

CLAPA BRANDING & LANGUAGE GUIDELINES

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1: ABOUT US

This section is split into two – the first part ('Writing About CLAPA') contains text of varying lengths that can be used to describe CLAPA as a charity. The second part ('CLAPA's Messages') is a summary of CLAPA's vision, mission, values and key messages.

This text may be lightly edited, but if you are unsure about anything please get in touch with a member of CLAPA Staff (Link to #5 – Contacts).

1.1. WRITING ABOUT CLAPA

In one sentence (25 words):

The Cleft Lip and Palate Association (CLAPA) works to improve the lives of people born with a cleft and their families in the United Kingdom.

In Brief (62 words):

One in 700 babies are born with a cleft lip and/or palate, a lifelong condition which impacts everyone differently. The **Cleft Lip and Palate Association (CLAPA)** works to improve the lives of people born with a cleft and their families in the United Kingdom. We do this by providing knowledge, practical support, a community and a voice to people affected by cleft.

In 100 words:

The Cleft Lip and Palate Association (CLAPA) works to improve the lives of people born with a cleft and their families in the UK.

One in 700 babies are born with a cleft lip and/or palate, a lifelong condition which impacts everyone differently. CLAPA is a 20,000-strong community of parents, patients, cleft healthcare professionals and more, all dedicated to raising awareness and working together to overcome any barriers caused by cleft lip and palate.

Our vision is of a society where everyone affected by cleft feels supported, connected and empowered to take control wherever they are on their cleft journey.

In detail (289 words):

The Cleft Lip and Palate Association (CLAPA) works to **improve the lives of people born with a cleft and their families in the United Kingdom.**

One in 700 babies are born with a cleft lip and/or palate, a lifelong condition which impacts everyone differently. CLAPA is a 20,000-strong community of parents, patients, healthcare professionals and more, all dedicated to raising awareness and working together to overcome any barriers caused by cleft lip and palate.

Our vision is of a society where everyone affected by cleft feels supported, connected and empowered to take control wherever they are on their cleft journey. CLAPA works towards this vision by providing knowledge, practical support, a community and a voice to people affected by cleft.

OUR WORK:

Connecting Communities

Online and local **support groups** help people affected by cleft to feel positive, connected, and in control.

Local and national events bring people together so no one has to go through their journey alone.

Lifelong Support

CLAPA provides **specialist feeding equipment** for babies born with a cleft in the UK, and supplies nearly 500 new families with free 'Welcome Packs' each year.

Trained **parent and patient volunteers** provide **one-on-one support** at all points of the cleft journey.

Educating Everyone

Our **information service** is comprehensive, accessible and community-led.

Trained volunteers **educate schools, local communities and healthcare professionals** about cleft lip and palate.

Families and Patients Empowered

We actively promote opportunities to get involved with **research about cleft lip and palate**, and collaborate with researchers to make their work accessible to our community.

Towards the Future

CLAPA is well-respected as the **voice of people affected by cleft in the UK**, and our staff and volunteers sit on a number of boards and committees looking to improve care.

1.2. CLAPA'S MESSAGES

Vision

CLAPA's vision is of a society where everyone affected by cleft lip and palate feels supported, connected and empowered wherever they are on their cleft journey.

CLAPA's Mission

CLAPA works to improve the lives of everyone born with a cleft and their families in the UK by providing knowledge, practical support, a community and a voice to people affected by cleft.

Unofficial Strapline

'Every Smile Tells a Story'

[Because 'CLAPA' is an acronym, 'Cleft Lip and Palate Association' is used as our strapline in our logo. However we use the above text as a short, emotive summary of our work and reason for existing. See more on how we use it in '3 – Visual Identity'.]

Who We Are

The Cleft Lip and Palate Association (CLAPA) works to **improve the lives of people born with a cleft and their families in the United Kingdom.**

We are a 20,000-strong community of parents, patients, healthcare professionals and more, all dedicated to raising awareness and working together to overcome any barriers caused by cleft lip and palate.

Our vision is of a society where everyone affected by cleft feels supported, connected and empowered to take control wherever they are on their cleft journey. [Remove this part if our vision is listed in the same article or document.]

What We Believe

CLAPA believes that every smile tells a story.

From expectant parents dealing with a diagnosis to adults struggling to get the care they need, we believe that these stories and the people in them should shape everything we do.

Cleft lip and palate has a wide range of causes, issues and outcomes. No two families will be affected in the same way. The journey through treatment and beyond isn't easy, but we believe that with the right help and support, everyone affected by cleft can smile inside and out.

As the only national cleft support charity in the UK, we believe it's our responsibility to put the needs of patients and parents first, and to fight for the best possible cleft care and outcomes for every generation.

What We Do

CLAPA works to improve the lives of everyone born with a cleft and their families in the UK by providing knowledge, practical support, a community and a voice to people affected by cleft. [\[Remove this if our mission is listed in the same article or document.\]](#)

Connecting Communities

Online and local **support groups** help people affected by cleft to feel positive, connected, and in control.

Local and national events – from family days to confidence-building weekends – bring people together so no one has to go through their journey alone.

Lifelong Support

CLAPA provides **specialist feeding equipment** for babies born with a cleft in the UK, and supplies nearly 500 new families with free ‘Welcome Packs’ each year.

Trained **parent and patient volunteers** provide **one-on-one support** at all points of the cleft journey.

Educating Everyone

Our comprehensive, accessible **information service** is led by the needs of our community and works in harmony with medical advice from the NHS.

Trained volunteers **educate schools, local communities and even healthcare professionals** about cleft lip and palate.

We work to help healthcare professionals and the public understand the reality of cleft lip and palate in the UK by **raising awareness** of the issues that matter most to our community.

Families and Patients Empowered

CLAPA works to help people take control of their or their child’s cleft care and make well-informed decisions by promoting knowledge, understanding and better communication.

We actively promote opportunities to get involved with **research about cleft lip and palate**, and collaborate with researchers to make their work accessible to our whole community.

Towards the Future

CLAPA is well-respected as the **voice of people affected by cleft in the UK**, and our staff and volunteers sit on a number of boards and committees looking to improve care.

We are working towards a future where our support services are sustainable, accessible and locally-led across the UK.

2: USE OF THE CLAPA LOGO

2.1 WHEN & WHERE

2.1.1

The full CLAPA logo should be clearly visible on all publications or publicity materials produced by CLAPA, including leaflets, posters, banners and official stationery such as headed paper and compliment slips.

Where possible (and always on fundraising literature), the full charity numbers should also be listed in alphabetical order as follows:

‘Registered Charity England & Wales (1108160) and Scotland (SC041034)’

This order may be reversed for literature or materials specifically targeting or about Scotland.

Where possible, CLAPA’s logo should be displayed on publications or items **funded by** CLAPA, or on publications *about* projects or items funded by CLAPA. Contact the CLAPA office for more information about specific cases.

2.1.2 Logo Variations

1. Variations on CLAPA’s logo may be displayed to commemorate **holidays or special occasions**. However (with the exception of the Santa logo) these should not be the only visible versions of the logo on any given document, article or product.
2. The ‘**stacked**’ CLAPA logo (where the face is on top of the ‘CLAPA’ text) should only be used if space available or other layout concerns makes this essential.
3. Local logos such as **Branch** logos or **Happy Faces** logos are available from CLAPA on request.

2.1.3 External use:

1. Anyone wishing to use the CLAPA logo in order to promote and raise awareness of CLAPA (e.g. on an event poster) must **ask permission** first and have their final design **approved by CLAPA** before publication.
2. The logo must NOT be used in a way which may suggest an individual, organisation or event is part of (or organised by) CLAPA. This includes the CLAPA logo being used as a full profile picture on social media, as an event photo or as the main part of a poster/flyer unless ‘in aid of’ or similar wording is clearly stated above.
3. **In all cases**, individuals and organisations wishing to use CLAPA’s logo must adhere to the guidelines below regarding colour, shape and positioning of the logo.

2.1.4 Fundraising purposes:

1. **To advertise an event, including sponsored events:** the above guidelines for external use apply, please get in touch if further clarification is needed.
2. **For use on consumables such as food:** As with all other external uses of the CLAPA logo, it must be made clear that this is *unofficial* and that any food bearing our logo has not been

manufactured, traded or endorsed by CLAPA as a charity. This only applies to perishable items which will be consumed soon after purchase.

3. For use on non-consumable merchandise of any kind: Anyone wishing to produce and sell merchandise which features the CLAPA logo (including the CLAPA name and 'smiley face') MUST abide by the following rules:

1. All merchandise must be approved by CLAPA before it can be sold, and we will need to see a print proof or photos of a sample.
2. CLAPA's charity number must be clearly visible at the point of sale along with a notice stating it is not official merchandise, it is not being manufactured, endorsed or traded by CLAPA National, and that the seller is acting independently.
3. 100% of profits must go to CLAPA for products bearing the CLAPA logo. The only exception is if more than one charity's logos are featured as you are splitting the profits between charities.
4. All other guidelines about presentation of the logo must be followed.

2.2 LOGO PRESENTATION GUIDELINES



- 2.2.1 The colour of the logo must be CLAPA blue, white or black only.
- 2.2.2 Other logos such as the 'Santa' or 'Pumpkin' logos may include other colours but these will be provided by CLAPA and should only be used as provided.
- 2.2.3 The blue CLAPA logo should only appear on a white, light grey, or light blue background.
- 2.2.4 The white logo should ideally be on a CLAPA blue or pink background, but may also appear on other colours if necessary. When using the white logo to brand photos, ensure the background colour is dark and solid enough for the logo to stand out.
- 2.2.5 The logo should never appear as pink, even on a white background, unless for a specific novelty purpose (see
- 2.2.6 If the logo must appear on a light coloured background which isn't blue, the logo should be black.
- 2.2.7 Black should also be used (rather than greyscale) if the publication is black-and-white only.
- 2.2.8 **DO NOT:**
 - Put the CLAPA logo over a multi-coloured or busy background where it is not clearly visible. If necessary, include a white/coloured (or semi-transparent) circle or 'swoop' (see 3.3.) to help it stand out.
 - Change the colour of the logo without prior permission.
 - Distort, warp or otherwise edit the logo. In all cases the aspect ratio of the logo must remain constant, meaning that it should never appear 'stretched'.
 - Obscure any part of the logo, especially if this involves cutting off the 'Cleft Lip & Palate Association' strapline
 - Use the 'smiley face' by itself unless the full logo is also visible to give it context.

3: VISUAL IDENTITY

3.1. COLOUR GUIDELINES

- **CLAPA BLUE:** CLAPA's main colour to be used on all publications and materials where possible



- **Hex:** #0071BC, #0077BB (websafe), #585858 (greyscale)
- **RGB:** 0, 113, 188
- **CMYK:** 1000, 0399, 0000, 0263
- **Pantone:** 300 C

- **CLAPA LIGHT BLUE:** Complimentary colour to be used alongside CLAPA blue



- **Hex:** #77CEEF, #77CCEE (websafe), #B8B8B8 (greyscale)
- **RGB:** 119, 206, 239
- **CMYK:** 0502, 0138, 0000, 0063
- **Pantone:** 297

- **CLAPA PALE BLUE:** Complimentary colour to be used with other CLAPA blues and white



- **Hex:** #e5f0f8
- **RGB:** 229, 240, 248
- **CMYK:** 0766, 0323, 0000, 0275
- **Pantone:** 656

- **CLAPA PINK** – Contrasting colour to be used instead of blue and bordered by white – do not put CLAPA's main blue and pink next to each other.



- **Hex:** #AD3783
- **RGB:** 173, 55, 131
- **CMYK:** 0000, 0682, 0243, 0322
- **Pantone:** 241

3.2. FONTS

3.2.1. Font List

Main Font: FS ALBERT

This font is used on CLAPA's website, CLAPA News and other publications and publicity materials. This should be used wherever possible, however we recognise that it is not a free font, so as alternatives you may use Calibri or any simple sans serif font which is easy to read.

In most cases, CLAPA will have templates which we can edit for your use which contains the right font, so please get in touch if you would like us to create a poster or flyer for you.

Logo Font

The font currently used in the 'CLAPA' part of the logo is **Gelder Sans**. This is not a free font.

Subtitle Font

The 'handwriting' style font used in the 'Cleft Lip & Palate Association' part of our logo is **Dupree**. This is a free font which is available for download on many websites.

3.2.2. Use of Fonts in Print

- White background: Main headers/titles should be in FS ALBERT and (where possible) in CLAPA Blue (preferred) or Pink.
- Main text should be in FS Albert in BLACK. Colours should only be used to highlight certain paragraphs. The full text of a page should NOT be in a colour other than black.
- DUPREE may be used for subtitles or for 'pop out' text as appropriate. It should not be more than a line of text to ensure ease of reading.
- Ease of reading should take priority over stylistic concerns. Fonts should be of a sufficient size and spacing. There should be plenty of white space in print.
- Any deviations from this policy must still fit within the overall 'look and feel' of CLAPA's existing materials.

3.3. PHOTOGRAPHY, ILLUSTRATIONS AND GRAPHICS

3.3.1. Use of Photos

CLAPA is a community-focused organisation, so photos should always be of real people affected by cleft (i.e. not stock models) and should be positive in nature. All the photos we use currently have been submitted by our community or taken at our events. The only exceptions to this should be if we are advertising a specific activity or event and cannot source or create any suitable photos to illustrate this.

We are committed to diversity, and the photos we use should reflect this whenever possible.

As we wish to promote a positive, optimistic image of cleft, both before and after any surgery, we should steer clear of photos that run contrary to this message (e.g. a child with an unrepaired cleft crying). Instead, especially when showing photos of babies and young children, we should opt for happy, smiling faces wherever possible and celebrate the unique appearance of the photo's subjects. Exceptions can be made for photos illustrating particular case studies or stories, or certain surgical procedures.

CLAPA has a large bank of images which can be used for promotional purposes, please get in touch if you would like to use any.

Text (or the CLAPA logo) may be placed over photographs, preferably in white. You may use a pink or blue box or 'swoosh' as shown below to help text show up.

3.3.2. Graphics, Look & Feel

CLAPA's visual identity is rooted in bold, edge-to-edge photographs, clean white space, circles and curves, and our brand's colour palette. Publicity materials and literature should always have a warm, friendly feeling, never too 'sleek' or corporate.

Our website, www.clapa.com, is an excellent reflection of our branding. Here, we have aimed for clean, simple lines, friendly rounded corners, and ease of navigation.

A recurring theme in our posters and leaflets is the CLAPA 'swoosh' and circular shapes/frames which reflect the curves in our logo and the curve of a smile. Examples of these can be seen below. Templates are available for use – please contact CLAPA's Communications Team for help with this.

Give as you Live

Raise FREE donations for CLAPA every time you shop online at over 4,000 leading retailers, including Amazon, John Lewis and ASOS!

Visit giveasyoulive.com/join/CLAPA to get started.

Search. Save. Raise

With Savoo.co.uk pennies really can make pounds! Raise a penny for CLAPA every time you search the web.

The Weather Lottery

Win up to £25,000 each week with an entry of just £1 and add to the £10,000 already raised for CLAPA! Visit theweatherlottery.com to get started.

Get your CLAPA Christmas Cards

Visit charitycardshop.com/clapa by 9th December to order your cards and CLAPA merchandise.

Visit www.clapa.com to find out more.

Charity registered in England & Wales (1108160) and Scotland (SC041034)

**Saturday 20th
May 2017
Queen Elizabeth
Olympic Park**

**ABSEIL CHALLENGE JUST
£20 WITH CODE AW17ES**

1,200 babies are born with a cleft every year in the United Kingdom. Help celebrate Cleft Lip and Palate Awareness Week by taking on the challenge of a lifetime!

**SIGN UP AT
CLAPA.COM**

**Cleft Lip & Palate
awareness week
6th-14th May 2017**

CLAPA
Cleft Lip & Palate Association
Registered Charity England & Wales (1108160) and Scotland (SC041034)

www.clapa.com
020 7833 4883
@clapacommunity

Thank you!
Every smile tells a story

CLAPA
Cleft Lip & Palate Association



Dear _____

Thank you so much for your kind donation of £ _____

Three children are born with a cleft every day in the UK, and already they face a 20-year treatment pathway that can continue well into adulthood. Your donation helps us make sure that no one has to go through this alone. Our specialist, targeted services give people and families affected by cleft the knowledge and emotional support they need, while our UK-wide community brings together people from all walks of life to share experiences and learn to cope.

With limited statutory income, CLAPA is reliant on voluntary donations and fundraising. On behalf of everyone in our community, thank you once again for your contribution to our work.

Signature _____ Date _____

020 7833 4883 | info@clapa.com | [@clapacommunity](https://www.facebook.com/clapacommunity) | Cleft Lip and Palate Association | www.clapa.com

Charity registered in England & Wales (1108160) and Scotland (SC041034)



4: WRITING FOR CLAPA

4.1. Who and what are we writing for?

- People affected by cleft lip and/or palate, whether or not they are aware of CLAPA.
- To raise awareness of CLAPA and cleft and to promote a positive image of the cleft community in the UK.

4.2. What is the one thing we want people to take away from our communications?

- There is a friendly and open UK-wide community which can provide support to all those affected by cleft lip and/or palate.

4.3. Supporting Messages

- People affected by cleft aren't alone whatever their age or circumstance, and that the story of cleft is (or can be) a positive one
- CLAPA can help people affected by cleft in a number of ways depending on their needs
- Empowerment of people and families affected by cleft to navigate their way through treatment at all ages, including getting involved in research and the improvement of care if they wish.
- CLAPA is a charity which values feedback and an open dialogue with our community, and we welcome any attempt to improve our services.

4.4. Tone of voice

- The tone should be warm, kind and reliable, as though CLAPA is a knowledgeable friend with our audience's best interests at heart. The average reading age in the UK is 9 years old, and this should be kept in mind when writing and editing copy.
- **Medical information:**
 - Use of jargon should be kept to a minimum, and should always be explained. Where possible, the layman's term should be used primarily and the medical term used in brackets e.g. "glue ear ('otitis media with effusion' or 'OME')". This is to ensure the information remains accessible to all.
 - This information should be illustrated, where possible, with a mix of medical illustrations and photos to humanise the subject matter.
 - The tone should be light and relatively informal.
 - Ease of understanding and clarity is a top priority, and information should be broken down in a way that makes it easy to absorb.
- **Other writing:**
 - Minimise use of jargon or acronyms (which should always be explained).
 - Tone should always be friendly and warm, written from the perspective of CLAPA ('we', 'us') or from the individual staff member (if so, it should be accompanied by a photo or at least signed off or introduced with a name).
 - Always emphasising the value of community and equality of service and support around the UK.
 - Unless it is prose and this is absolutely necessary, paragraphs should be no more than three sentences long, and where possible they should be broken up into bullet points and lists. Readers should be able to skim over an article and quickly access the information they need.

CONTACTS & FURTHER READING

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Language Guide: <https://www.clapa.com/about-us/policies-procedures/>