

DITCH THE LABEL

BRAND GUIDELINES 2023



V1.1

Hello!

We are Ditch the Label: the global and digital-first youth charity, helping young people aged 12-25 to navigate the issues affecting them the most. Whether that's mental health, bullying, identity, relationships, or the bits in between – we're here.

4 things that make us different:

- We're digital-first and utilise new and existing technology/digital hangouts to provide support.
- We don't patronise - it's important to us that we have a cool, youth-centric brand and digital experience.
- We use science, big data and innovation - we don't regurgitate typical advice and are about understanding the root issues and providing meaningful support.

Find out more about Ditch the Label and our work at www.DitchtheLabel.org/about





Using These Guidelines

These guidelines are intended to be used by partners, creatives and the Ditch the Label team to ensure a consistent brand experience.

We do review these guidelines from time to time and have spent a considerable amount of time putting them together. Please get in touch with any questions and sign-off.

OUR LOGO

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DITCH THE LABEL MARKS

Our logo can be styled, utilising different colours and textures to fit an asset. Any deviation from the logos listed below will require sign-off.

**DITCH
THE LABEL**

**DITCH
THE LABEL**

Available in multiple sizes and formats. Our standard is .PNG and .AI.

LOGO RULES

1. Logo can be reversed into white or black
2. Do not change into other colours without sign-off
3. Do not rotate
4. Make sure logo is clearly visible
5. Do not add glow or drop shadow to logo without sign-off
6. Do not alter shape of logo



LOGO RULES



≥30px padding - consistent across all sides

LOGO

LOGO FAUX PAS

**DITCH
THE LABEL**

Do not resize without maintaining ratio.

**DITCH
THE LABEL**

Do not alter rotation.

**DITCH
THE LABEL**

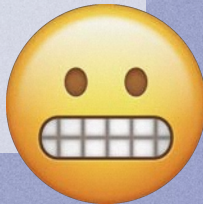
Do not alter rotation.

**DITCH THE
LABEL** YOUR WORLD. PREJUDICE FREE. !

Do not use old assets.

**DITCH
THE LABEL**

Do not add hats (or anything else) to our logo.



IDENTITY > FONTS

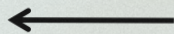
F O N T S

LOREM IPSUM



Nunito Sans (bold) as
and heading font.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Nulla aliquam enim venenatis
tincidunt facilisis. Cras convallis erat augue, in
luctus nibh ultrices sed. Vestibulum *ante
ipsum* primis in faucibus orci luctus et
ultrices posuere cubilia curae; Integer
maximus imperdiet magna, quis dignissim
nulla facilisis ultrices.



Lato Regular for main
copy, can also be
switched to Lato Hairline
and Lato Light to add
emphasis.

All from the same font
family.

{ Regular: Lorem ipsum dolor sit amet
Light: Lorem ipsum dolor sit amet
Hairline: Lorem ipsum dolor sit amet

IDENTITY > COLOURS
(or colors if you're in the USA)

C O L O U R

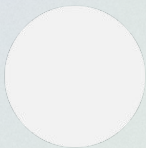
Base



#1C1C1C



#313131



#F2F2F2

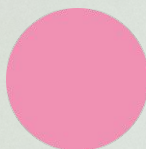
Secondary



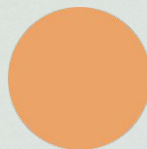
Yucca
#849B88



Night Sky
#6B79A3

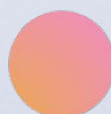
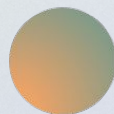
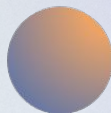
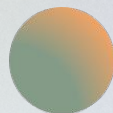


Quartz
#F090B3



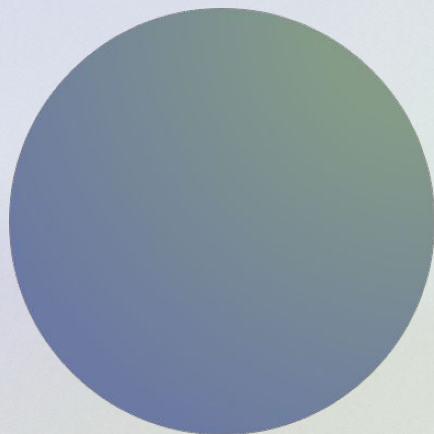
Sunset
#EBA368

Gradients

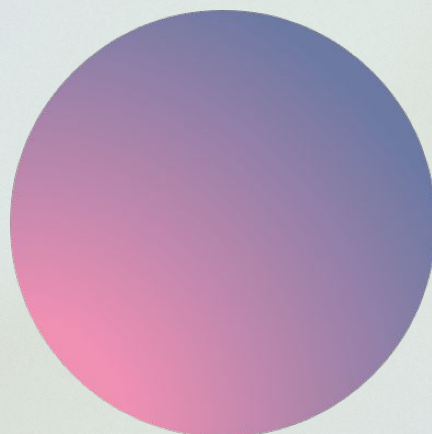


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Core Branded Gradients



Midnight



Galaxy



Sunrise

Secondary Branded Gradients



← Yucca base



← Night Sky base



← Quartz base



← Sunset base

IDENTITY > GRADIENTS

GRADIENTS AND AURORAS



We love colour and use a lot of gradients and colour Auroras in our creative and brand experience. We are able to supply access to our library on request.

Example Gradients



NOISE OVERLAY



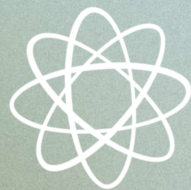
We add noise overlays to our creative to add texture, depth and to increase production value. The opacity is undetermined and depends on the creative.



With noise



Without noise

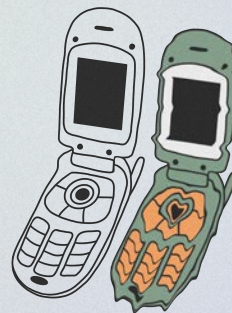
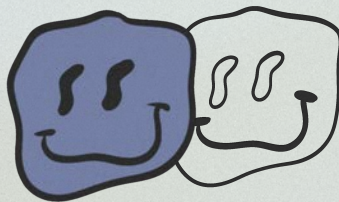
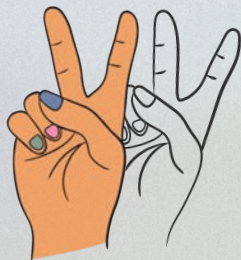


IDENTITY > ICONOGRAPHY

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Iconography

Ditch the Label has a library of owned IP iconography which is ever growing and echos pop-culture. These are available in single line and colour. Examples include:



EMOJI

We're Emotional About Emoji

We also regularly use public library emoji in our creative and as a means of conveying emotion and enhancing the communication that we have with our audience.



***TONE OF VOICE / BRAND
POSITIONING***

SETTING THE SCENE

When a 14 year old girl is contemplating suicide, she may not feel she can confide in an adult. When a 12 year old boy cries himself to sleep every night from cyber bullying, he may not want to speak to a teacher. When a 20 year old woman is staring at herself in the mirror, hating upon how she looks, she may not feel comfortable sharing her thoughts with a counsellor.

There's only one thing these young people do – go online to find the information they need to support them. The traditional way of helping young people through face-to-face and in-person support isn't always accessible and doesn't always work... because young people are almost entirely oriented around seeking help online when they most need help.

How do we know? From more than a decade of established research into the behaviour and motivation of young people, we're uniquely placed to not only understand how to support these vulnerable groups but speak to them in a way that produces positive outcomes.

A U D I E N C E

SUPPORTING GEN Z'S

We're really passionate about offering a positive and approachable brand experience to our young people. Part of what makes us so meaningful and trustworthy to our audience is the fact that we keep it real. We don't patronise, we don't alienate and we don't speak down to them. We position ourselves as an older sibling, here to offer empowering advice on a range of different issues. Our digital native audience like it when their experience:

- Offers advice and support in empowering, realistic and relatable ways
- Feels personal and not robotic or clinical
- Uses relatable, familiar language
- Uses humour wherever appropriate
- Doesn't take itself too seriously
- Is visually appealing, calming and welcoming.

Our tone of voice strikes the balance between being credible, yet relatable and approachable. We are passionate about creating meaningful connection and relationships with our audience and don't shy away from mixing pop-culture with wellness and humour with personal growth, provided that it adds value and makes our content more accessible and digestible.

PURPOSE

OUR PURPOSE

We communicate purpose in a number of ways, depending on the audience:

Gen Z	Stakeholder
Growing up is tough, but talking about it is even tougher. That's why we're here; to help you overcome whatever it is holding you back. Whether you're struggling with your mental health, bullying, identity, relationships, or the stuff in-between, we understand and are here to help you through it.	Growing up is tough, but talking about it is even tougher. It's not always easy for young people to speak to parents, teachers or even friends who may not understand what they're going through. That's why we're here. We're a global youth charity, here to help young people aged 12 to 25 when they need us most. Whether it's bullying, mental health, relationships or identity, we provide non-judgemental expert support and advice to show they're not alone.

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Quítate Las Etiquetas

Ditch the Label is known as Quítate Las Etiquetas (QLE) in Mexico and Spanish speaking territory. For this brand, we have adapted brand guidelines and brand assets. For creative in Spanish language, please refer to these guidelines.

For all other territories, please use these guidelines.

A O B

ADDITIONAL RULES

Sign-Off

Ditch the Label needs sign off on all creative and content that features the Ditch the Label trademark or includes any of our intellectual property. Sign off will not be unreasonably withheld and we need at least 5 working days.

Questions

For any questions or for sign-off, please speak with your contact. Otherwise please contact us on Hello@DitchtheLabel.org.

Trademarks

The term 'Ditch the Label' is a registered trademark across the United Kingdom, European Union and United States of America, with the following registration/serial numbers:

- Europe trademark number: 014974968
- US trademark number: 87038443

Effective

These guidelines are effective from January 2023.

**DITCH
THE LABEL**