

Action on ACEs Gloucestershire *STYLE GUIDE*

This style guide brings together the visual branding elements for **Action on ACEs Gloucestershire**. By following this guide the initiative's collateral will portray a cohesive message and consistent look throughout its range of stationery and marketing tools. This underpins the brand and its campaigns and ensures it is instantly recognisable.

The visual elements and how we convey our messages depict the character of the ACEs Gloucestershire brand, which is about working together, raising awareness, taking action and building resilience.

ACTION ON ACES Gloucestershire

PRIMARY LOGO – ALWAYS ORANGE



ACTION ON ACES Gloucestershire

MONO LOGOS – EXCEPTIONAL USAGE



EXCLUSION ZONE

Logo artwork is available as
Illustrator EPS files in process
and spot colours and also as
RGB jpegs/pngs in high and low
resolution. Contact [creative@
kavacommunications.com](mailto:creative@kavacommunications.com)

LOGO

The Action on ACEs Gloucestershire logo is a very important part of the visual identity – it enables our audiences and stakeholders to instantly recognise the brand and must therefore be consistently presented.

The primary logo should always be placed on a white background and it is always in our primary orange colour. Avoid placing the logo over a busy image or coloured or patterned background.

The logo may be used white out of a dark colour or black or black grey tint in exceptional circumstances, such as endorsing or supporting third party collateral.

Maintain an **exclusion zone** around the logo which is equivalent to the height of the **A** in the logo artwork. The artwork must be used in its entirety.

The logo artwork **must not be distorted** in any way. This includes:

- changing the proportions of or re-arranging the elements;
- changing the colours or tinting;
- rotating, skewing or squashing the logo.



ACTION ON ACES
Gloucestershire

ACTION
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CAMPAIGN LOGOS

More than ACEs is an Action on ACEs Gloucestershire campaign brand. The artwork should be treated as with the main logo, but it can be used in the secondary palette colours.



Helvetica Neue, **Helvetica**

Neue bold Helvetica Neue

italics, Helvetica Neue bold

italics; Helvetica Neue Light,

Thin, **Medium**

Helvetica (regular, **bold**, *italics*)

KALAM BOLD



TYPOGRAPHY

The Action on ACEs Gloucestershire house typeface is **Helvetica Neue**. It is a clear, sans serif face which symbolises how we are a clear, straightforward and collaborative association of agencies. It has a wide variety of weights so is versatile for design applications.

KALAM BOLD has an approachable feel and is used for top level branding so our collateral is instantly recognisable. It should be used with discretion and always in upper case for key elements of collateral as it is a distinctive typeface.

Helvetica should be used across MS Office programmes (Word, Excel, PowerPoint, Outlook).

FONT RESOURCE

Our Kalam typeface can be downloaded on an open licence [here](#)

COLOURS

The core Action on ACEs Gloucestershire colours are orange, dark grey and white. Use the orange wherever possible – it demonstrates our aspirations as it symbolises balance, energy, vitality, warmth, optimism and good health, and has high visibility.

Grey represents our gravitas and symbolises intelligence and security.

Our secondary palette comprises blue, green, lime green and yellow and represents inclusivity, harmony, optimism and nurture.

It can be used for accents, charts and illustration.

Please adhere to the following colour breakdowns:

Orange

PMS 7579
C0 M74 Y100 K0
R220 G88 B42
DC582A

Dark grey

C0 M0 Y0 K80
R87 G87 B87
575756

White

C0 M0 Y0 K100
R255 G255 B255
ffffff

Blue

PMS 310
C48 M0 Y9 K0
R106 G209 B227
6AD1E3

Green

PMS 360
C63 M0 Y84 K0
R108 G194 B74
6CC24A

Lime green

PMS 390
C27 M0 Y100 K3
R181 G189 B0
B5BD00

Yellow

PMS 396
C10 M0 Y95 K0
R225 G224 B0
E1E000

The language we use should be:

- Positive
- Inspiring
- Strong
- Clear (plain English)
- Inclusive
- Engaging
- Warm

CORE MESSAGES

Agreeing a set of key messages ensures that we use the same language consistently throughout all communications. We will use a positive tone, demonstrating that there is always hope and positive outcomes can be achieved.

- Our vision is a resilient Gloucestershire **where communities are supported to act on ACEs**
- We want **communities to be aware of ACEs**, talk about them and act on them
- By acting together, we believe that we can **reduce ACEs and their impacts**
- People are **more than** the sum of the damage done to them
- If we intervene early in childhood **we can build resilience** against long-term harm from ACEs and in adulthood overcome established harm
- We will work hard to **break the cycle of adverse childhood experiences**
- There is always hope – the **negative effects of ACEs can be overcome**

IMAGES AND MESSAGING

The ACEs Panel has agreed that Action on ACEs Gloucestershire will communicate using progressive, positive imagery, language and calls to action. The words and images we use must reflect our commitment to building resilience and providing hope.

When selecting images, please also apply the following rules:

- Avoid images of Gloucestershire children in ACEs campaigns, unless specific permission has been given and with the full understanding and permission of the subjects (or subjects' parents/guardians)
- Avoid images and messages that potentially stereotype, sensationalise or discriminate against people, situations or places
- Ensure those whose situation is being represented have the opportunity to communicate their stories themselves
- Conform to the highest standards in relation to human rights and protection of vulnerable people

PHOTOGRAPHY

Where possible we try and use positive, diverse photography with an optimistic outlook. ACEs can affect anyone. Therefore we use a range of ages, backgrounds and ethnicity. The people need to reflect the Gloucestershire community, selecting images that look real and honest to our county will resonate with our audiences. We also endeavour to achieve coherence across our imagery through the consistent use of colour. As a minimum, all brand images should include the use of our ACEs orange, or at least one colour from our palette.



POSITIVE MESSAGE



BEFORE – ORIGINAL IMAGE



AFTER – COLOUR TREATED



MORE THAN SYMBOL

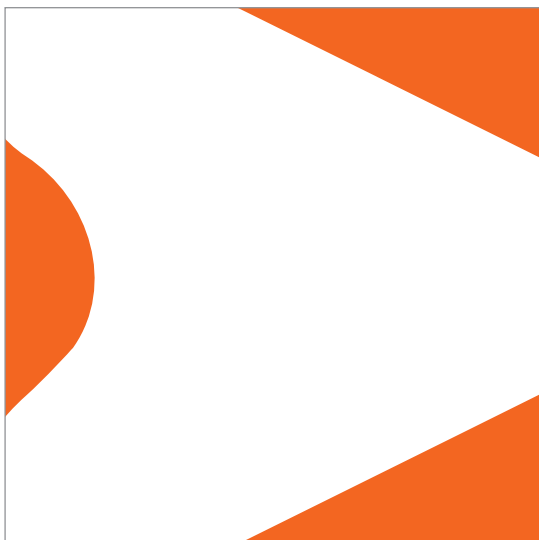
As part of our visual language, we can use our More Than symbol to house brand messages and imagery. It will become our recognised marque and therefore is an integral part of our identity.

We must never stretch or squash our symbol and ensure we use the supplied files. We also have the ability to crop it and use the negative space for copy.

MORE THAN SYMBOL



BRAND MESSAGES



A4 SQUARE PAGE CROP



IMAGERY

ICONS

Our icons are always surrounded by a circle to ensure a consistent visual footprint, whatever the icon. This circle can be a solid or keyline depending on its need and application. The following are examples:

ABUSE:



Physical abuse



Sexual abuse



Emotional abuse

NEGLECT:



Physical neglect



Emotional neglect

HOUSEHOLD ADVERSITIES:



Mental illness



Substance misuse



Incarceration



Parental separation



Domestic abuse



GRAPHICAL DEVICES

Further to our More Than symbol, we can use rounded shapes as part of our visual language to help structure design.

Below are examples and colour ways to help inform future content.



CIRCLES

MEASURING PROGRESS

The strategy and its impact will be monitored by the Health and Wellbeing Board and partners. Communities and organisations signing up to the strategy will be encouraged to consider how they will chart their own progress and share their stories.

Go to www.actionaces.org for more information.

ROUNDED BOXES



ROUNDED SHAPES

BRAND IN APPLICATION

The following pages illustrate how our branding can work across various formats. Use these as a reference gallery for future applications.



PULL UP DISPLAY



CONFERENCE BAG

ACTION ON ACES Gloucestershire



www.actionaces.org

Our strategy

STRATEGY DOCUMENT

OUR VISION

is a resilient Gloucestershire where communities and organisations are acting on ACES.

OUR MISSION

is to build communities and organisations that are aware of ACES, talk about ACES and take action on ACES. We will build a social movement that recognises the potential lifelong impacts of adversity in childhood and takes action to stop childhood harm.

OUR VALUES

Communities and organisations acting together will be able to:

- Prevent ACES
- Build resilience against long-term harm from ACES

There is always hope: the potential negative effects of ACES can be overcome.

"I am not what happened to me. I choose what I become."

Maya Angelou

www.actionaces.org

Action on ACES Gloucestershire

About this strategy

In November 2017, Gloucestershire's Health and Wellbeing Board held a special meeting on the impact of **Adverse Childhood Experiences (ACEs)** and resolved to bring organisations together to develop an informed, county-wide approach.

In January 2018, the **ACES Panel** was formed, bringing together representatives from local voluntary sector organisations and statutory agencies to develop a strategy for Gloucestershire. This strategy explains what we will do to prevent, intervene early and overcome the effects of ACES. It provides a framework for local communities and organisations to consider the role they too can play in asking about and acting on ACES. It also supports county-wide, ACE-informed ways of working, that protect children from the things that harm them and help break the cycle of ACES by ensuring children have supportive adults and the life skills they need.

The strategy seeks to celebrate the good work that is carried out every day across the county by parents, foster carers, trusted adults, teachers, early years, youth workers, sports coaches, community groups, early help practitioners, social workers, police officers, faith groups, health workers, housing providers and many more. The hope of the ACES Panel is that readers of this strategy will be able to understand how an ACES approach could add value and be built into existing approaches where appropriate, as well as providing a common language for talking about adversity and resilience.

The strategy has been ratified by the Gloucestershire Safeguarding Children Board, Gloucestershire Safeguarding Adults Board and Safeguarding Gloucestershire. It works alongside the Children, Young People and Families Partnership Framework.

This is a living document and will be reviewed by the ACES Panel, which reports directly to the Health and Wellbeing Board. Community groups and voluntary sector organisations have been involved in its development.

The full strategy – including references and links to further resources – is also available to download at www.actionaces.org

Councillor Roger Wilson
Chair, Gloucestershire Health and Wellbeing Board

www.actionaces.org

Action on ACES Gloucestershire

Understanding ACES

ACES are specified traumatic events occurring before the age of 18. They can include direct experiences, such as sexual, physical or verbal abuse and emotional and physical neglect, and indirect experiences such as parental separation, substance misuse, mental illness, incarceration or domestic abuse.

Nearly half of people in England experience at least one ACE, with around 18% experiencing four or more ACEs. The more ACEs a person experiences, the higher the risk of poorer health and social outcomes later in life. People with six or more ACEs die on average 20 years younger than people with no ACEs.

Being exposed to ACEs in childhood can change the way your brain develops and can therefore increase the risk of developing health-harming behaviours. These behaviours then lead to an increased risk of poor physical and mental health later in life (including cancer, heart disease, diabetes, depression and anxiety) and ultimately early death, as well as negative social outcomes, such as low levels of education, poor employment prospects and involvement in criminal activity. ACEs are strongly associated with the development of long-term conditions and a substantial increase in the use of health and care resources.

Find out more about ACEs on our website www.actionaces.org

THE MORE ACES A PERSON EXPERIENCES, THE HIGHER THE RISK OF POORER HEALTH AND SOCIAL OUTCOMES LATER IN LIFE

"If you can put the science into the hands of the general public, they will invent very wise actions."

Laura Parfitt, Co-founder of ACE Interface

www.actionaces.org



Building resilient communities

Resilience is the ability to adapt well in the face of adversity. Developing resilience through access to a trusted adult in childhood, supportive friends, positive attachments and being engaged in community activities has been shown to improve outcomes even in those who experience high levels of ACEs. This relies on active, thriving and resilient communities. It is vital that we link this strategy to existing local approaches to community resources.

This infographic shows the different types of community connections that can contribute to building resilience. Each ring represents levels of influence that can have a positive impact on developing personal resilience. Within each of the rings lies the knowledge, expertise and skills of individual members, the friendships and supportive social networks that people develop, and the physical resources and facilities that can combine to enhance wellbeing.



Action on ACES Gloucestershire

MORE THAN 100 PEOPLE FROM COMMUNITY ORGANISATIONS ATTENDED OUR FIRST ACTION ON ACES EVENT



www.actionaces.org

OUR STRATEGIC OBJECTIVES

ACTION ON ACES Gloucestershire

ACTION 1

We will raise awareness and understanding of ACES with communities and organisations through delivery of a co-ordinated local campaign

The campaign will be developed from this strategy and overseen by the ACES Panel. A network of ACES champions and figureheads across communities and organisations will be established in order to facilitate effective communication of key messages.

ACTION 2

We will implement training to equip communities and organisations to respond appropriately to ACES

This training will build on the awareness campaign and aim to equip communities and organisations to respond effectively to ACES. Wherever possible this will be built into existing training such as mandatory safeguarding training.

Research has shown that the key to addressing the impacts of ACES is early identification. If not directly asked by professionals, it can take people nine to 16 years to disclose a history of adversity. The importance of including ACES awareness to facilitate early intervention has been highlighted in a number of national policy documents, including Future in Mind and Tackling Child Sexual Exploitation.

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

Margaret Mead, Author and Anthropologist

www.actionaces.org

PEOPLE WITH SIX OR MORE ACES DIE ON AVERAGE 20 YEARS YOUNGER THAN PEOPLE WITH NO ACES



"Every adult in a child's environment has the opportunity to provide buffering, caring, therapeutic moments. Every one of us can seek to optimise the cumulative dose of these moments."

Dr Nadine Burke-Harris, Publication and Author of The Chipmunk Web: Healing the Long-Term Effects of Childhood Adversity

www.actionaces.org



ACTION ON ACES
Gloucestershire

More than ACES Conference
Welcome

#ActiononACES
#MorethanACES
www.actionaces.org

Organisations involved in the ACES Panel



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Thank you to Gloucestershire
Homes & Communities Partnership
for supporting this event

