

# ***OTR BRAND GUIDELINES***

***HOW WE LOOK, FEEL AND SOUND***

[otrbristol.org.uk](http://otrbristol.org.uk)

[otrnorthsomeset.org.uk](http://otrnorthsomeset.org.uk)

[@otrbristol](https://twitter.com/otrbristol)

[comms@otrbristol.org.uk](mailto:comms@otrbristol.org.uk)

---

**OTR**



# Contents

## Who we are

The OTR Brand .....	4
Mission Statement & Strapline .....	5
OTR in 100 words .....	6
OTR in 300 words .....	7-9
Our Beliefs .....	10
Our Audience .....	11
Brand Personality .....	12
Tone of voice .....	13

## How we look

Logo .....	15-17
Colour .....	18-20
Illustration & Icons .....	21-22
Pattern .....	23
Typography .....	24

## Sub-brands

Projects .....	26
Diffusion .....	27
Partnerships .....	28
North Somerset .....	29-30

## Our brand in action

Social media .....	32-33
Design for print .....	34-35
Print-it-yourself .....	36
Out and about .....	37



***WHO WE ARE***



# OUR STYLE

**HOW WE PRESENT  
OURSELVES TO YOU**



## The OTR Brand

It's really important that OTR appeals to young people and provides a positive, empowering experience. A big part of any interaction with OTR is the way we look and feel - when you visit us, see us out and about in the community, or use our pages online. We aspire for our branding to be bold yet trustworthy; eye-catching yet accessible; exciting yet supportive.

The OTR brand is more than just the colours we use, or the playful logo you'll see on all our materials - it's about the way we make you feel, and how we illustrate what we stand for - which is to support and mobilise young people.

OTR has made a shift in recent years - some people may know us as 'Off the Record', but we've made a deliberate move away from that, to the snappier acronym 'OTR'. You don't have to be 'off the record' when talking about mental health - that's an attitude best left in the 60s, when we first started out.

In this document, we'll talk you through our brand and style guidelines - so you can always identify OTR and understand our values; and so that people working with us in a professional capacity can collaborate in a clear and impactful way.

## Mission Statement & Strapline

Our mission statement is as follows:

***OTR - GIVING YOUNG PEOPLE A CHOICE AND A VOICE.  
MORE THAN JUST A CHARITY PROVIDING MENTAL HEALTH  
SERVICES, OTR IS MOBILISED TO SUPPORT, PROMOTE  
AND DEFEND THE MENTAL HEALTH, RIGHTS AND SOCIAL  
POSITION OF YOUNG PEOPLE!***

Our strapline - the wording you'll see when we're introducing ourselves - can vary in length depending on how much space there is to work with. Here's how it will look in different settings:

### ***FULL***

In full, it reads as follows:

**'A mental health social movement  
by and for young people in Bristol,  
South Gloucestershire and North  
Somerset'**

### ***SHORTENED***

This can shorten to:

**'A mental health social movement  
by and for young people'**

### ***SNAPPY***

And finally:

**'A mental health social movement'**

## Our Beliefs

OTR's beliefs, collectively developed across the organisation, underpin our work as a mental health social movement. At all times, OTR strives to give a choice and a voice to young people. We hope that you experience these beliefs and values when interacting with our brand.

**1**

**We believe that our offer should be inclusive of all cultures and identities.**

OTR's work not only recognises but actively celebrates diversity.

**3**

**We believe that the world around us impacts our wellbeing.**

We all have mental health. OTR places our wellbeing in a social, political and environmental context.

**2**

**We believe that young people have unique strengths, interests and circumstances.**

OTR will continue to develop creative and diverse services to give young people choice.

**5**

**We believe in innovating and evolving to improve our offer for young people.**

Throughout our long history we have adapted to an ever-changing world and we will continue to do so to ensure our work remains relevant for young people.

**4**

**We believe in placing young people at the heart of our work.**

OTR's work is guided by young people's voices; empowering and mobilising young people to make change, both individually and collectively.

**6**

**We believe that relationships are what make the difference.**

OTR's approach centres around relationships between individuals, peers and communities.

**7**

**We believe in the power of partnerships.**

OTR emphasises peer relationships and organisational collaboration to improve young people's mental health.

OTR in...

...100 words

### **First Person (Audience: everyone)**

OTR is a mental health social movement by and for young people aged 11-25 in Bristol, South Gloucestershire and North Somerset. We offer a variety of projects to promote good mental health and wellbeing, and empower young people to support themselves and their communities. However, we're not just a charity providing mental health services - we're a mental health movement mobilised to support, promote and defend the mental health, rights and social position of young people. OTR is free, confidential and self-referral - we give young people a choice and a voice. Find out more at [otrbristol.org.uk](http://otrbristol.org.uk) and [@otrbristol](https://twitter.com/otrbristol).

### **Third Person (Audience: everyone)**

OTR is a mental health social movement by and for young people aged 11-25 in Bristol, South Gloucestershire and North Somerset. They offer a variety of projects to promote good mental health and wellbeing, and empower young people to support themselves and their communities. However, they're not just a charity providing mental health services - they're a mental health social movement mobilised to support, promote and defend the mental health, rights and social position of young people. OTR is free, confidential and self-referral - they give young people a choice and a voice. Find out more at [otrbristol.org.uk](http://otrbristol.org.uk) and [@otrbristol](https://twitter.com/otrbristol).

### **First Person (Audience: young people specifically)**

OTR is a mental health social movement by and for young people aged 11-25 in Bristol, South Gloucestershire and North Somerset. We offer a variety of projects to promote good mental health and wellbeing, and empower you to support yourself and your community. However, we're not just a charity providing mental health services - we're a mental health movement mobilised to support, promote and defend the mental health, rights and social position of young people. OTR is free, confidential and self-referral - we give you a choice and a voice. Find out more at [otrbristol.org.uk](http://otrbristol.org.uk) and [@otrbristol](https://twitter.com/otrbristol).

OTR in...

...300 words

### **First Person (Audience: everyone)**

OTR is a mental health social movement by and for young people aged 11-25 in Bristol, South Gloucestershire and North Somerset. We offer a variety of projects to promote good mental health and wellbeing, and empower young people to support themselves and their communities. We give young people a choice and a voice.

We're not just a charity providing mental health services, we're a mental health movement mobilised to support, promote and defend the mental health, rights and social position of young people. At OTR we recognise that our individual and collective wellbeing is influenced by the structures and systems around us - and social, political and environmental contexts affect how we feel. In an at-times stressful world, OTR provides spaces for young people to learn and create positive change for their wellbeing.

OTR has a wide range of services for young people to get involved in, which are designed and often delivered by trained young people themselves, as well as in partnership with organisations across the region; including group work, projects exploring arts, sports, nature and activism, support around gender and sexuality identity, targeted work with young people of colour, and one-to-one therapies. OTR is free and self-referral, meaning young people don't need a diagnosis, professional referral or a parent/carer's permission to access our services. We want to empower young people to work from their strengths and choose support that is best suited to them and take control of their experience.

You can come and see us at our Hubs - drop-in spaces where young people, parents/carers and professionals can meet our staff and volunteers, chat about our projects and other local mental health support, and learn more about mental health and self-care.

Find out more at [otrbristol.org.uk](http://otrbristol.org.uk) and [@otrbristol](https://twitter.com/otrbristol).



OTR in...

...300 words

### **Third Person (Audience: everyone)**

OTR is a mental health social movement by and for young people aged 11-25 in Bristol, South Gloucestershire and North Somerset. They offer a variety of projects to promote good mental health and wellbeing, and empower young people to support themselves and their communities. They give young people a choice and a voice.

They're not just a charity providing mental health services, they're a mental health movement mobilised to support, promote and defend the mental health, rights and social position of young people. OTR recognises that our individual and collective wellbeing is influenced by the structures and systems around us - and social, political and environmental contexts affect how we feel. In an at-times stressful world, OTR provides spaces for young people to learn and create positive change for their wellbeing.

OTR has a wide range of services for young people to get involved in, which are designed and often delivered by trained young people themselves, as well as in partnership with organisations across the region; including group work, projects exploring arts, sports, nature and activism, support around gender and sexuality identity, targeted work with young people of colour, and one-to-one therapies. OTR is free and self-referral, meaning young people don't need a diagnosis, professional referral or a parent/carer's permission to access their services. They want to empower young people to work from their strengths, choose support that is best suited to them and take control of their experience.

You can visit OTR at their Hubs - drop-in spaces where young people, parents/carers and professionals can meet their staff and volunteers, chat about their projects and other local mental health support, and learn more about mental health and self-care.

Find out more at [otrbristol.org.uk](http://otrbristol.org.uk) and [@otrbristol](https://www.instagram.com/otrbristol).

OTR in...

...300 words

### **First Person (Audience: young people specifically)**

OTR is a mental health social movement by and for young people aged 11-25 in Bristol, South Gloucestershire and North Somerset. We offer a variety of projects to promote good mental health and wellbeing, and empower you to support yourself and your community. We give you a choice and a voice.

We're not just a charity providing mental health services, we're a mental health movement mobilised to support, promote and defend the mental health, rights and social position of young people. At OTR we recognise that our individual and collective wellbeing is influenced by the structures and systems around us - and social, political and environmental contexts affect how we feel. In an at-times stressful world, OTR provides spaces for you to learn and create positive change for your wellbeing

OTR has a wide range of services for young people to get involved in, which are designed and often delivered by trained young people themselves, as well as in partnership with organisations across the region; including group work, projects exploring arts, sports, nature and activism, gender and sexuality support, targeted work with young people of colour, and one-to-one therapies. OTR is free and self-referral, meaning you don't need a diagnosis, professional referral or a parent/carer's permission to access our services. We want to empower you to work from your strengths, choose support that is best suited to you and take control of your experience.

You can come and see us at our Hubs - drop-in spaces where young people, parents/carers and professionals can meet our staff and volunteers, chat about our projects and other local mental health support, and learn more about mental health and self-care.

Find out more at [otrbristol.org.uk](http://otrbristol.org.uk) and [@otrbristol](https://www.instagram.com/otrbristol).

## Who makes up our audience at OTR?



### Young people



### Parents & carers



### Supporters

(Corporate partnerships, team activities, retailers, donors, funders)



### Professionals

(teachers, school staff, GPs, lecturers, uni staff, other charities, other services)

OTR's primary audience has, and always will be, young people. The way we present ourselves and the language we use should always first and foremost be accessible and appealing to 11-25 year olds. However, we also recognise that our audience is bigger and more diverse than ever before. For instance 'young people' is such a blanket term that can be broken down into lots of demographics that we proactively try to reach and support. For instance: young people in care, queer young people, black and brown young people, young people not in education or employment, young creatives.

Our audience also includes the key adults directly in young people's lives. We do more work than ever with parents and carers; we have influence with professionals such as GPs, teachers and those in healthcare; we link up with other organisations and service providers who work with young people.

OTR also has really important relationships with those who make our work possible; the trusts, foundations, commissioners and funders whose financial support allows us to deliver our work; donors and fundraisers from the community and volunteers who lend their time, effort and energy to OTR.

In fact, it's a bit of a trick question to try and articulate our audience, because the answer is essentially 'everyone'! Even outside of the geographical region in which we deliver support, we want to influence and start conversations about wellbeing and what good mental health support looks like. We want the general public to know about OTR, the work we do, and how we can look after ourselves and the young people in our communities. That's one reason we're so excited by Diffusion - it's the enterprise arm of OTR which has the potential to share learning around wellbeing to more broad and diverse audiences than we've ever worked with before!

## Brand Personality

OK, so what is OTR like? We want everyone to experience OTR as an open, friendly and supportive place - particularly our primary audience of young people aged 11-25. Not only that, but we want to challenge mental health narratives and the wider systems around us that make life unfair or unjust for young people. Here's what we value:

### ***WHAT DO WE VALUE?***

Collaboration	Self-care
Diversity	Transparency
Learning	Agency
Sharing	Creativity
Participation	Social Action
Self-efficacy	Pragmatism

We asked some of the young people we work with to describe OTR. This helped to give an authentic outlook on how OTR looks to the outside world, from the people who experience our work directly. We did this by asking young people at our Hubs, and on our Instagram, to share the words that spring to mind when thinking about OTR, and specifically, our brand. Here's what was shared:

### ***WHAT WORDS WOULD YOU USE TO DESCRIBE OTR'S BRAND?***

Fun, colourful, eye-catching, easy colours to read, clear, fresh, hopeful, bright, bubbly, cosy, safe, open, self-aware, bold, consistent, bright, colourful, iconic, accessible, welcoming

### ***WHAT WORDS SPRING TO MIND WHEN THINKING ABOUT OTR?***

Systemic change, relationships, meaningful, inclusive, important, understanding, expansive, dynamic, on point, welcoming, diverse, helpful, empowerment, accepting, helpful, comforting, empathy, calming

## Tone of Voice

- We interchange talking about OTR in the first person and third person. First person (“we offer this”, “you can come here”) is more appropriate when speaking directly to young people about our services; however third person “OTR can announce that...” is more appropriate for more formal communications
- We do not use overly-emotive language; we are not a charity that tries to ‘pull on the heartstrings’
- We use positive language and emphasise a strengths-based approach with young people
- However at the same time, we’re angry about injustices and fight young people’s corner when the world around them is unfair
- We avoid diagnostic or medicalising language of ‘illness’ and focus on preventative work and general wellbeing.

***“PEOPLE DON’T ALWAYS REMEMBER WHAT YOU SAY OR EVEN WHAT YOU DO, BUT THEY ALWAYS REMEMBER HOW YOU MADE THEM FEEL”***

**Maya Angelou (Author, poet)**

**We are friendly, genuine and conversational**



**“We’ve got plenty of links and wellbeing tips for you to try this month!”**

**We say it how it is - but in an age-appropriate way.**



**“If you’re feeling crap about the world - it’s because the world can be crap at times! We offer groups and projects that can help you find your mojo”**

**We make use of our credibility and long history**



**“We’ve been supporting young people for more than 55 years, so we know how best to help you”**

The background is a solid dark purple color. It is decorated with various geometric shapes in a slightly lighter shade of purple, including circles, rectangles, and T-shaped figures, some of which are tilted at different angles. A horizontal pink banner with a slight 3D effect is positioned across the middle of the image.

***HOW WE LOOK***

## Logo

The OTR logo was designed to encapsulate the spirit of OTR and is comprised of simple yet bold shapes working together to create a memorable mark. The letterforms are unique - clean lines and circles create a playful and punchy feel.

**The logo should appear in the OTR yellow where possible** as shown here, but you can also use the other OTR brand colours as shown on page 19.



# Logo

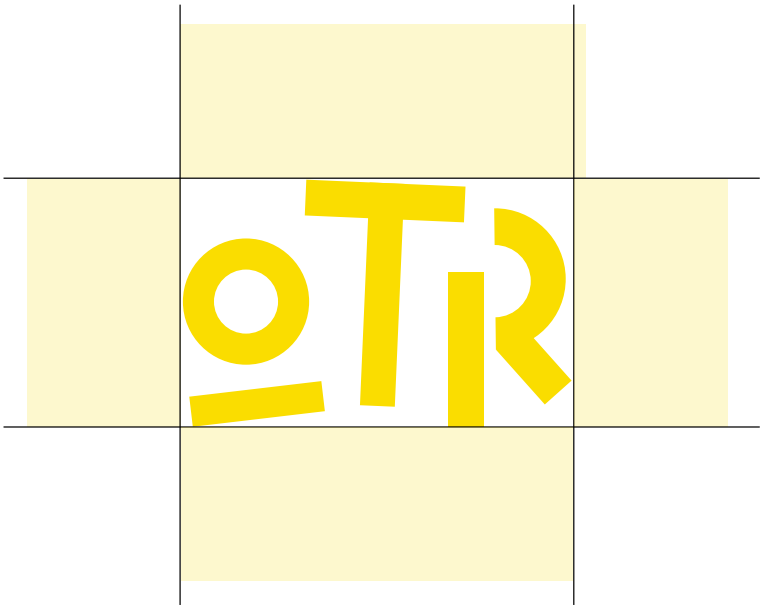
Version using OTR's charity number,  
used in fundraising or more formal  
correspondence.

.....



It's important for the logo to breathe  
when around other elements. Please keep  
an exclusion area around the logo as  
shown by the yellow blocks here:

.....





Logo

Logo with strapline



**A mental health  
social movement**

The logo with strapline can also be  
used as a one colour version too (only  
in OTR brand colours)



**A mental health  
social movement**



**A mental health  
social movement**

## Colour

### YELLOW

CMYK: 6/8/92/0  
RGB: 248/221/9  
HEX: #f8dd09

The OTR logo is displayed in a bright yellow color against a solid purple background. The logo consists of the letters 'O', 'T', and 'R' in a stylized, bold, sans-serif font. The 'O' is a simple circle, the 'T' has a thick vertical stem and a horizontal crossbar, and the 'R' is a bold, slightly curved letter.

### PURPLE

CMYK: 89/98/29/26  
RGB: 61/36/89  
HEX: #3d2459

The OTR logo is displayed in a bright yellow color against a solid charcoal grey background. The logo consists of the letters 'O', 'T', and 'R' in a stylized, bold, sans-serif font. The 'O' is a simple circle, the 'T' has a thick vertical stem and a horizontal crossbar, and the 'R' is a bold, slightly curved letter.

### CHARCOAL

CMYK: 70/60/56/67  
RGB: 48/49/49  
HEX: #303131

The OTR logo is displayed in a bright yellow color against a solid pink background. The logo consists of the letters 'O', 'T', and 'R' in a stylized, bold, sans-serif font. The 'O' is a simple circle, the 'T' has a thick vertical stem and a horizontal crossbar, and the 'R' is a bold, slightly curved letter.

### PINK

CMYK: 4/93/34/0  
RGB: 225/42/103  
HEX: #e12a67

The OTR logo is displayed in a bright yellow color against a solid turquoise background. The logo consists of the letters 'O', 'T', and 'R' in a stylized, bold, sans-serif font. The 'O' is a simple circle, the 'T' has a thick vertical stem and a horizontal crossbar, and the 'R' is a bold, slightly curved letter.

### TURQUOISE

CMYK: 76/13/46/1  
RGB: 39/160/151  
HEX: #27a097

# Colour

## Logo

As a general rule, we want as high a contrast as possible between the background colour and the logo on top. Some colour combinations may jarr though - like the turquoise and pink. Here are the combinations of brand colours that do and don't work:

Worth noting: We shouldn't be using the OTR logo in white, anywhere, apart from in black and white documents.

✓ Correct usage



✗ Incorrect usage



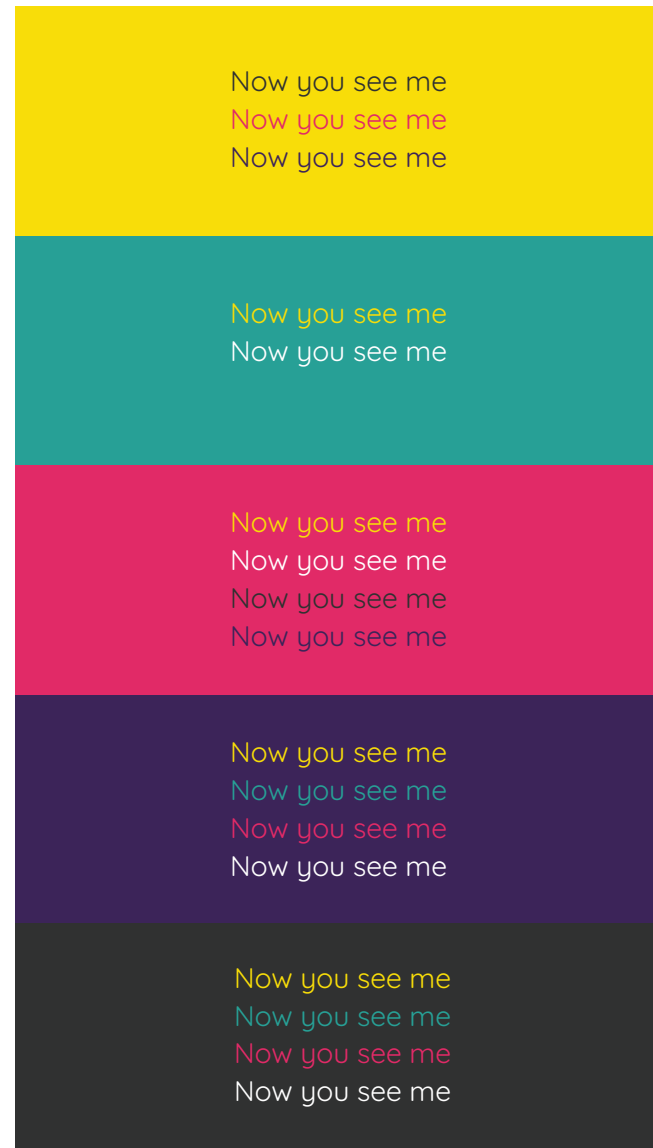
# Colour

## Text

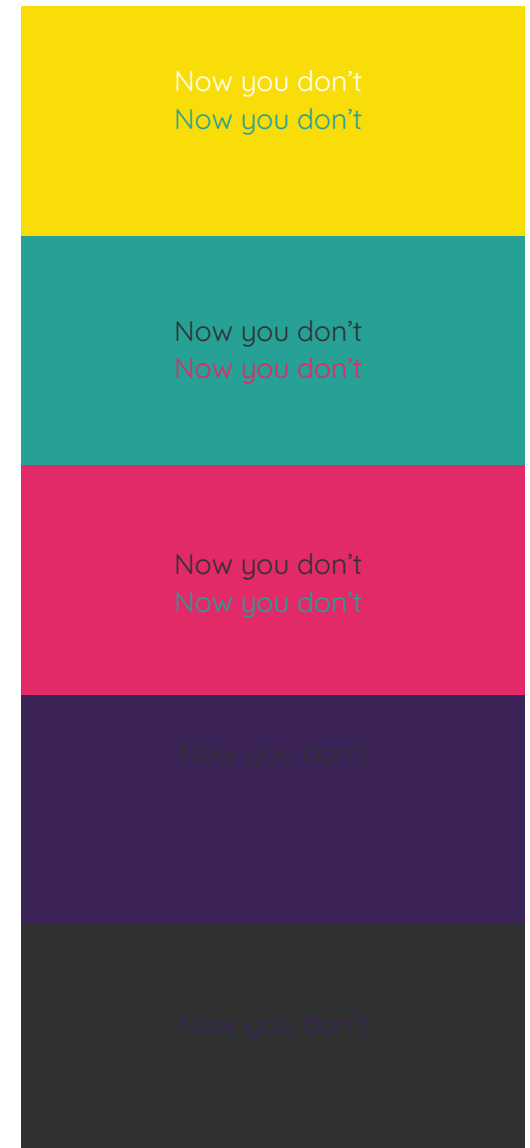
Accessibility is a key consideration when it comes to text or our logo being placed over colour backgrounds. It's important that we make sure text is legible for everyone - and we can help that by choosing the right colour combinations.

White is included here as a legitimate text colour.

### ✓ Correct usage

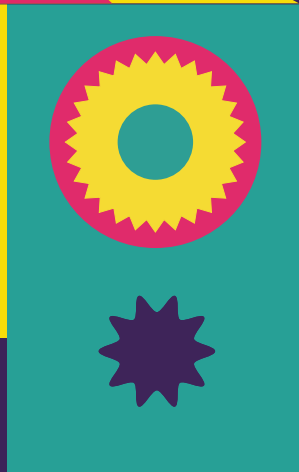
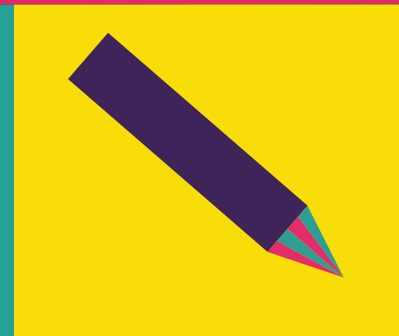
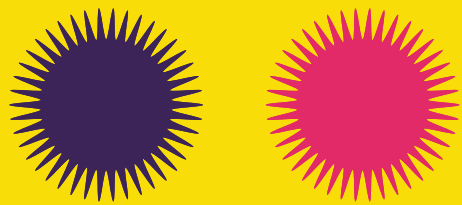


### ✗ Incorrect usage



## Illustration

OTR uses a mixture of hand-drawn and graphical elements, always positive, playful and bold.



# Icons

Here are just some of the icons we use across the website and other promotional materials..



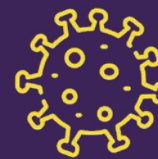
Listen up!



Angry



Body image



Covid



Young people



Relationships



Professionals



Climate anxiety



Anxiety



Compulsions



Alert



Message



Teachers



Social action



Parents/careers



Cultural identity



Donors



Help



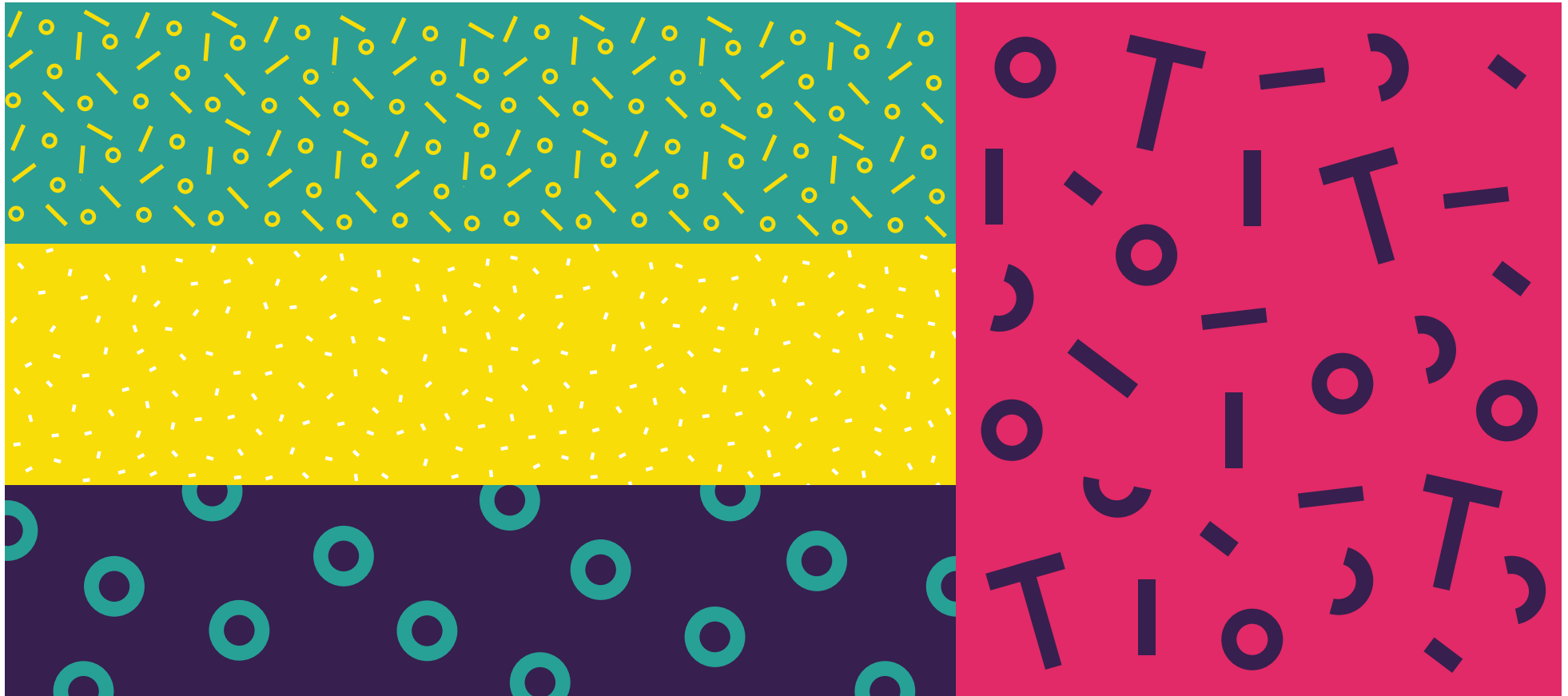
Fundraisers



Sexuality

# Patterns

Patterns and backgrounds can be made using components of the OTR logo, so they are unique to the brand.



# Typography

We have a selection of typefaces to use in different instances.

## Zing Rust

Display font. Use for headlines, big and bold instances, where volume is required.

***SURROUND YOURSELF WITH PEOPLE WHO  
EMPOWER YOU TO BECOME BETTER***

.....

## Quicksand

For longer text instances in both print and digital. Use both bold and regular weights where necessary.

**Surround yourself with people who empower you to become better**

Surround yourself with people who empower you to become better

.....

## Butler Stencil

Feature font for headings. Use sparingly!

**Surround yourself with people who  
empower you to become better**

.....

## Helvetica

A classic web safe font. For use when Quicksand isn't available.

Surround yourself with people who empower you to become better



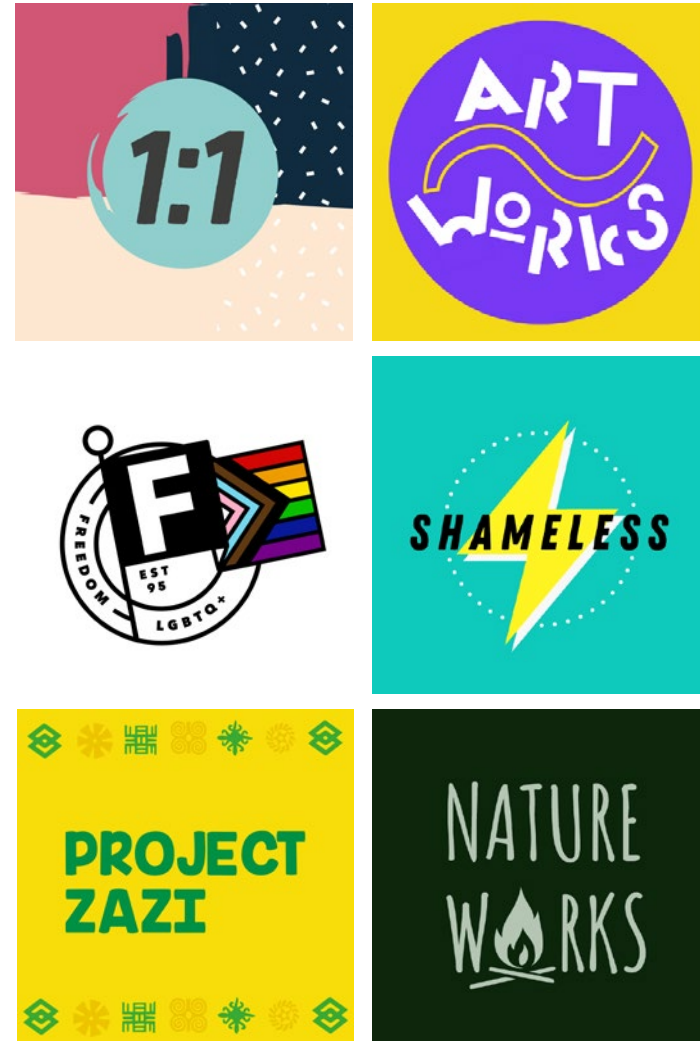
***SUB-BRANDS***

## Projects - Guiding Principles

OTR now hosts dozens of projects, services and groups for young people, and these change regularly as we constantly look to be creative and flexible to develop our offer. One challenge that comes with this is giving each of our services a distinct visual identity, while still retaining the OTR feel.

We design the assets for each project with its audience in mind; this may be influenced by the age range of the service, or the setting in which it is taking place (for instance, our 'Nature Works' project primarily takes place outside, so we went with green as the main colour to illustrate that!)

Our projects will often use colours and fonts outside of the 'main' brand set, but we hope you'll agree that they still feel very 'OTR'. Here are some examples of OTR's projects and the way they look:



## Diffusion

Diffusion is the name of OTR's trading and enterprise arm - we run a variety of training, workshop and consultancy services for professionals, to give people the confidence, knowledge and skills to improve our collective mental health.

Acknowledging our different target audience for Diffusion, we have devised a distinct look and feel which we consider to be a 'sub-brand' of OTR. We make use of a different font and a striking green colour across our Diffusion promotional materials. The circular elements of Diffusion represent atoms or particles being 'diffused' - a nod to our sharing of knowledge and skills - and the off-kilter lettering in the word Diffusion elicits movement and 'doing mental health differently', our strapline.

DOING  
MENTAL HEALTH  
DIFFERENTLY

# DIFFUSION

## DOING MENTAL HEALTH DIFFERENTLY



## Partnerships - Guiding Principles

Working in partnership with other organisations is something that we love to do at OTR, and it helps us to reach and support more young people. Often, other organisations will have their own set of brand guidelines and so when materials are produced collaboratively, a balance needs to be struck so that both brands are recognised and championed. Examples of this can be seen with our 'MHST' service, which we deliver as part of an NHS contract; 'Parkour', which was facilitated alongside local organisation Free Your Instinct; or even when we work alongside a fundraiser as the chosen 'charity of the year' or the recipient of profits from an event.

While this Brand Guidelines document sets out how assets such as our logo and colours should be used, when working in partnership our approach is to be as flexible and collaborative as possible.

Our only requests are:

- Please don't stretch our logo
- Please make sure text and logo is legible and clear, and on a plain background
- Please don't produce our logo in white

Our Communications Team is always open to a conversation on how we co-design materials with partners, so just get in touch at: [comms@otrbristol.org.uk](mailto:comms@otrbristol.org.uk)



**weightlifting**  
WITH BRISTOL  
CO-OPERATIVE GYM



## North Somerset

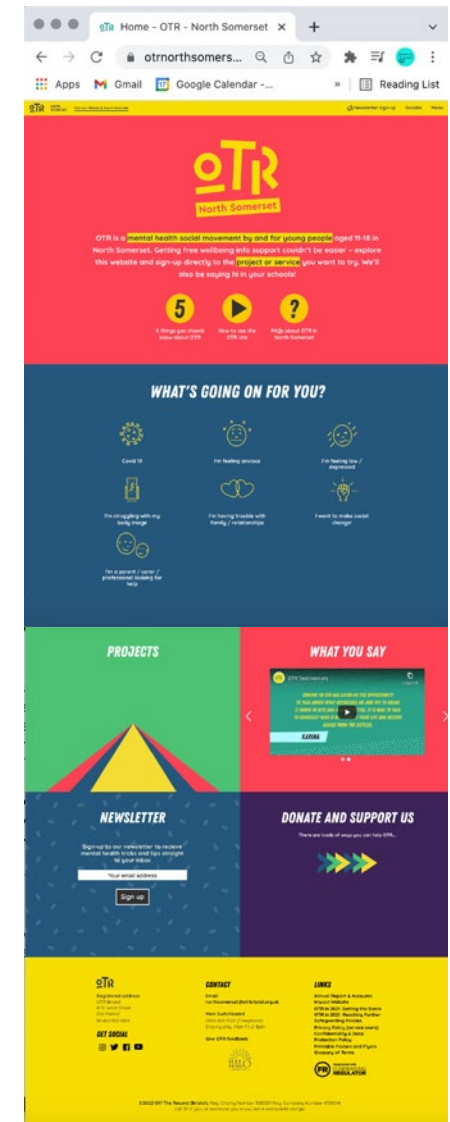
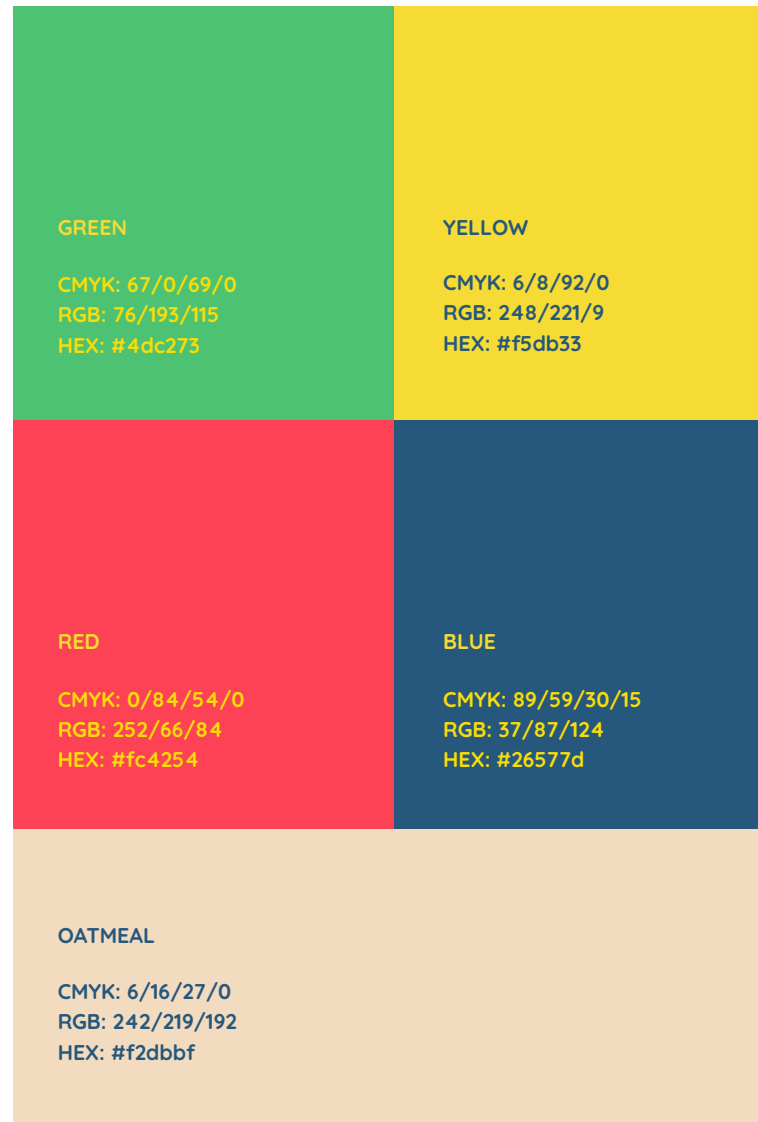
In 2021, OTR started working in North Somerset, supporting young people in areas such as Nailsea, Clevedon and Weston-super-mare. OTR is phasing its offer into this new area and doing a lot of work to understand the need and work in partnership with existing organisations to be as collaborative and proactive as possible.

As part of the move into North Somerset, OTR created a sub-brand consisting of a refreshed logo and colour palette, to ensure the North Somerset offer is distinct from what is available in Bristol and South Gloucestershire. Young people in North Somerset will become familiar with this red-lead version of OTR across schools, community spaces, and the website [otrnorthsomerset.org.uk](https://otrnorthsomerset.org.uk).



# North Somerset Colour palette

The North Somerset sub-brand retains the OTR yellow as a core and consistent colour, but combines with a new palette to differentiate and freshen the visuals.



North Somerset website homepage

The background is a solid dark purple color. It is decorated with various geometric shapes in a slightly lighter shade of purple, including circles, rectangles, and T-shaped figures, some of which are tilted at different angles. A horizontal pink band with a slight 3D effect runs across the middle of the image.

***OUR BRAND IN ACTION***

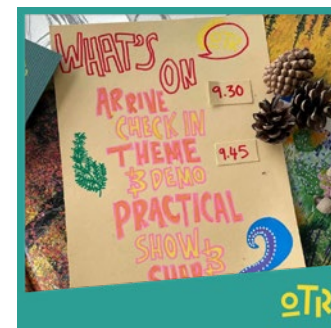


# Social media posts

## Image frames

We don't tend to use photography too much, instead preferring a graphic-led approach. However, you'll sometimes see us using photos on social media - for instance to highlight an event we've hosted, or see a group in action.

When incorporating the logo with photography, the frame can be used to house it clearly.





## Social media posts

### Logo tab

A 'tab' can be used for these situations to house the logo without it being compromised.

#### ✓ Correct usage

.....



#### ✗ Incorrect usage

.....

The logo loses impact when placed on busy backgrounds.



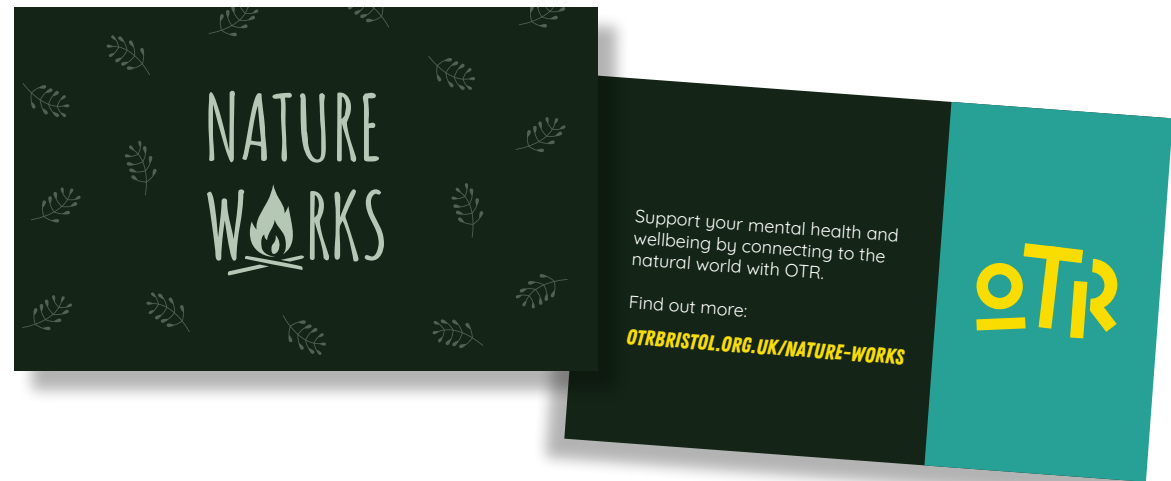
## Design for Print

Here is our folded service overview flyer - one for Bristol, and one for our North Somerset offering.



## Design for Print

Here are two examples of the promo cards advertising OTR's various projects. They tuck neatly into the pocket inside the service overview flyer. This means that in settings such as a Hub, young people can collect cards of all the projects they're interested in, and keep them safe within the OTR flyer.



## Print-it-yourself assets

OTR works really hard to reach as many community settings across Bristol, South Gloucestershire and North Somerset as possible. We want everyone to know that we're available and, happily for us, our extensive partnership work gives us lots of opportunities to place our assets (such as posters and flyers) in community spaces. We're inundated with requests to provide these!

As a charity, we have to be sensible with how we spend our money. As you can imagine, paying to professionally print flyers all the time can really add up and we keep our marketing budget modest to ensure as much of our money goes directly on services for young people as possible. That's why we've introduced downloadable 'print-it-yourself' flyers and posters for folks working in schools, GP surgeries, youth centres and community groups to download and use how they see fit. If there's something else you'd find handy as a 'print-it-yourself' resource, please let us know!





## Out and about

Here are some examples of how OTR looks out and about. We hope you enjoy spotting us across Bristol, South Gloucestershire and North Somerset!



# ***THANK YOU***

Thank you for reading OTR's Brand Guidelines.  
If you have any questions or comments please  
feel free to contact OTR's Communications  
Team: [comms@otrbristol.org.uk](mailto:comms@otrbristol.org.uk)



Updated: Jan 2022