

The logo for Inspire North features the word "INSPIRE" in a bold, white, sans-serif font, with a small white circle above the "I". Below it, the word "NORTH" is written in a larger, bold, white, sans-serif font. The text is centered on a dark green background with a light green, wavy, cloud-like shape at the top.

INSPIRE NORTH

Brand Guidelines

2025©

We are Inspire North.

We're a dedicated and experienced group of people passionate about creating a world where everyone matters.

Our brand helps us convey our vision and mission through our logo, colours, font, photography, graphic design language and how we sound.

By following this guide you can help demonstrate our strategic ambition to make a difference in providing help and support to disadvantaged people across the communities we serve.

CREATING A WORLD WHERE EVERYONE MATTERS

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POSITIVE VERSION



LOGO CONCEPT

The Inspire North logo is our unique typographical logo mark. It incorporates our icon which stands out as a human figure and the I and N in our name.

It is designed for optimum clarity across print and digital formats and is sympathetic in its design to work across all media and with our delivery partner brand identities.

The logo is available in two versions; Positive and Reversed.

You'll see how it can be used on the following pages.

REVERSED VERSION





PRIMARY USAGE

PRIMARY USAGE

LOGO WITH COLOUR

Here's how the Inspire North logo works with our colour palette.

There are certain rules on which version should be used on colour, different backgrounds and images.

Inspire North has a specific colour palette for the brand explained further in this guide.



Secondary usage use REVERSE version



Secondary usage use REVERSE version



Secondary usage use REVERSE version



Secondary usage use REVERSE version



Secondary usage use
POSITIVE version



Secondary usage use
POSITIVE version



Secondary usage use
POSITIVE version



Secondary usage use
POSITIVE version



Secondary usage use
POSITIVE version



SERVICE LOGO'S

Our services have been categorised into seven service areas. These are our service area specific logos.

Please make sure you use the correct logo for the appropriate service.



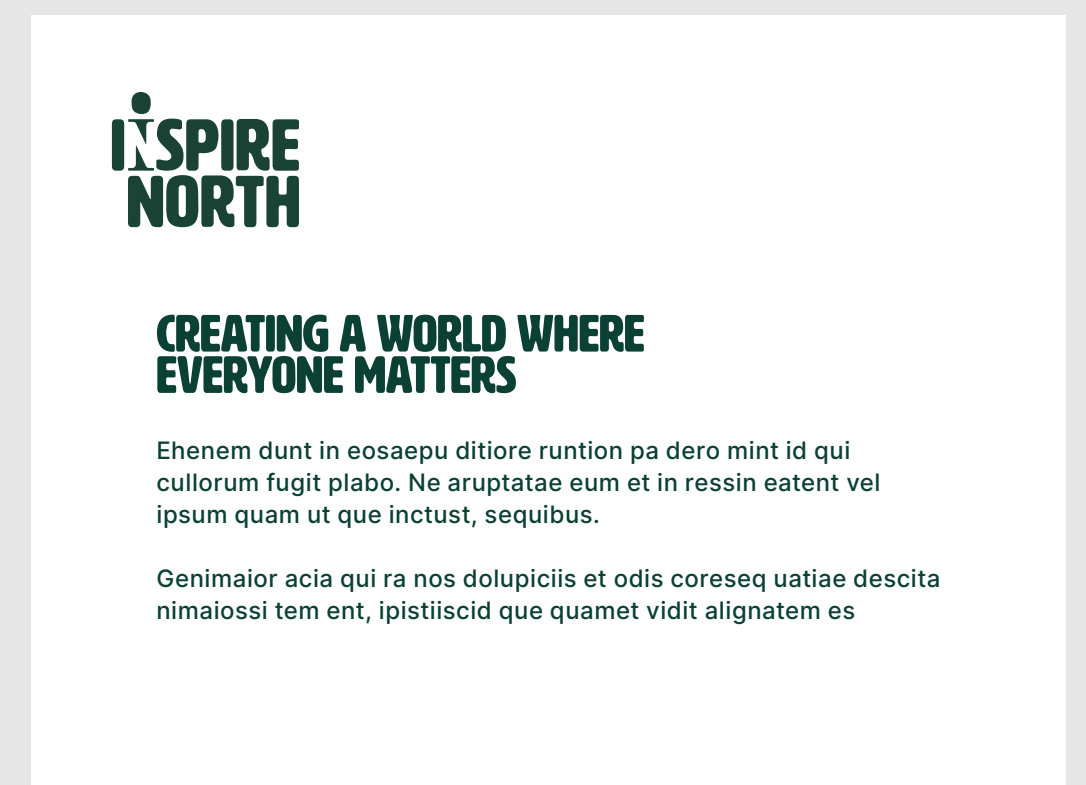
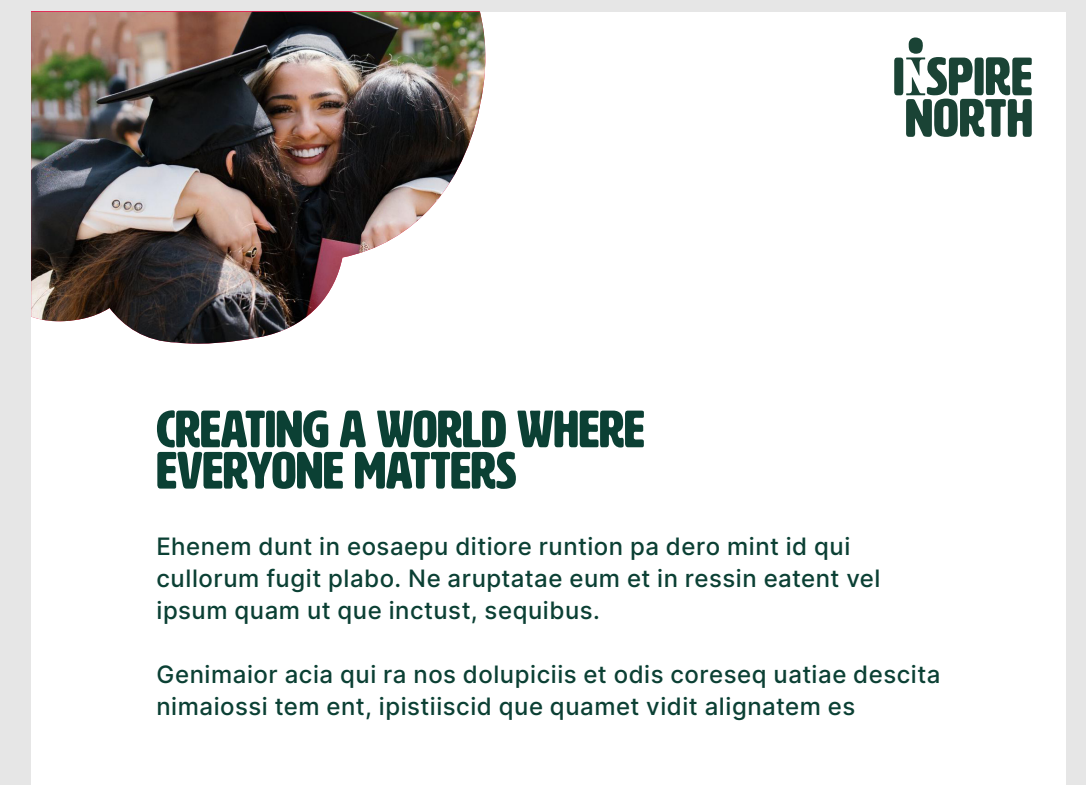


LOGO WITH COLOUR & IMAGES

The Inspire North logo can be used on images but should always be placed on a clear area of the image.

Our positive logo should be used on white or light colour backgrounds and light clear areas on images.

Our reversed logo should be used on dark colour backgrounds or dark clear areas on images.





LOGO LOCK-UPS

We use logo lock-ups with our many and varied partners for consistent and clear communications.

Here are some examples.

The logo lock-ups are supplied as single images to size that will fit into word documents and powerpoint presentations easily.

We have a library of logo lock-ups you can use.

Please enquire if you can't find a partner logo lock-up you require.



Leeds and York Partnership
NHS Foundation Trust

POSITIVE VERSION



REVERSED VERSION



MONOTONE VERSION



LOGO CLEARANCE

We have created a clearance zone using the letter 'o' from Inspire North, to provide enough space for the Inspire North logo to stand out and feel balanced when used across all communications.

Use this rule when placing the logo at all times.

Our recommended minimum size ensures legibility when creating communication assets from A5 size upwards.

Always check for readability when using the Inspire North logo.



Minimum Size
30mm x 22mm

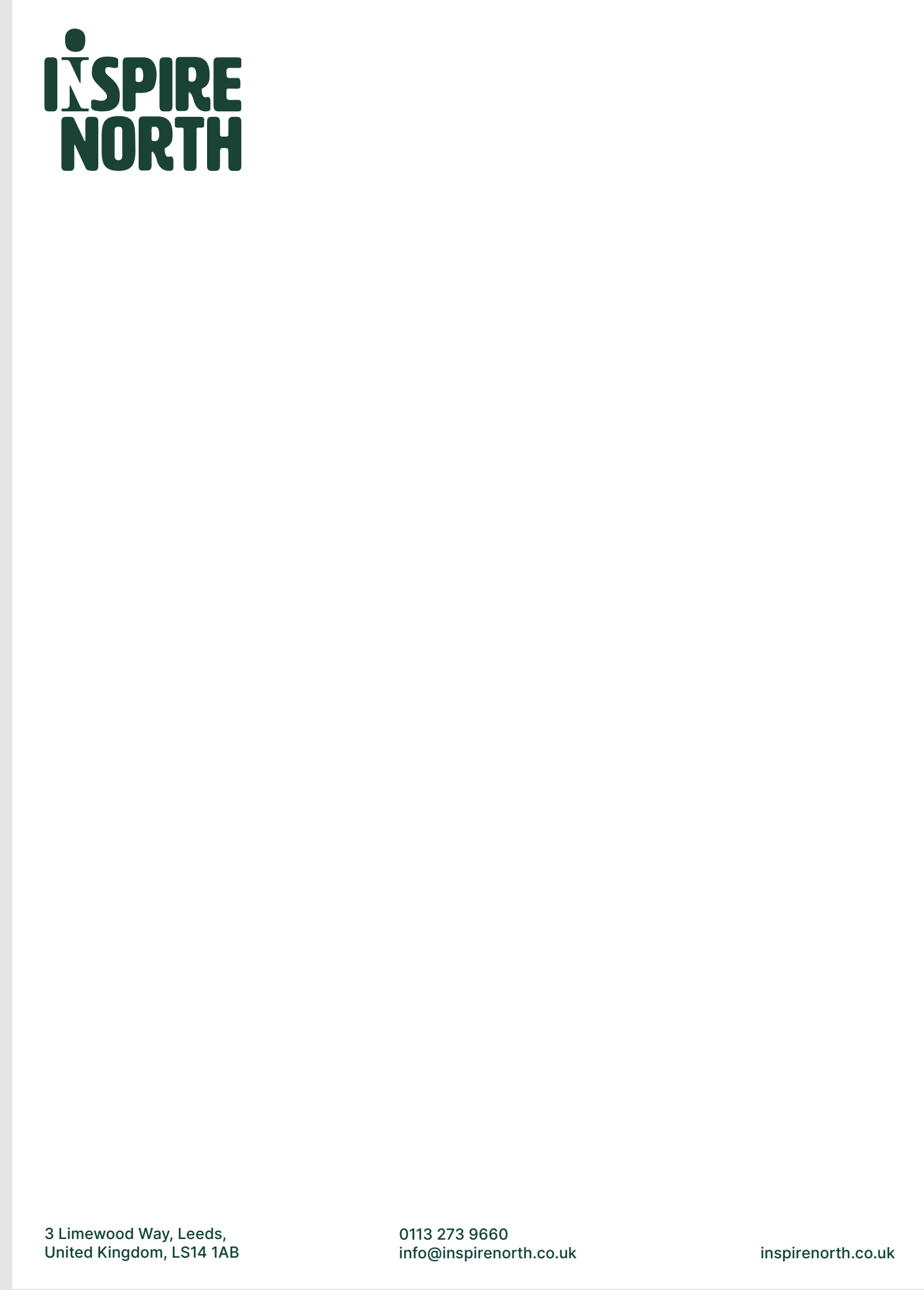


LOGO PLACEMENT

The Inspire North logo is designed to ‘hang’ from the top left header on any communication or document.

Here’s some rules on how that works successfully.

Positioning the logo using this ‘white space’ on the left hand margin will guide the correct placement.



FOR LEAFLETS AND POSTER GRAPHICS LOGO CAN BE LEFT ALIGNED OR CENTRED

FOR DOCUMENTS PLEASE LEFT ALIGN LOGO TO THE TOP OF THE PAGE

LOGO ICON

Our logo icon is a unique design representing the human aspect of all we do. It is designed in such a way that you can read both the 'I' and the 'N' from our name.

This icon can be used in specific ways;

it can be used on it's own where visual real estate is minimal, such as a social media avatar or a keyring. However, it must be backed up with other branded content in the same media space.


Please see examples on the next page.

it can be used with our service names as shown on the next page


it can also be used as part of the graphic design language as a 'cut out' to create dynamic branded content.

Please see poster designs as examples.





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signposting

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93%
of clients said
they were likely
to recommend
us to their
friends & family.

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OUR COLOURS

Green and white are our primary colours. These should be used across all communications.

The secondary palette of colours can be used across all communications.

These colours have been designed to work with our primary colours. Never use these colours in isolation. They should always be used with the primary colour green and white.

<div>Green</div> <div>CMYK: 87, 48, 73, 53</div> <div>RGB: 16, 62, 32</div> <div>HEX: 103e20</div>	<div>White</div> <div>CMYK: 0, 0, 0, 0</div> <div>RGB: 255, 255, 255</div> <div>HEX: ffffff</div>	<div>Purple</div> <div>CMYK: 88, 100, 11, 3</div> <div>RGB: 74, 39, 120</div> <div>HEX: 4a2778</div>
<div>Light Green</div> <div>CMYK: 45, 0, 65, 0</div> <div>RGB: 159, 202, 121</div> <div>HEX: 9fca79</div>	<div>Black</div> <div>CMYK: 0, 0, 0, 100</div> <div>RGB: 0, 0, 0</div> <div>HEX: 000000</div>	<div>Lilac</div> <div>CMYK: 30, 40, 0, 0</div> <div>RGB: 188, 163, 206</div> <div>HEX: bca3ce</div>
<div>Blue</div> <div>CMYK: 100, 90, 10, 0</div> <div>RGB: 40, 53, 131</div> <div>HEX: 283583</div>	<div>Red</div> <div>CMYK: 0, 100, 61, 0</div> <div>RGB: 229, 0, 69</div> <div>HEX: e50045</div>	<div>Orange</div> <div>CMYK: 0, 70, 70, 0</div> <div>RGB: 237, 105, 75</div> <div>HEX: ed694b</div>
<div>Yellow</div> <div>CMYK: 0, 20, 77, 0</div> <div>RGB: 255, 204, 59</div> <div>HEX: ffcc3b</div>	<div>Pink</div> <div>CMYK: 0, 71, 0, 0</div> <div>RGB: 237, 108, 165</div> <div>HEX: ed6ca5</div>	<div>Light Blue</div> <div>CMYK: 56, 30, 0, 0</div> <div>RGB: 124, 161, 213</div> <div>HEX: 7ca1d5</div>



OUR FONTS

For all large headings and wayfinding use the font HWT Artz.

For sub headings and body copy use the font Inter.

Should these fonts not be available for your system please revert to the windows font Arial.

Large Headings / Wayfinding

CREATING
BRIGHTER
FUTURES
TOGETHER

Body Copy

At Inspire North, we believe in a world where everyone matters.

From mental health support to housing solutions, our programs empower individuals to thrive, overcome challenges, and build better futures.

Join us as we support communities with compassion, respect, and unwavering commitment. Volunteer with Us and make a difference in your community!

HWT Artz - Large Headigns / Wayfinding / Call to action
Letter spacing 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

HWT Artz requires a license and is available here:
<https://p22.com/fonts/artz/specimen/Inter?query=inter>

Inter bold sub headings, body copy
letter spacing set to 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter medium body copy only Letter spacing set to 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Inter Font Available Here: <https://fonts.google.com/specimen/Inter?query=inter>

Arial regular body copy, Arial Bold Headings and Body Copy
Letter spacing set to 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

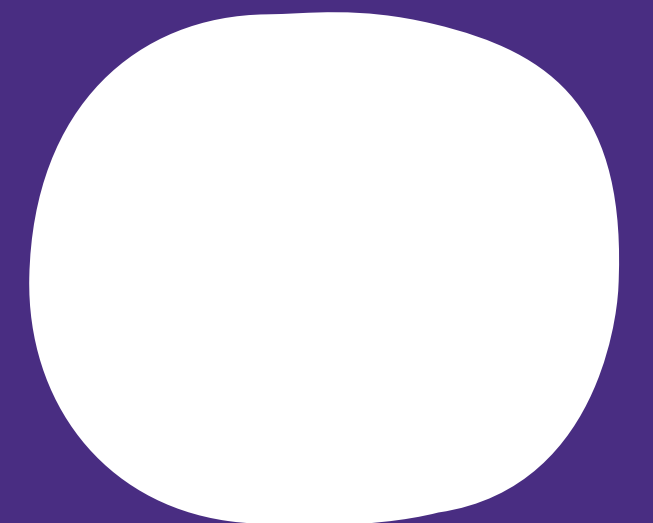
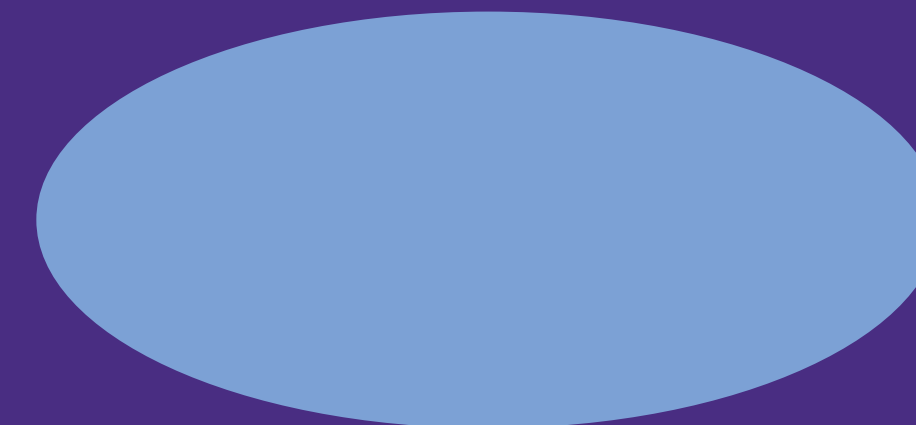
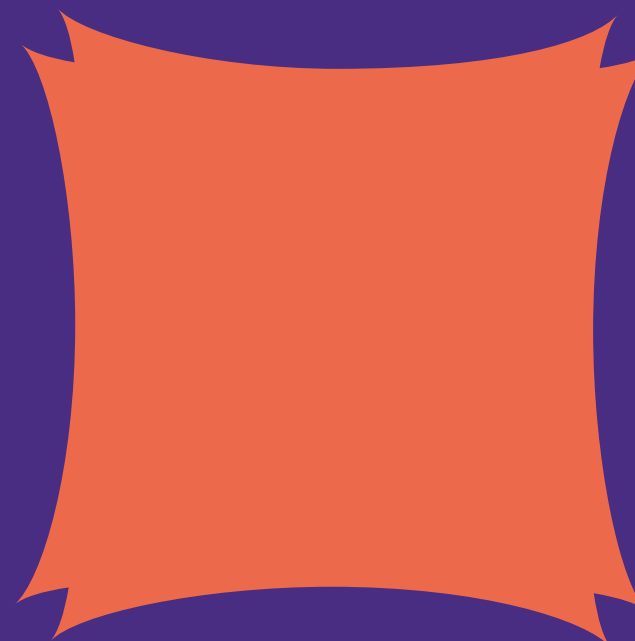
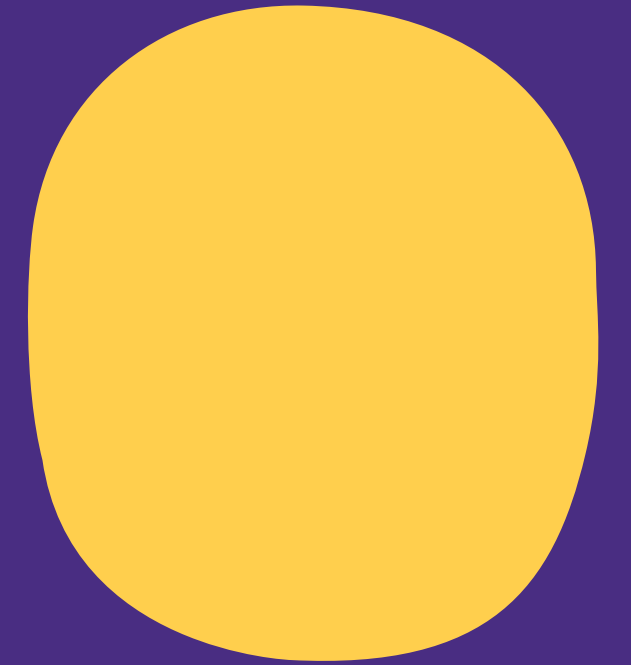
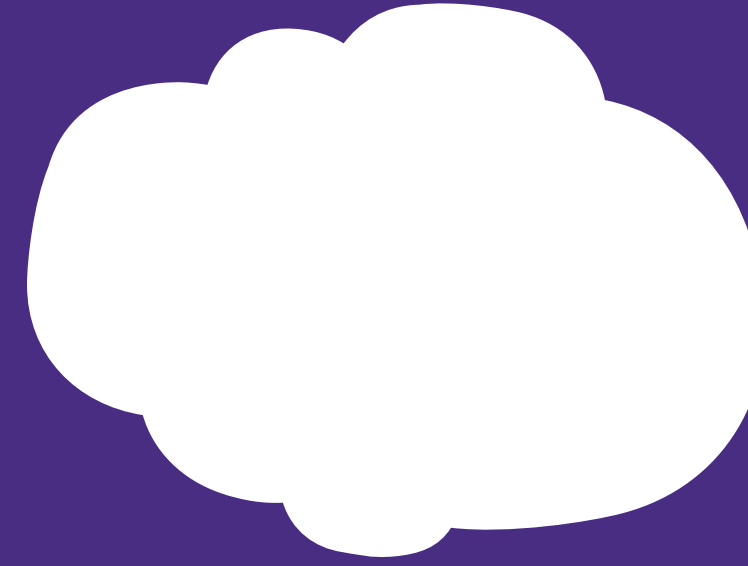
GRAPHIC DESIGN LANGUAGE

Our graphic shapes have been created as part of our brand design language.

They can be used as 'cut outs' or to help highlight copy such as statements or calls to action.

They should be used sympathetically in line with the design brand language created.

Please see examples of use on pg17.





**FURTHER
USES**




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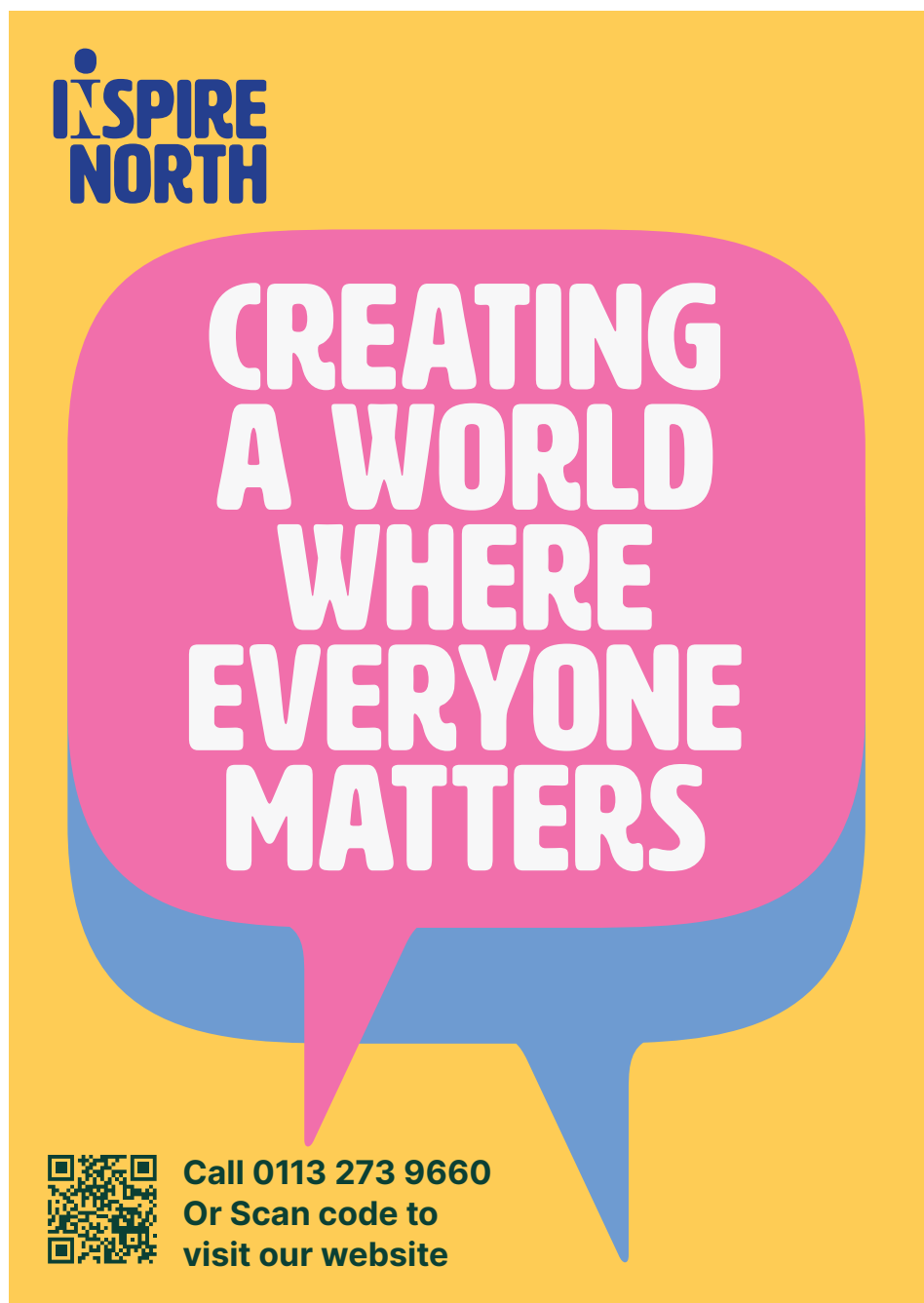




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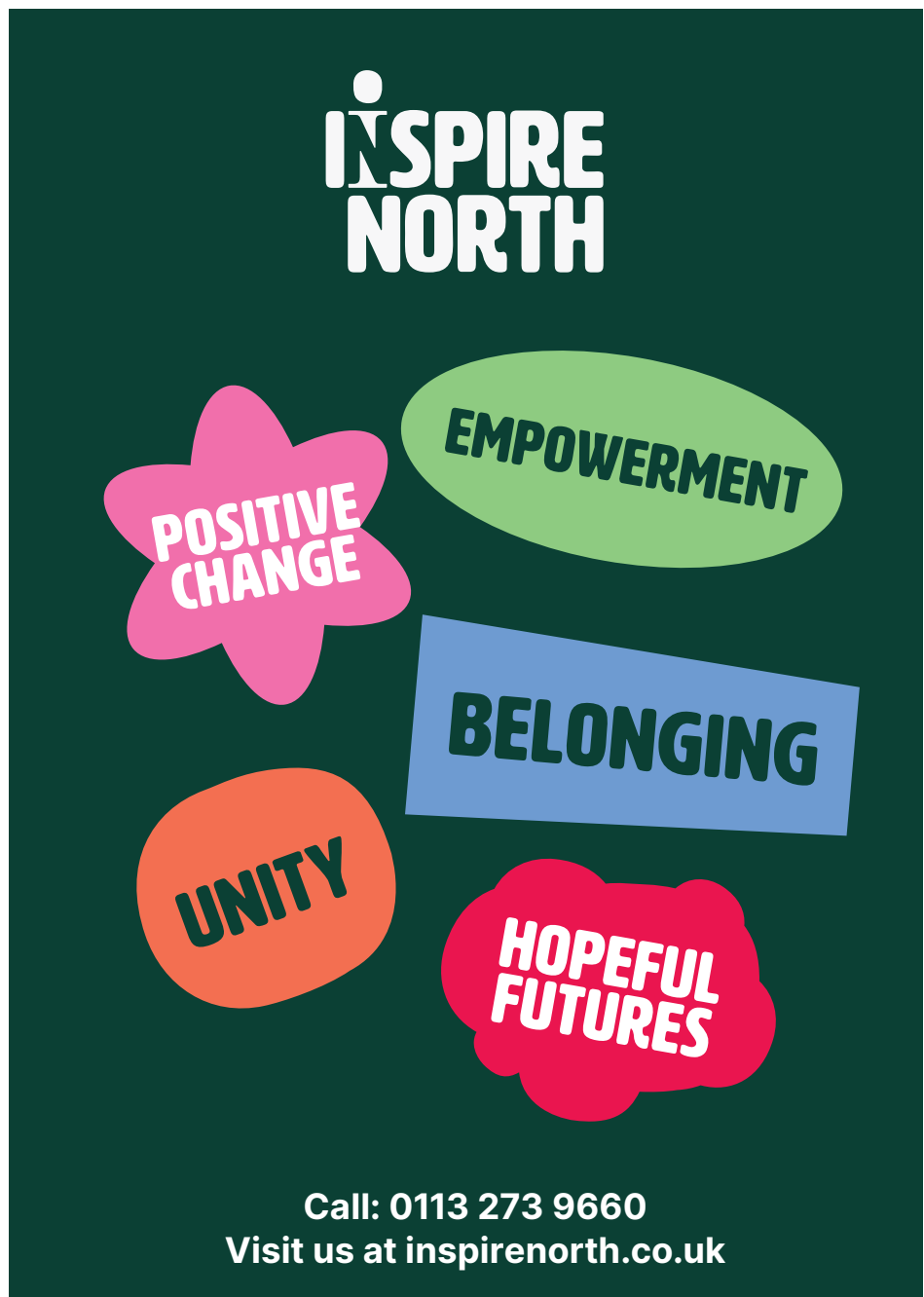





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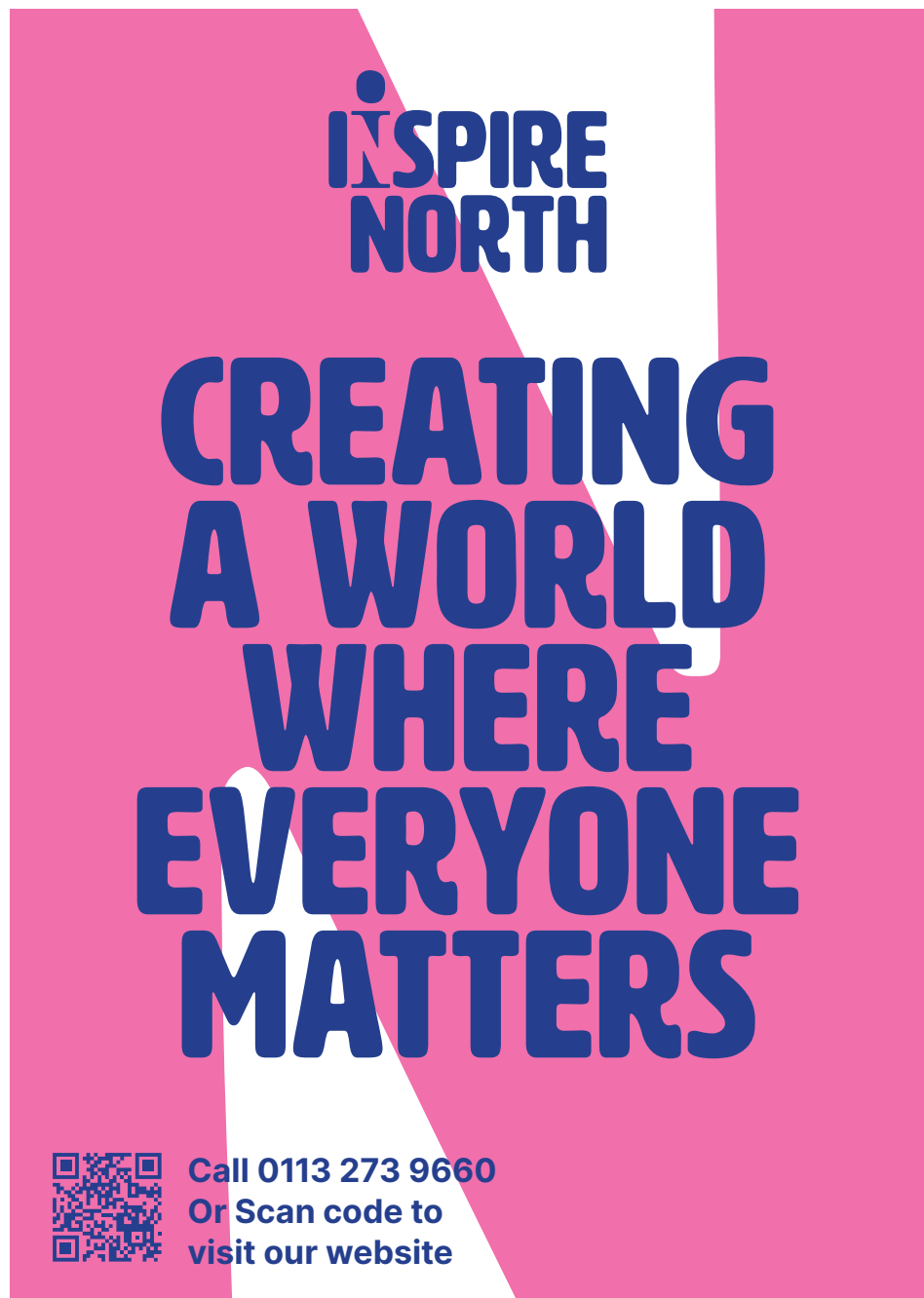




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Instagram

@InspireNorth
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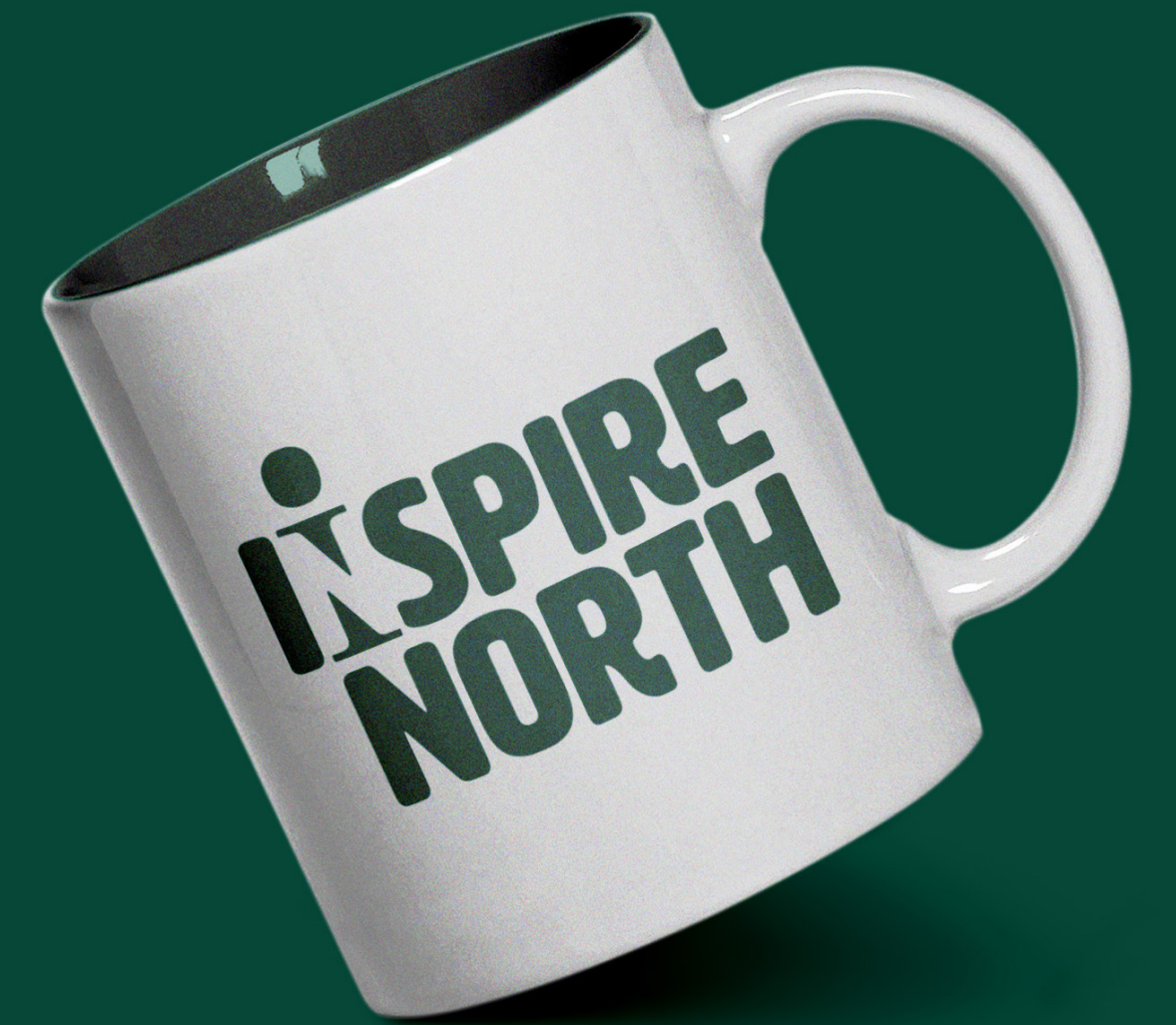
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NORTH**

Creating
a World Where
Everyone Matters

**CREATING
A WORLD
WHERE
EVERYONE
MATTERS**







WHAT IS SAFEGUARDING?

Safeguarding means protecting someone's health, wellbeing, and rights.

If we protect people this means we can help them to live free from harm, abuse, and neglect.



RESPONSIBILITY OF INSPIRE NORTH

Inspire North has a responsibility to ensure that all employees are aware of this guidance, the relevant procedures to be followed and to review and update them as required. (Prevent, Respond and Learn)

We use a person-centred approach: for services to be effective they should be based on a clear understanding of the needs and views of adults.

People are supported and encouraged to make their own decisions and informed consent.

ABOUT INSPIRE NORTH

Inspire North is the parent organisation to charities providing award-winning and accredited mental housing and housing services across the north of England.

Our Vision:

CREATING A WORLD WHERE EVERYONE MATTERS



INSPIRE NORTH

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Registered Head Office: 3 Linewood Way, Leeds, West Yorkshire, LS14 1AB 0113 273 9660 info@inspirenorth.co.uk

INSPIRE NORTH

SAFE GUARDING

A Guide for Clients





RESPONSIBILITY TO OUR CLIENTS

All employees require a DBS check every 3 years for all employees and a minimum of 2 professional references.

All employees are supervised, trained (every 3 years) and able to provide services within good practice guidelines.

All employees have training to prevent, recognise, respond and report abuse, neglect, and vulnerability to extremism and radicalisation.

Appropriate disciplinary investigation and action is taken in response to any concerns.

Clients are informed of how to voice concerns or complaints about an employee or service.



ABUSE

Abuse can take many forms. Somebody may abuse or neglect an adult by inflicting harm, or by failing to act to prevent harm. The abuse may come from a part, family member, a stranger, a professional, an institution or online.

Types of abuse include

- Physical Abuse
- Emotional Abuse
- Sexual Abuse
- Domestic Abuse
- Online Abuse
- Neglect
- Self-Neglect
- Financial or Material Abuse
- Discriminatory Abuse
- Organisational Abuse
- Female Genital Mutilation (FGM)
- Modern Slavery and Trafficking
- Hate crime
- Hate Crime
- Complex (organised or multiple abuse)

SEE SOMETHING



SAY SOMETHING



DO SOMETHING



If you are experiencing, or believe you have witnessed someone else, being abused please tell your worker or someone within our services so we can take action.



The logo for Inspire North features the word "INSPIRE" in a bold, white, sans-serif font, with a small white circle above the "I". Below "INSPIRE" is the word "NORTH" in a similar bold, white, sans-serif font. The text is centered on a dark green background with a light green, wavy, cloud-like shape at the top.

INSPIRE NORTH

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