



Branding guide



Our mission

To support children affected by heart disease & treated by the Evelina London Children's Hospital networks, and their families.

Our vision

A world where the emotional, social, financial and medical needs of heart families are met.

Our values

Resilient, Empowering, Supportive, Open & Honest, Resourceful, Impactful.

How to talk about ECHO



ECHO in one short sentence

ECHO supports children and young people with heart conditions and their families.

A summary of ECHO – explaining our strapline

ECHO connects the children's heart community by bringing together children and young people with heart conditions, their families and medical professionals. It is a community of shared experience and understanding.

A summary of ECHO in 100 words

ECHO supports children and young people with heart conditions and their families, who have been treated by the Evelina London Children's Hospital networks.

Congenital heart disease is the most common birth defect and affects just under 1 in every 100 babies born throughout the UK.

ECHO helps from diagnosis, which is often during pregnancy, throughout any treatment and care pathway or bereavement.

Families are supported at every stage of their heart child's journey throughout childhood, teenage years and during the transition to adult services.

ECHO supports members from across the UK and does so within the Evelina London, local general hospitals and the community.

How to talk about ECHO



A summary of ECHO in 300 words

ECHO supports children and young people with heart conditions and their families, who have been treated by the Evelina London Children's Hospital networks.

Congenital heart disease is the most common birth defect affecting just under 1 in every 100 babies born in the UK.

ECHO provides support from the moment of diagnosis, throughout any treatment and care pathway or bereavement.

The charity was formed in 1984 by parents of heart children and the first Paediatric Cardiologist at the Evelina London Children's Hospital. Over the years the charity has been led and supported by parents & relatives of children who have travelled the congenital & acquired heart disease journey.

ECHO helps members from across the UK and does so within the Evelina London, local general hospitals and the community.

Families are supported at every stage of their heart child's journey through childhood, teenage years and during the transition to adult services. The charity offers a number of practical services aimed at supporting these families, often when there is little other help available.

ECHO is regarded by many as a second family and a strong network to be part of at all life stages of the CHD journey, often people access support in a crisis and again years later at different milestones.

The charity provides a vital patient voice to assist Guys & St Thomas's NHS Trust in shaping its cardiac services, working towards ensuring the best possible services and outcomes for its members and the wider congenital heart community. It also helps improve patient experience by providing items of necessary equipment needed for the hospital or home that cannot be funded by the NHS.

ECHO connects the children's heart community by bringing together children and young people with heart conditions, their families and medical professionals. It is a community of shared experience and understanding.

Summary of ECHO services

How ECHO supports heart families:

Parent-to-Parent support: trained volunteers providing emotional and practical support at hospital, on telephone/email and in the community.

Cardiac Family Support Service: emotional & practical help for heart families experiencing extreme difficulties.

ECHO Teens: a group for young heart patients and their siblings; providing information, fun activities, and help transitioning to adult hospital services.

Antenatal classes: bespoke cardiac antenatal classes for parents whose unborn child has been diagnosed with a heart condition.

Parent/Patient advocacy: ECHO represents patients and parents locally and nationally to improve patient/carer experience.

Hospital resources: comfort packs for families arriving as an emergency, packs for families discharged from hospital, and vital equipment that cannot be funded by the NHS.

Music therapist: ECHO funds a music therapist at the Evelina London Children's Hospital 2 days every week.

Support for siblings: annual siblings gathering & information and guidance designed for siblings.

Information & Guidance: information to help families on their heart journey available digitally and in printed materials, DVDs and books for children.

Online forum: enabling heart parents to meet online and share stories.

Bereavement support: support for families in the form of group counselling sessions and remembrance gatherings.

Toys & Crafts: toys and crafts for children staying in hospital.

Emergency Accommodation: sponsored room for families at Ronald McDonald House.

Events: organised events helping to reduce isolation, improve local support networks and connect heart families.

The logo



The new ECHO logo is made up of two parts. The ribbon emblem containing the word “echo” and the two straplines. “Connecting the Children’s Heart Community” and “Evelina Children’s Heart Organisation” either to the right, or underneath the ribbon emblem. The logo can be used on either a white or black background, or overlaid onto a photograph. The font used on the straplines is Montserrat Bold. The ribbon emblem may also be used on its own, as shown below.



**Connecting the
Children’s Heart
Community**



**Connecting the
Children’s Heart
Community**



**Evelina
Children’s Heart
Organisation**



**Evelina
Children’s Heart
Organisation**

ECHO Logos on a white background.



ECHO Logos on a black background.

The logo



Avoid putting the logo against flat coloured backgrounds other than black and white. Overlaying the logo on top of photographs is permitted, but make sure that all text is always clearly legible. On darker photographs, use the version with white text, and always aim to place the logo over a plain area of the photograph.



The wrong logos have been used here.

The version with the white text would work better on the dark background and vice-versa (see below).



Wrong logo used on a black background. The version with the white “echo” text should be used instead.



Logo placed over a flat colour which is not black or white.



The logos on this version work a lot better as the word “echo” is more legible.

N.B. Neither logos obscure detail or faces in the photograph.



Logo has been recoloured, and the ribbon design is lost.



The logo obscures important detail in the photograph.

Aim to only cover plain areas of images wherever possible.



The logo has been recoloured to non-brand approved colours.

Typography



The ECHO brand font is Montserrat. It is a free font and can be downloaded from Fo Squirrel for free: <https://www.fontsquirrel.com/fonts/montserrat>. The font has many weights that can be used to add emphasis and structure to a design or document. Below are the guidelines on how to use the font. Montserrat is also available as a web-font from Google Font library.

This is a headline - “hairline” weight for use over flat backgrounds

This is a headline - “ultra light” weight for use over photographs

This is a headline - “light” weight for smaller headlines

This is body copy in “regular” weight. Always aim to leave comfortable line spacing between a headline and body copy to avoid it looking too cramped.

You can use the bold weight to highlight specific areas of text that are important, but try to limit the number of styles and font sizes used on a single page to a minimum.

Avoid using the lighter or super-heavy weights on smaller font sizes. Here’s a guide to the minimum font sizes for each weight.

Black	16pt/px
Extra bold	14pt/px
Bold	12pt/px
Semi bold	12pt/px
Regular	12pt/px
Light	14pt/px
Ultra light	18pt/px
Hairline	20pt/px

Although 10pt/px is acceptable, and may be used for small print if necessary, always try to keep the font size for body copy above 12pt/px.

Colours



The ECHO brand consists of a limited set of colours which may be used for text or backgrounds. Always aim to use the main brand colours wherever possible, but a palette of supporting colours have been provided to provide more flexibility. The three main colours from the logo represent the different groups that ECHO focuses on. **Children and young people**, **family and friends** and **medical professionals**.

The text overlaid onto the colour swatches below shows which colours to use with white and black. These rules are also reversible, i.e. You can use light green text on both a white or black background, but dark green text should only be used on a white background.

Main brand colours

Use with white Use with black	Use with white	Use with white Use with black	Use with white	Use with white Use with black	Use with white	Use with white
RGB: 255 0 102 CMYK: 0 99 37 0 HEX: #ED196B	RGB: 190 31 66 CMYK: 18 100 72 7 HEX: #BE1F42	RGB: 64 188 237 CMYK: 63 5 0 0 HEX: #40BCED	RGB: 4 128 170 CMYK: 86 39 19 1 HEX: #0480AA	RGB: 111 178 68 CMYK: 62 7 100 0 HEX: #6FB144	RGB: 90 143 63 CMYK: 70 23 100 7 HEX: #5A8F3F	RGB: 0 0 0 CMYK: 0 0 0 100 HEX: #000000
Represents children and young people		Represents friends and family		Represents medical professionals		

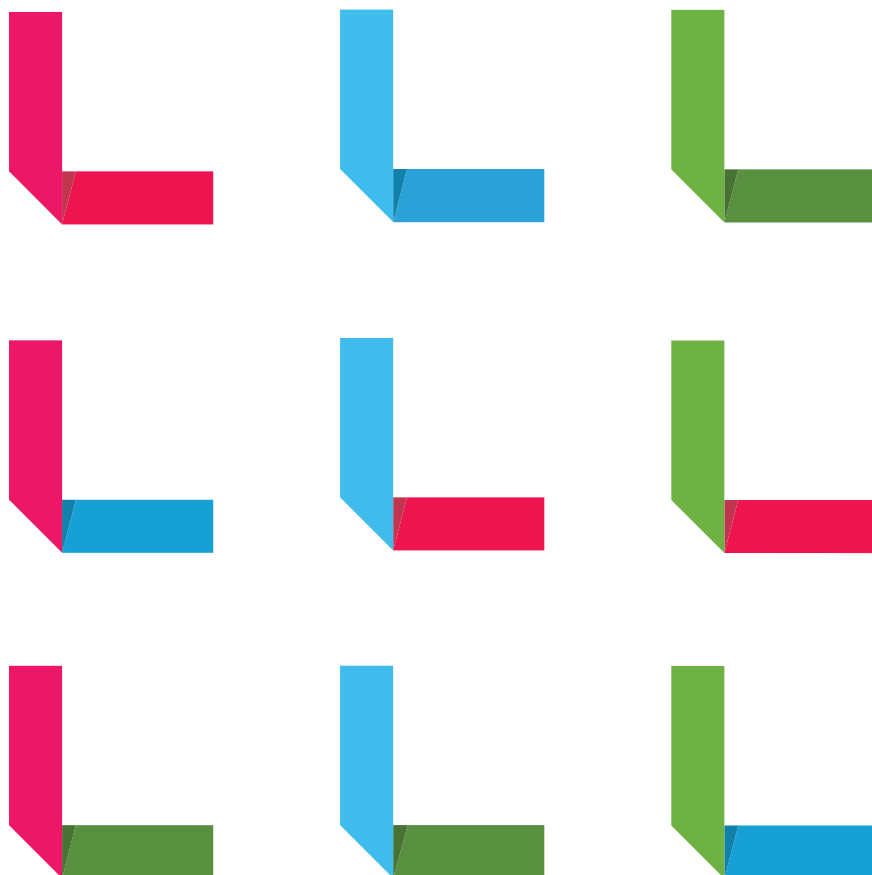
Supporting colours

Use with white Use with black	Use with white	Use with white	Use with white	Use with white Use with black	Use with white	Use with white
RGB: 253 184 45 CMYK: 0 30 92 0 HEX: #FDB82D	RGB: 246 137 39 CMYK: 0 56 96 0 HEX: #F68927	RGB: 233 80 156 CMYK: 12 33 44 55 HEX: #E9509C	RGB: 183 29 135 CMYK: 29 100 5 0 HEX: #B71D87	RGB: 153 153 153 CMYK: 43 35 35 1 HEX: #999999	RGB: 102 102 102 CMYK: 60 51 51 20 HEX: #666666	RGB: 154 66 33 CMYK: 26 82 100 23 HEX: #9A4221

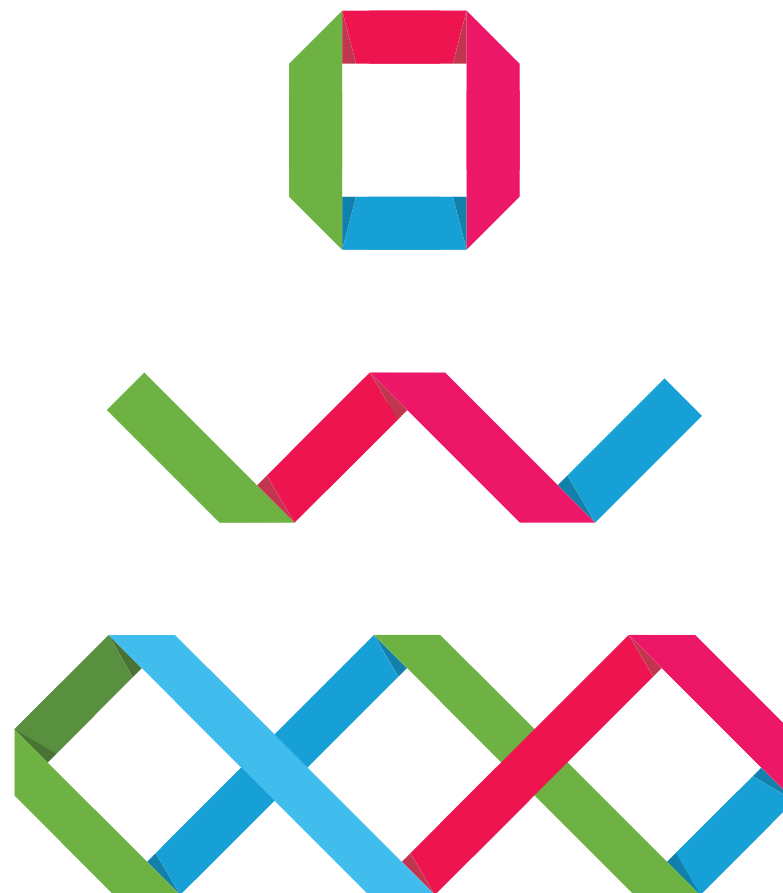
The ribbon



The ECHO ribbon emblem can be used as an additional design element to help tell a story or group elements together. The ribbon can be used straight or angled, and can transition between any of the three main colours using the elements below. The ribbons may be joined, lengthened or flipped to create an infinite number of combinations. The angle of the ribbon “fold” where one corner meets another should not be altered.



The 9 combinations of ribbon fold.



Some examples of how the ribbons can be combined.

Tone of voice



The tone of voice for ECHO should be simple, plain English and copy should be kept short wherever possible.

ECHO is...

- ✓ **Supportive**
- ✓ **Inclusive**
- ✓ **Encouraging**
- ✓ **Positive**

ECHO isn't...

- ✗ **Overly technical**
- ✗ **Condescending**
- ✗ **Provocative**

Photography



Where possible and sensitive to do so, photographic images should be positive, heartwarming, fun and include multiple people to emphasise the connective nature of ECHO. They should represent the message and target audience as closely as possible (i.e. messages aimed at parents of newborn babies should depict a relevant situation). They should represent real-life situations and relationships, not over-staged studio environments.

When depicting more serious situations like intensive medical care or bereavement, the photography should always be sensitive and realistic and not provocative.



This image is too abstract and does not represent a real life situation or relationship.



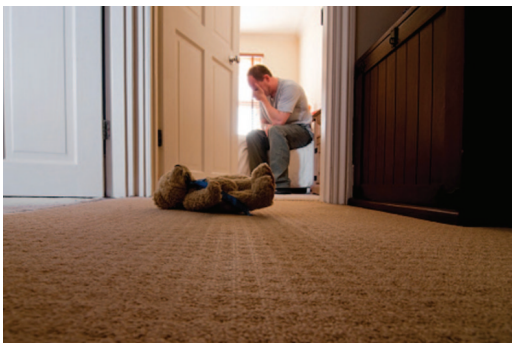
This image is OK, but it would be better if there was another person or people in the picture.



This image feels staged and not representative of a real life situation or relationship.



This image is better as it shows the connection between the child, family member and medical professional.



Although powerful, this image in the wrong situation could be insensitive and unnecessarily upsetting.

Iconography



To help represent more technical or abstract concepts we use simple icons provided by Font Awesome. They may be used in printed material, or online for free and are available as a web font. The project is developed continually and provide a vast library of icons that we can use, all in a consistent style. It also includes a wide range of commonly used logos and symbols.

The font is available for download at <http://fontawesome.io>

A cheat sheet of all of the available icon characters is available at: <http://fontawesome.io/cheatsheet>

Below are a few examples of the icons available.



Design examples



Here are a couple of examples so you can see how the different elements work together to create an easily recognisable and consistent branding.



Example of an A4 poster design.

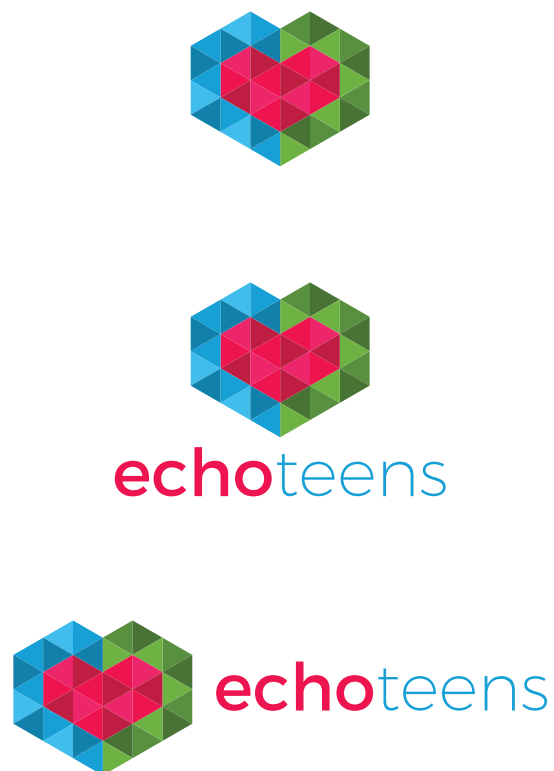
Example of the inside of a flyer.

ECHO Teens logo

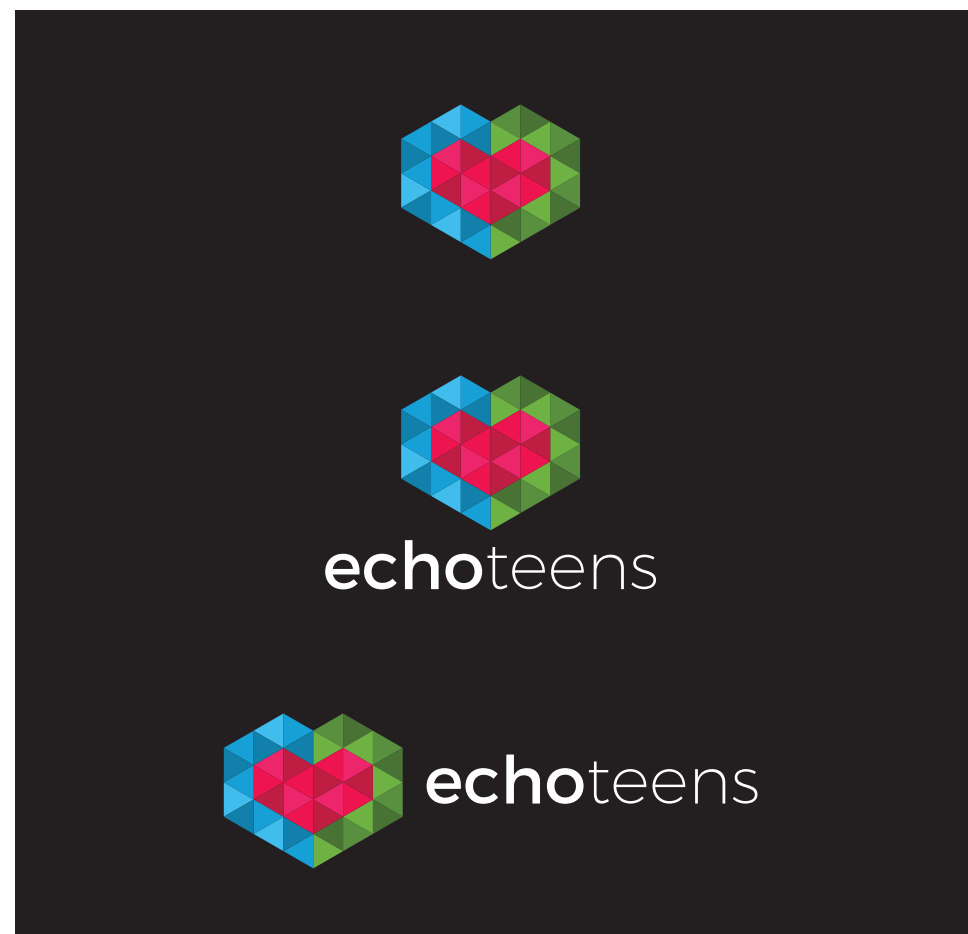


The new ECHO Teens logo uses the same colours as the new ECHO ribbon logo and can appear on its own, or with the name “echoteens” next to it, or underneath it (as shown below). Where possible, designs for ECHO Teens should use a black background to distinguish them from the main ECHO branding. When used on a black background, a version with white text should be used.

The appropriate logo may be used on a white background for official documents, or where a white page is necessary for legibility within a booklet etc., but a black background should be used for posters and the covers of leaflets/booklets.



ECHO Teens logo on a white background.

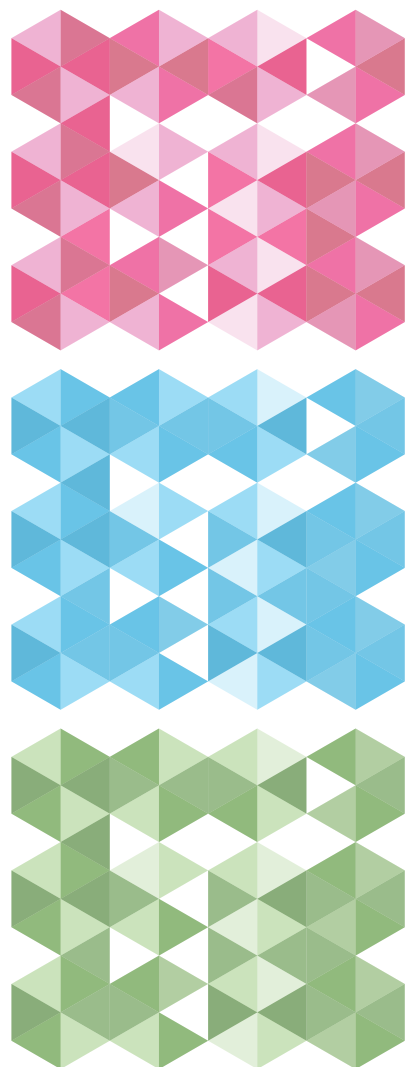


ECHO Teens logo on a black background.

The crystal



The ECHO Teens crystal emblem can be used as an additional design element to help strengthen branding and consistency. The elements below can be overlaid onto a photograph to produce a semi-transparent effect in the three main brand colours.



The three colours of crystal overlay

Examples of how the crystal overlays can be used over photographs or backgrounds.

Eddie the bear



To help communicate with younger children, our mascot “Eddie the ECHO bear” may be used. We have illustrated him in a variety of positions. He may also be used with accompanying speech bubbles to help him be the voice of ECHO to young children.



A set of high resolution layered Photoshop files are available so Eddie can be customised to a degree. Although his overall position cannot be altered, it will be possible to add objects for him to interact with (see examples holding pencil and sign above), and add a cover design to the book he is holding.

There is also an animated sequence of Eddie waving, which may be used on websites or promotional videos.



Contact us

If you have any questions, or would like us to send you a branding pack with all of the individual assets you'll need to work with the ECHO branding, please contact us below:

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