



DementiaUK

Helping families face dementia

Brand guidelines for visual identity

for fundraising groups and
Volunteer Ambassadors

Introduction

Introduction

These guidelines describe Dementia UK and show how to use our visual identity.

We've designed them to help us stand out from other charities and to clearly communicate our vital role in working together with families affected by dementia to provide them with the specialist support they need.

Please read our guidelines carefully and follow them closely; if our messages look consistent we have a much greater chance of being seen and heard.

We need to approve every use of our logo. If you are producing any materials to promote your fundraising event including: posters, flyers, banners or advertisements, please use our 'In Aid of Dementia UK' logo and send it to your Dementia UK contact sign off before publishing.

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The specialist dementia support that families need

Dementia UK in a nutshell

In a sentence:

Dementia UK provides specialist dementia support for families through our Admiral Nurse service.

In a paragraph:

Dementia UK provides specialist dementia support for families through our Admiral Nurse service. When things get challenging or difficult for people with dementia and their families, Admiral Nurses work alongside them, giving the one-to-one support, expert guidance and practical solutions people need. The unique dementia expertise and experience an Admiral Nurse brings is a lifeline—it helps everyone in the family to live more positively with dementia in the present, and to face the challenges of tomorrow with more confidence and less fear.

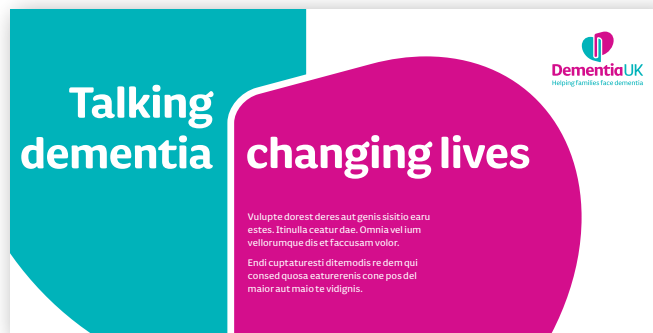
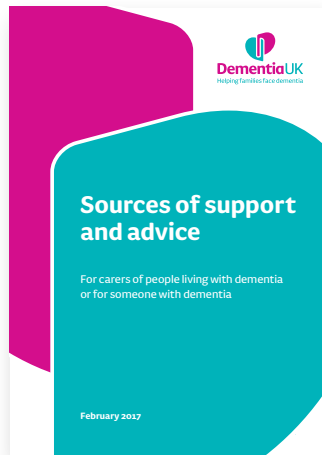
Under 200 words:

Dementia UK provides specialist dementia support for families through our Admiral Nurse service.

When things get challenging or difficult for people with dementia and their families, Admiral Nurses work alongside them. They give the one-to-one support, guidance and practical solutions people need, and that can be hard to find elsewhere.

Admiral Nurses are continually trained, developed and supported by Dementia UK. Families that have their support have someone truly expert and caring by their side—helping them to live more positively with dementia in the present, and to face the challenges of tomorrow with more confidence and less fear.

Our visual identity



Our visual identity

An overview

Dementia UK provides specialist support for families affected by dementia through our Admiral Nurse service. Admiral Nurses work closely together with families in a one-to-one way that is positive, empowering and inclusive.

Our identity is based on this idea of togetherness and care. The central idea of the design is 'Working Together', represented by the interlocking of magenta and turquoise elements to create a hopeful and positive outcome.

Our logos

In aid of



Our logo

Our logo has been designed to create real impact and standout in the crowded charity sector.

It is clear, simple, hopeful and bold. The colour duality of magenta and turquoise represent the care and professionalism that we bring to everything we do. The interlocking curved panels symbolise the unique way in which we work closely together with families to help them understand and face dementia.

We don't use the icon in isolation except in very specific circumstances: as social media profile images, as favicons, and on our pin badges.

Important

Always use official artwork files. Never reproduce the logo from already printed materials, or attempt to redraw or modify it in any way.

In aid of



Our strapline

Our strapline emphasises the benefit we bring to people affected by dementia. It makes it clear we are a service-led charity, working directly with families living with dementia.

Dementia can be a frightening and confusing word. Our research has shown that people value the sense of hope, support and inclusivity represented in our strapline: for this reason, the strapline version of the logo should be used wherever possible.



Applying our logos

Clearance areas

The logo must have a clear area around it. This clearance area is based on the height of the 'D' in Dementia UK.

Minimum sizes with strapline

The minimum size for the Dementia UK logo with strapline is 35mm, as indicated.



Logo usage - colour

The full colour logos should be used wherever possible.

The logo may need to be reproduced on imagery, in which case the imagery must aim to be white or pale. Please avoid using the logos on busy, dark or non-contrasting photography to ensure maximum legibility.

When one of our logos is applied on a partner brand, it may not always be on a suitable background. In this case the logo should be reversed and applied in full white.

The logos should never appear in a single colour other than black or white.

Thank you for fundraising for Dementia UK, we really appreciate your support!

We need to approve every use of our logo. If you are producing any materials to promote your fundraising event including: posters, flyers, banners or advertisements, please use our 'In Aid of Dementia UK' logo and send it to your Dementia UK contact for sign off before publishing.

Many thanks.