

A close-up photograph of a person's hands holding a white spiral notebook. The word "PURPOSE" is written in red marker on the page. The person is wearing a blue shirt and orange sneakers. The background is dark and out of focus.

PURPOSE

# Let's go on a creative journey

Mindful Branding  
with Rebekah di Palma

VOY



# A brand with pupose creates greater impact

Building the visulation of your brand upon your core values not only deeply ingrains into your culture, but it is what makes your branding (including your logo) connect with impact.

Voy's approach aim's to benefit the launch, repositioning or refresh of your brand with a creative focus on your intentions to drive positive change in your world.

This begins with a deep creative process and collaborative conversation on your values and purpose. After this stage, you will be given the opportunity to select one of two outputs, a 'brand board' or a brand 'guidebook'. A more detailed step by step journey can be found [here](#)

Examples of what exactly is a brandboard vs a brand guide can be found over the next few pages.



Let's go on a creative journey  
to connect powerful humans  
with your powerful brand.

# What is a *Voy* Brand Board?

Voy's brand boards are usually upto four pages and digitally issued. They are also supplied with logo files in all formats as standard. We call this 'Path 1' at Voy.

Client: Cladtech x4 pages Brandboard  
Tailored for word templates

**MASTER LOGO**

**COLOUR PALETTE**

100/75/46/49 12/46/68 #0b2e44	66/101/34 45/143/178 #2a8fb1	0/35/85/0 249/178/51 #f9c233	42/97/22/3 160/37/11 #d0256f	0/0/0/100 29/29/27 #1c1c1b	33/23/19/5 177/181/190 #b1b5bd	48/75/74/0 144/188/209 #90bbc1

**PERMITTED USES**

**MINIMAL USAGE**

**Open Sans (Titles)**  
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  
1 2 3 4 5 6 7 8 9 0

**Accent font**  
Merriweather family >download here<  
This is bold, great for marketing (bold italic)

**Open Sans family everything else**  
>download here<  
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  
1 2 3 4 5 6 7 8 9 0

**GRAPHIC ASSETS**

**ASTRIX**

The flexible, 'astrix' element of your brand is a multi-purpose graphic element. It can be decorative, or to direct design. The outline could be used in corporate marketing and stationery. The full colour version could be used in marketing and generic communications to bring attention.

The astrix is not only 'show-stopping' but a subconscious communicator for attention. This, with the 'over-lap' and 'transparency' represents the integral part of your consultancy service: confident, intrinsic, experts.

When used small, and repetitive, the pattern almost looks like cladding - the geometry create a beautiful structure - all aligning with your core values to supply the specialist knowledge to enable your clients to bring their ideas to life.

**Thinking ahead.** Consider photography that champions your expertise. Specialist, architectural photography will speak to your target audience and elevate your visual status.

Hints of your brand colours within these images will strengthen the colour palette - the easiest way to do this is photography your projects on a 'blue sky' day, or use aerial reflections.

**This is a 'pairing' example of using the accent font, Merriweather with the open sans font. Technically speaking, the suggestion is 10pt over 14pt leading (space between the line below) with 10pt kerning (space between each letter).**

When individually extracted, the CTA graphic can be used in design, but sparingly and without the astrix. Think less is more.

On this page the 'A' is used at full-page height and at 60% opacity.

Please take a look at the example layouts on the following pages.

[See my suggested image library here - where you can edit and purchase images.](#)

**LAYOUT IDEAS**

# What is a *Voy* Brand Board?

Voy's brand boards are tailored to suit each clients needs. This means that we can provide flexible solutions for a variety of marketing strategies. From sharing with a web developer, to a social media specialist.

Examples of variety of output for different clients

**MASTER LOGO**

**COLOUR PALETTE**

67/54/35/61 52/52/68 #343544	4/76/10/0 240/225/219 #10e220	24/25/0/0 205/188/225 #cabcedb	0/89/91/0 230/12/41 #e60c29	64/53/49/93 7/12/24 #070c1b	6/53/55/1 238/117/83 #EE7553

**PERMITTED USES**

**FONTS**

Open Sans Bold for Headings only  
**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 1 2 3 4 5 6 7 8 9 0**

Open Sans Light for everything else  
**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 1 2 3 4 5 6 7 8 9 0**

[purchase licence here](#)

**PERSONALITY ASSETS**

**Saskian TECHNOLOGIES**

**Demonstrating how headings could look in this style**

The treatment of an accent font for headings, gives a 'high-end' overall look and feel to the communication.

**Thinking ahead:** Consider Using large and light dynamic images with the bokeh style photography as 'hero' images. This image has a white to transparent gradient fade from the top, so that the logo has a clear background - a reminder to be mindful of how the logo is placed.

Introduce secondary colours in other styles of photography, like image directly above.

**Compelling Culture**  
 Fueled by engaged and inclusive teams

Each icon Zone. Respect your logo. Give it some room to breathe.  
 THE LOGO FILES SUPPLIED ARE SUPPLIED WITH THE SCOPE AND AS STATED

**PERSONALITY ASSETS - LOOK AND FEEL - ICONS AND SHAPES EXAMPLES**

Titles or feature text

**EFFECTIVE MANAGED CYBER SECURITY SERVICES AND ASSESSMENTS**

# What is a *Voy* Brand Book?

Voy's brand books are designed to suit organisations that want to invest in the delivery of their brand infrastructure with their team of experts. At Voy we call this 'Path 2'.

Client: UK Myeloma Society Brand book



CONTENTS

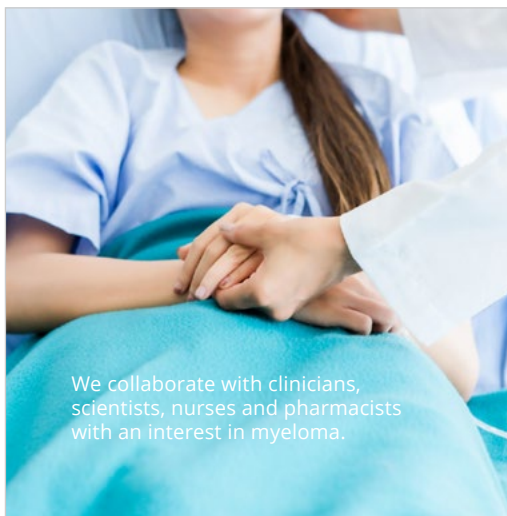
Personality	2
Logo	4
Wordmark	8
Palette	10
Colour + Logo	14
Graphic Elements	20
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Fonts	28
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This is a guide created for internal use at UK Myeloma Society (formally Forum). Please adhere to it where possible to develop and standardise the growth of the brand and it's own personality (not yours).

If you have any queries and would like design guidance or artwork please contact Rebekah di Palma.

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[www.orell.co.uk](http://www.orell.co.uk)

UK Myeloma Society | Brand Book | 1



CORE VALUES

**"Working together towards excellence in myeloma care"....**

[purpose]

For over 20 years we have been supporting clinicians (mainly haematology consultants), scientists, nurses, pharmacists with an interest in myeloma. We are an [information hub](#) for these groups of medical professionals. A go-to destination for Myeloma [guidelines](#), research and education.

Patient focussed / Informative / Scientific leaders  
 / Excellence in research / Educational / Collaborative  
 / Independent / Inclusive / Future-proofing / Transparent / Communicators / Professional / Dynamic / Influential  
 / Innovative / Accessible

UK Myeloma Society | Brand Book | 2



LOGO

Negative logo. The wordmark should only appear in one colour at one time. However, if possible the complete logo should be used and rules on [page 8](#) apply.

**UK Myeloma Society**

UK Myeloma Society

Minimum Width  
20mm

UK MYELOMA SOCIETY

# What is a VOY Brand Book?

These books are based on industry standard guides, around 30+ pages and digitally issued. They often follow a similar structure unless agreed otherwise - but are always unique to your brand.

Client: Sunderland Alltogether Consortium Brand book showing examples of colour palette, graphic asset and image application

<b>MASTER PRIMARY</b> PANTONE 7723 C CMYK 72/3/71/0 RGB 65/179/120 HEX #41b278	<b>SECONDARY</b> PANTONE 7473 C CMYK 78/21/34/4 RGB 34/149/160 HEX #22959f	<b>SECONDARY</b> PANTONE 143 C CMYK 4/34/87/0 RGB 241/175/61 HEX #f1ae3d	<b>SECONDARY</b> PANTONE 171 C CMYK 0/77/76/0 RGB 241/97/71 HEX #f16146	<b>SECONDARY</b> PANTONE 533 C CMYK 98/72/48/54 RGB 0/44/63 HEX #002b3f	<b>SECONDARY</b> PANTONE BLACK 6 C CMYK 0/0/0/100 RGB 0/0/0 HEX #000000
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100%  
70%  
50%  
20%

**CMYK** stands for Cyan, Magenta, Yellow & Black. They are the colours used in printed materials. These are the colour references designers, printers or other professionals will need when working on something that will be printed.

**RGB** stands for Red, Green & Blue. This is used on-screen and for web design.

**HEX** Codes are used on-screen and for web design. Use these codes for websites, Canva and other online / digital applications.

**PANTONE** is the standard system and language for colour communication from designer to manufacturer to retailer to customer.

All logo files are supplied in a 'print' or 'screen' folder, please be mindful of which logo you use for the correct purpose.

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Over the next few pages we look at logo and graphic application. This document is here to guide and build foundations for developing the overall look and feel of your brand culture. The key is consistency.

**Consciously inclusive**  
Stock photography can be used, but it needs to look natural and varies with direct eye-contact with the camera. We are consciously pushing inclusive and engaging images.

18 | Sunderland All Together | Brand Book

We have developed ways of re-purposing triangles to be used as image holders. These can be any form of a triangle as long as they use complimentary elements form the brand - like these examples on our website. They can also be used as solid colours too.

2

**SUNDERLAND ALL TOGETHER CONSORTIUM CIO**

3

The use and purpose of these three units are explained over the following pages.

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