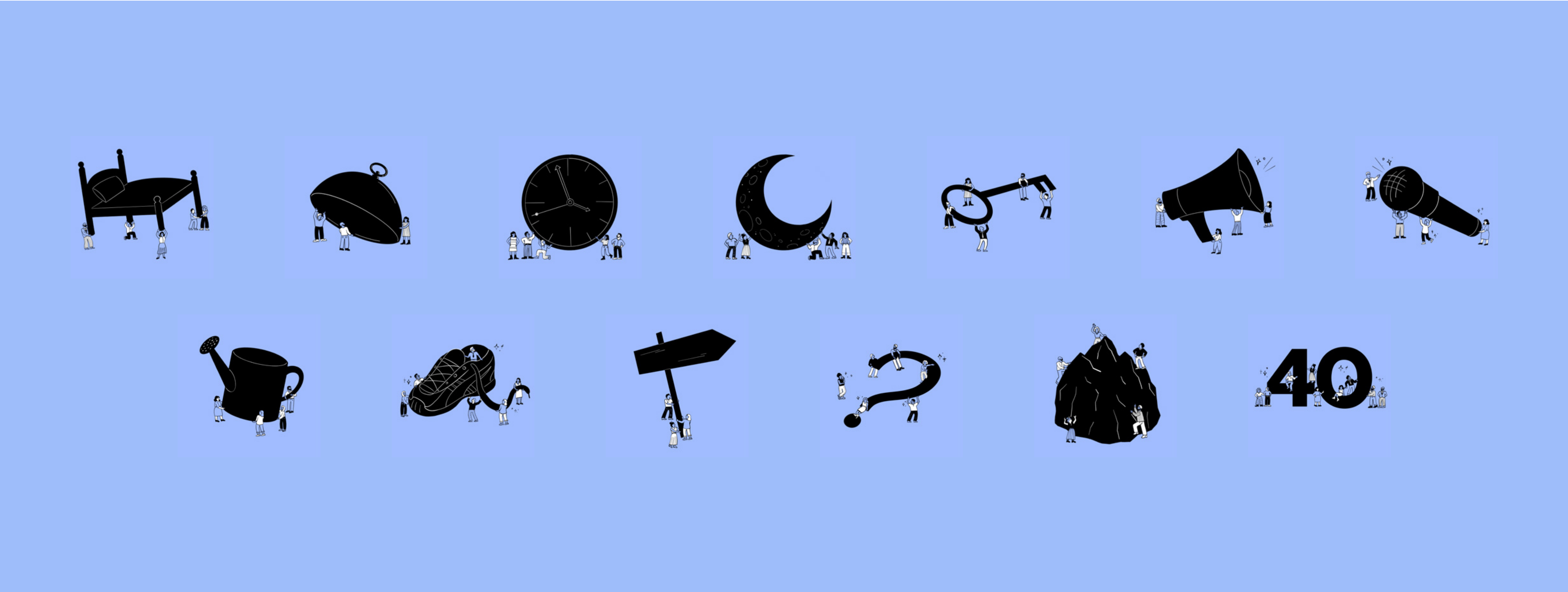
People Holding

We also have a set of illustrations with raised arms. These can be used to 'hold up' illustrated objects, photos, and placemakers.



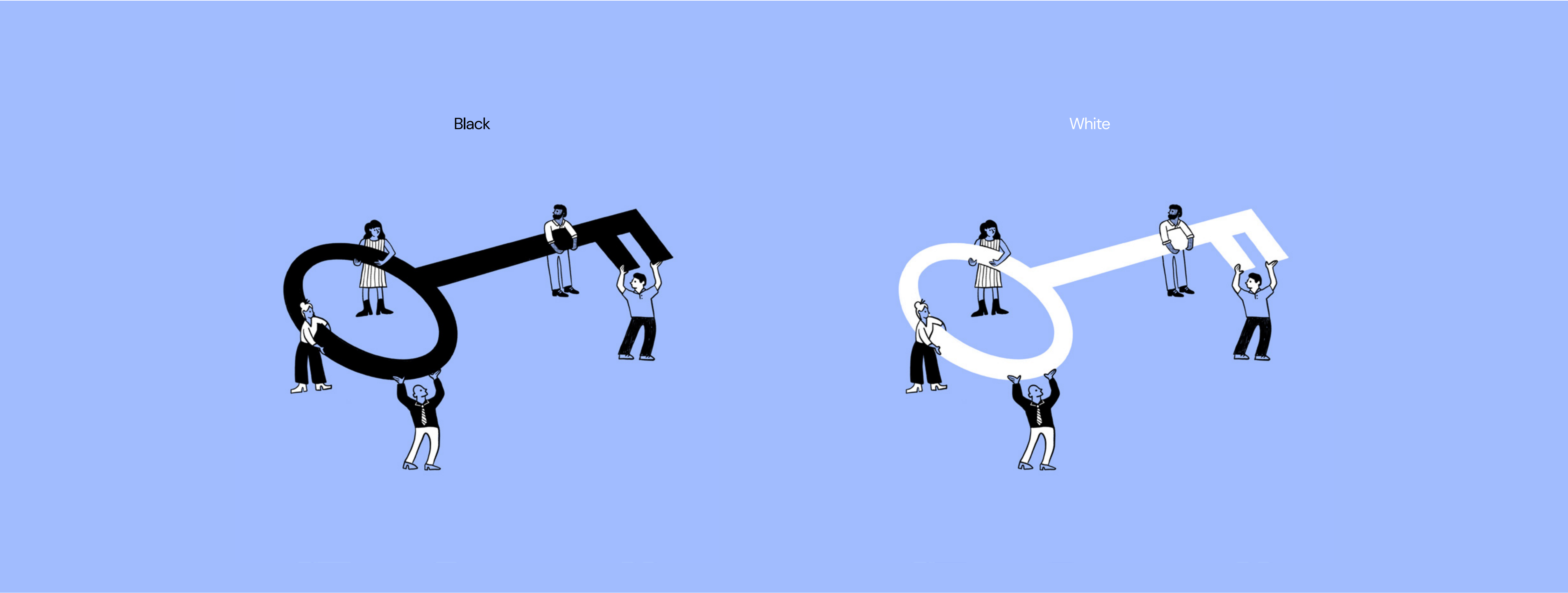
Scenes

Our Scenes illustrations capture a range of topics and can be used in any situation that feels relevant.



Scenes Colour

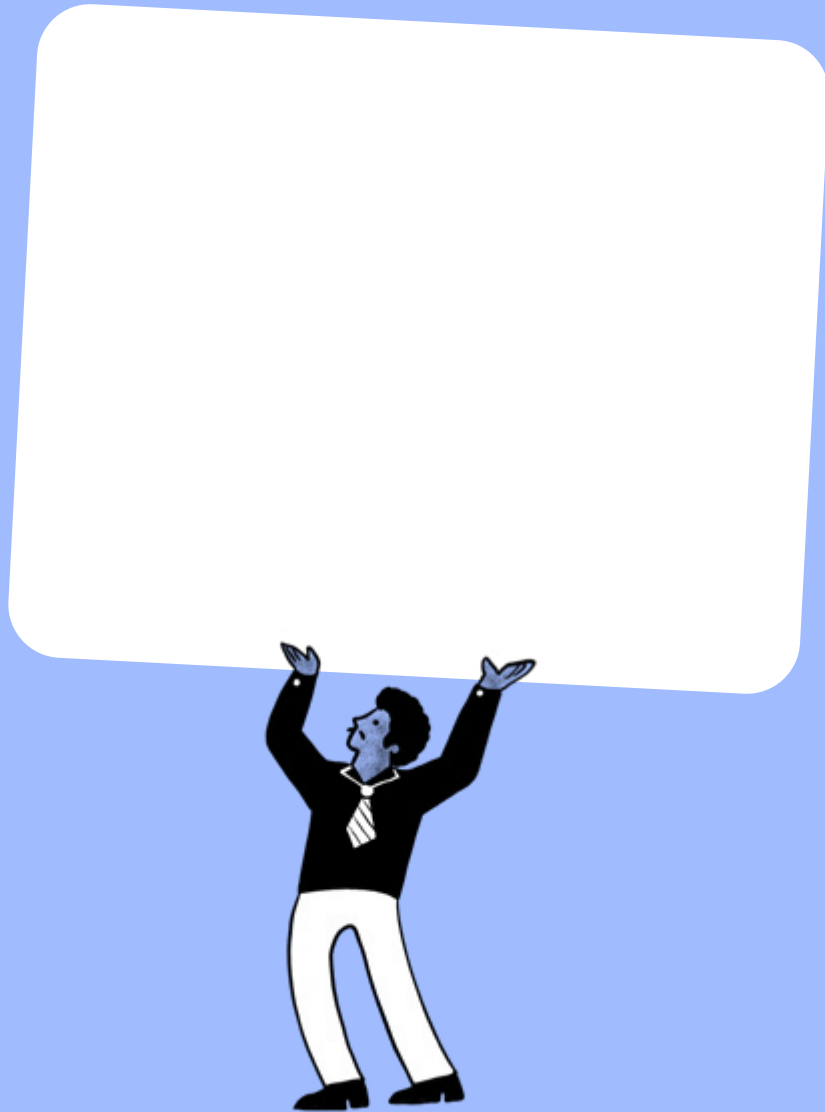
All our illustrations have been drawn in both black and white with transparent fills to be used across all our colours.



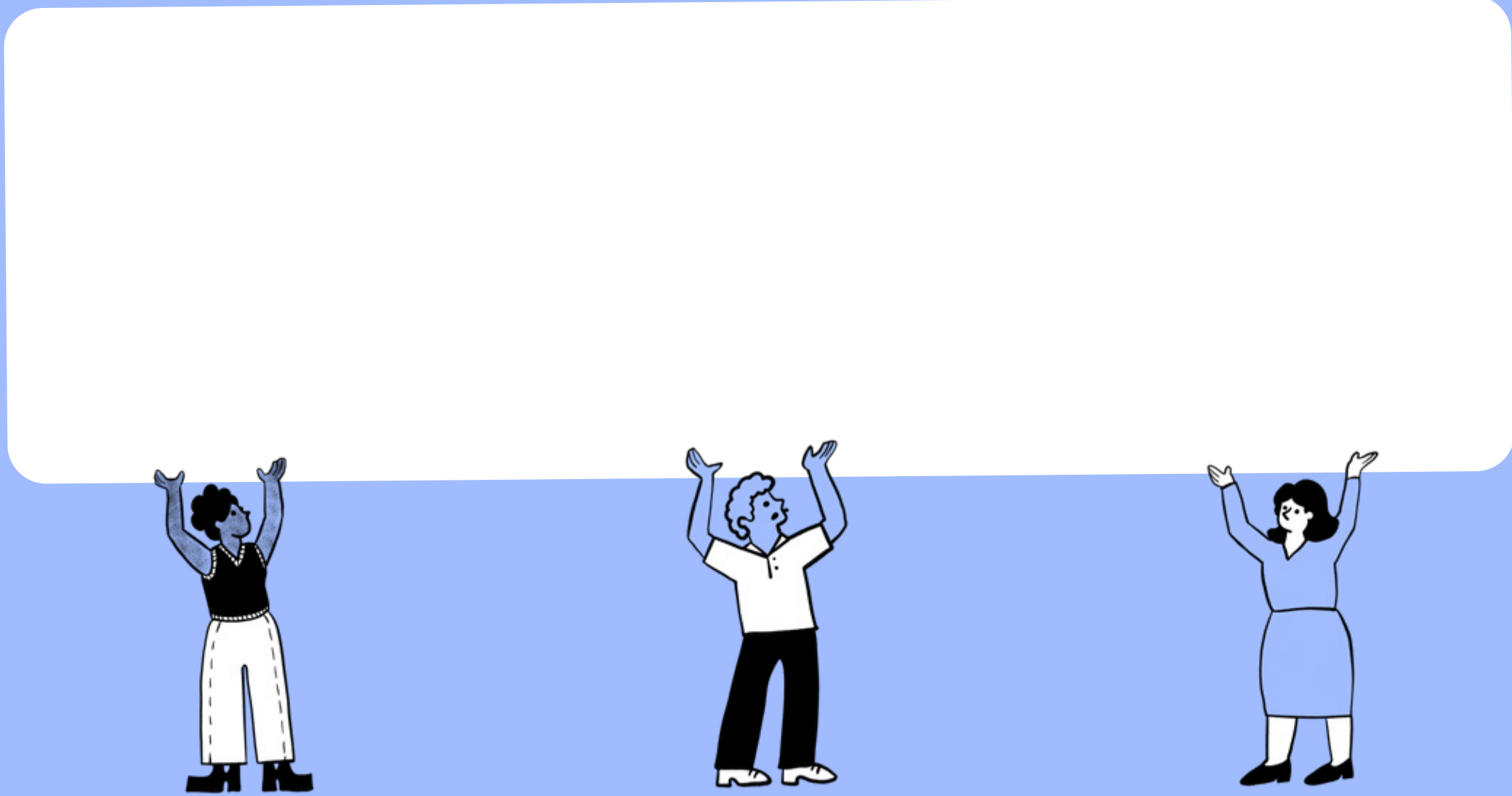
People Holding (examples)

We can use individuals or groups of people to hold up objects and place holders.

Frame – Single



Frame – Multiple

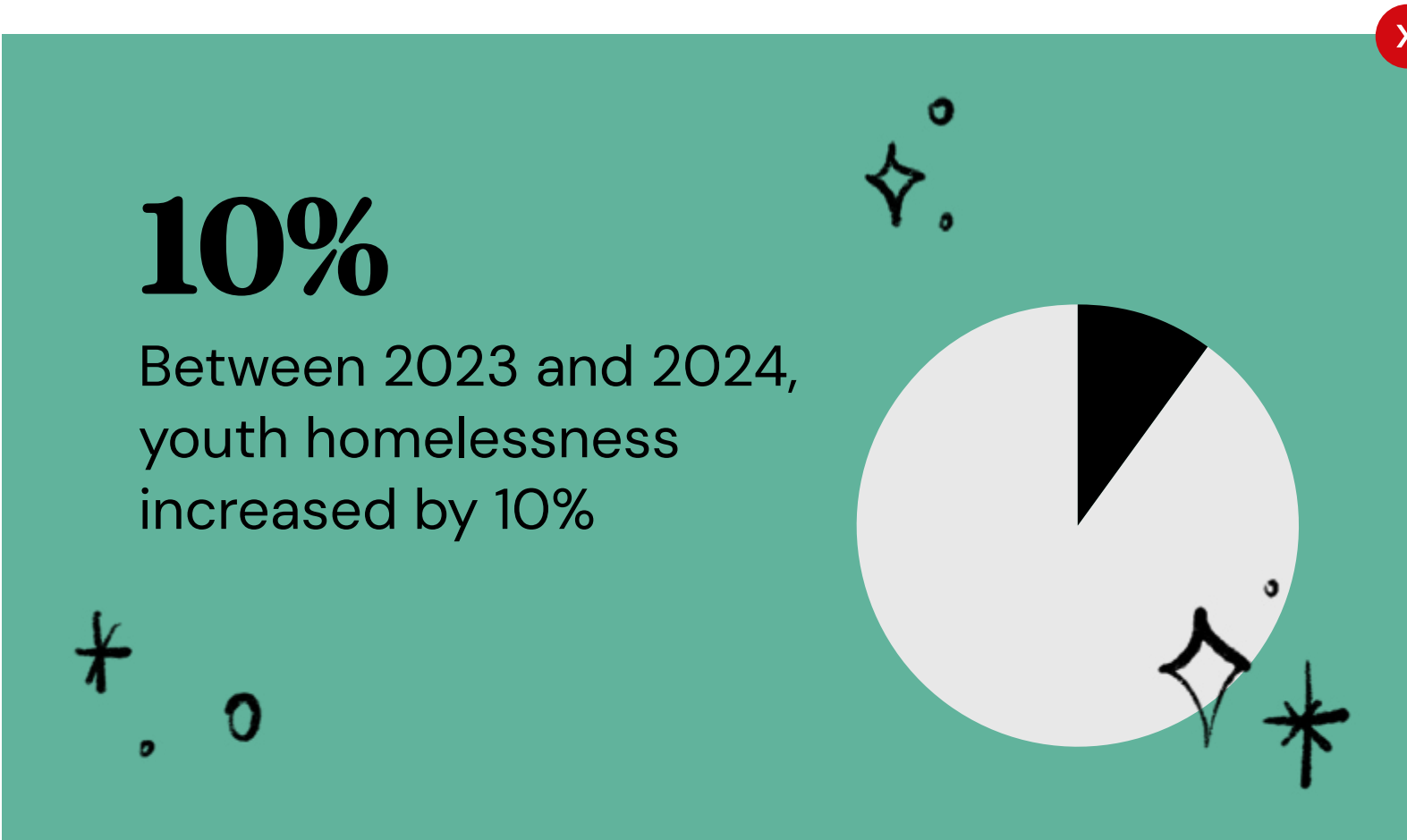
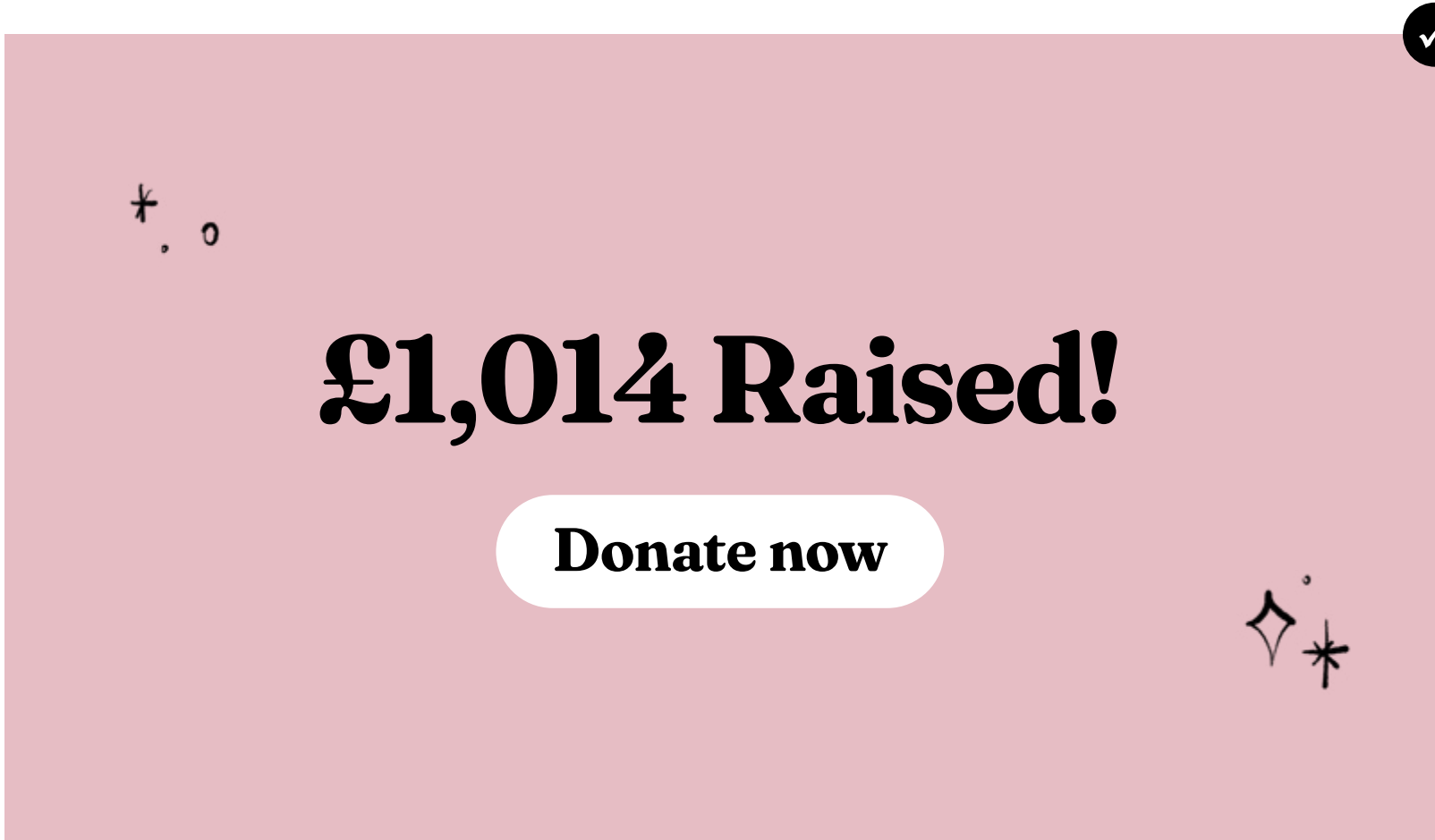
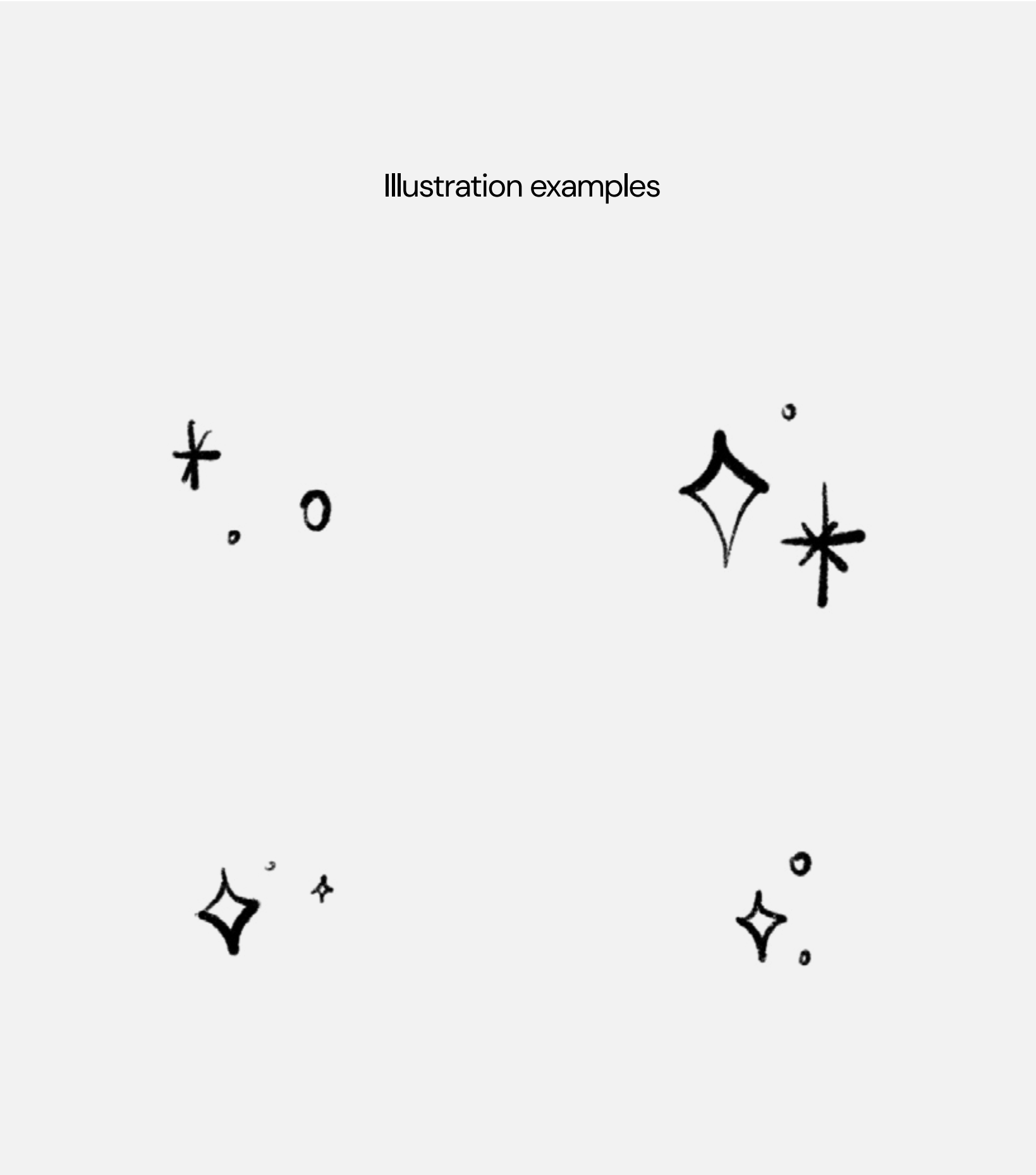


Decorative illustrations

Stars can be used as an additional tool however sparingly, which are separate from the main illustrations. These should only be used with consideration, and not conflict with other elements in the design.

For example, they would be used with a celebratory post but not as an addition to an infographic.

Illustration examples



Layout

Layout

We use a few simple rules when creating designs that inform how we set out our type and content. Using the shortest side of a designs dimensions we can create our margins and hold content within.

Here are a few examples of how we use type and layout.

Social assets

10% X

X

Giving a voice
to young people
in need



10% X

X

LandAid Sleepout

Let's come together and feel
the challenges around youth
homelessness

Sign up



Print documents

5% X
minimum

X

LandAid



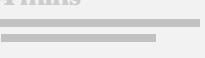
Case for Support



Why we
urgently need
your help



4 mins



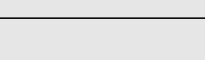
1 in 62



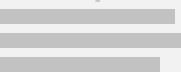
10%

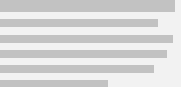


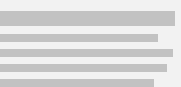
118,000



What sets
LandAid apart?



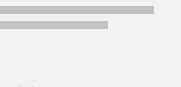






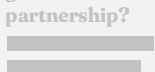


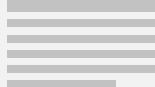


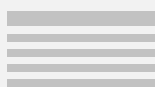




What do you
get out of the
partnership?

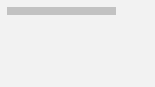


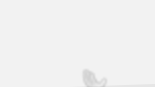
















LandAid

Brand Guidelines

Layout

32

Photography

Photography

At LandAid, we focus on people. This is reflected in our photography. Whether stock, user-generated content, or original photography, we always hero faces.

① Stock Imagery Examples



② Real Photography Examples

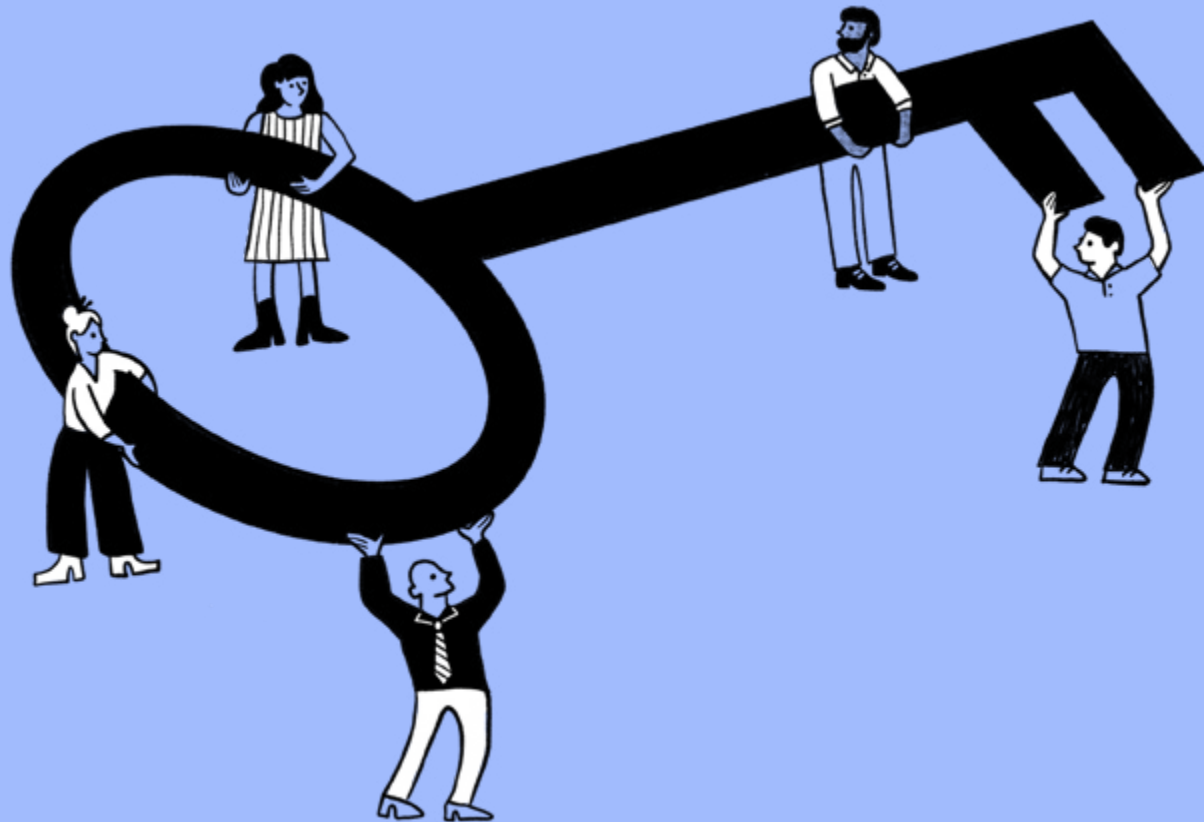


Inspiration



Together, we can end youth homelessness.

No other industry
can do more.



LandAid

Bringing the property industry
together to end youth homelessness.



LandAid Sleepout



LandAid Sleepout

**Join the
Landaid
SleepOut**



LandAid Sleepout

Let's come together and feel
the challenges around youth
homelessness

Sign up



Giving a voice to young people in need



**No other industry
can do more than
ours to end youth
homelessness.**

It's true. Together, we have the influence, the contacts, and the expertise. We just need to be smarter in bringing it all together.

Help now

Ella's story...

“LandAid helped change my life forever. I now have somewhere to wash and clean. There are a lot of things I want to do in the future.”

LandAid

Bringing the property industry together to end youth homelessness.



LandAid's Plan 2024-2029



54%

of young people cite family or friends no longer being able to accommodate them as a reason for their homelessness

30%



20%

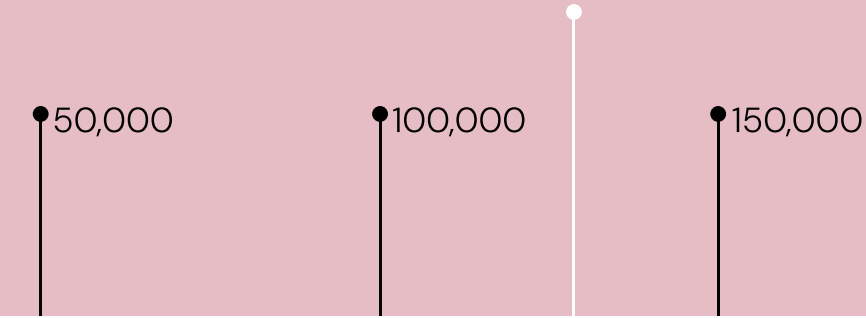
£2,515

Raised by all the attendees at the North West Ambassador Social last month



135,800

16-24 year olds were homeless or at risk of homelessness in the UK in 2022-2023

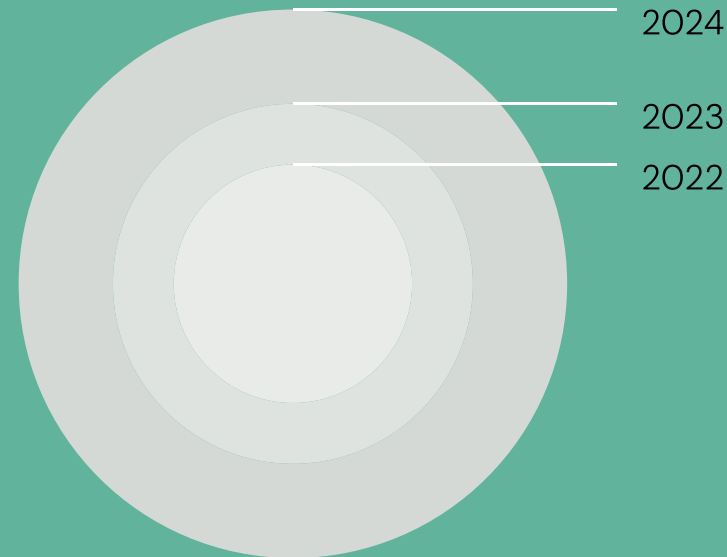


LandAid

Donate



New bedspaces created



grants given to youth homelessness charities



Contact

If you have any queries or need assistance with using the LandAid Brand Guidelines, please get in contact.



For all marketing queries that relate to design and brand usage, please contact:

LandAid Communications Team
comms@landaid.org

For any other enquiries, please contact:

enquiries@landaid.org