



Percy Hedley
FOUNDATION

Communications Pack

Including Brand Guidelines

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Brand Communications



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The Foundation

The Percy Hedley Foundation was founded in 1953 by parents as a specialist school for children with cerebral palsy, originally supporting just 12 pupils.

Fast forward to today, we support over 550 individuals and their families each week through residential care, education, and lifelong learning opportunities.

Who is Percy Hedley?

Before his passing in 1941, Percy Hedley decided to create a trust – the Percy Hedley Will Trust – to leave all his money to be used for charitable purposes in the North East.

After a chance meeting between the parents who founded the school and Percy Hedley’s solicitor, we became one of three charities to benefit from the trust.

Percy Hedley never knew the impact he has had on us – or that we named our charity in his honour!

We will turn 75 years old in 2028!



The Foundation

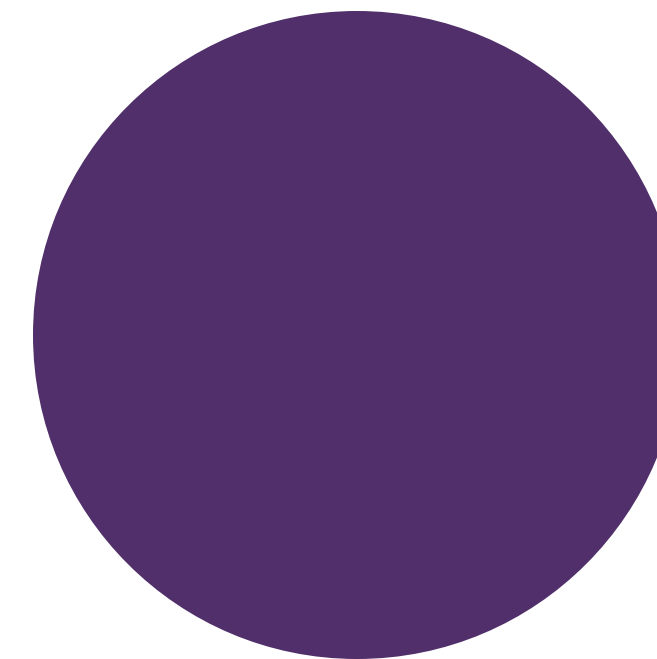
Colour is an important part of our brand identity. Consistent use of our colour palette reinforces cohesiveness of our brand identity and helps our audience understand who we are.

The primary colours are:
Percy Hedley Purple (502F6A)
Percy Hedley Green (CCD549)

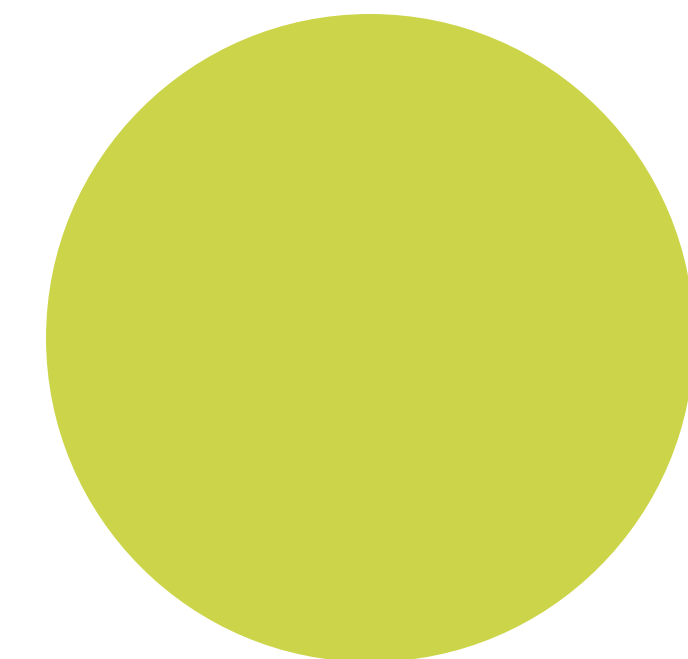
Purple represents the compassion, creativity and imagination at Percy Hedley Foundation. This colour has an effect which inspires, uplifts and encourages.

Green represents safety, growth, harmony and hope. This colour has an effect which encourages, relaxes and revitalises.

Brand Communications



HEX #502f6a
CMYK 25 56 0 58



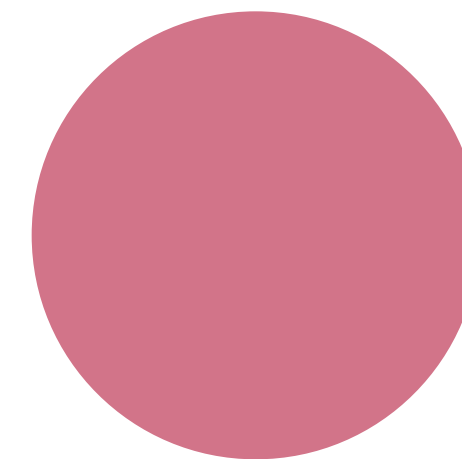
HEX #ccd549
CMYK 4 0 66 16

The Foundation

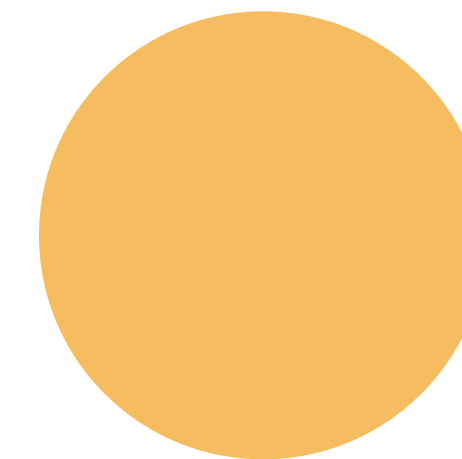
The secondary colour palette is used for the brand pillars.

The colours can also be used in addition to the Percy Hedley primary colours when designing any documents such as brochures, leaflets and within the website where possible. These colours don't have to always be used together but they provide breathing room for the primary colours.

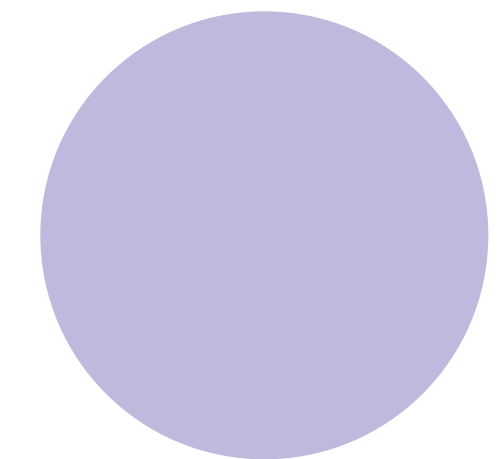
Brand Communications



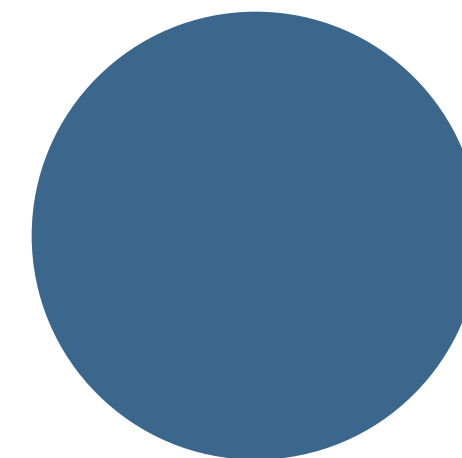
HEX #d27489
CMYK 0 45 35 18



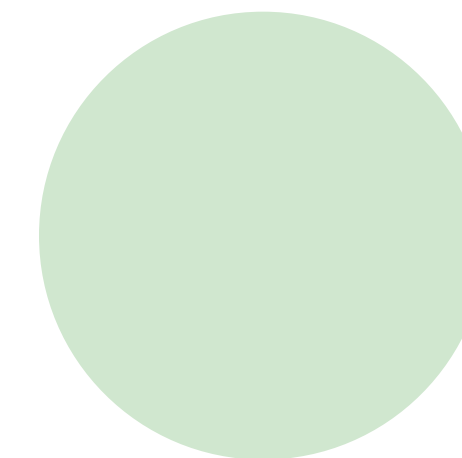
HEX #f5bd5f
CMYK 0 23 61 4



HEX #beb9df
CMYK 15 17 0 13



HEX #3d668c
CMYK 56 27 0 45



HEX #cfedd1
CMYK 13 0 12 7

Our Schools

We are one of the leading providers of schools for children with Special Educational Needs in Newcastle upon Tyne. We have two schools (based in Forest Hall and Jesmond) that offer specialist provision education for a range of complex physical disabilities and learning difficulties and cater for children and teenagers aged 3 to 19 years old.



We believe that all children and young people have the right to an education which provides equality of opportunity, recognises and respects individual needs, allows maximum access to a broad and balanced curriculum and ensures preparation for adult life. We support children with: Profound and Multiple Learning Disabilities, Deaf and Hearing Impairment, Autism and Communication Difficulties, Visual Impairment and Blind.

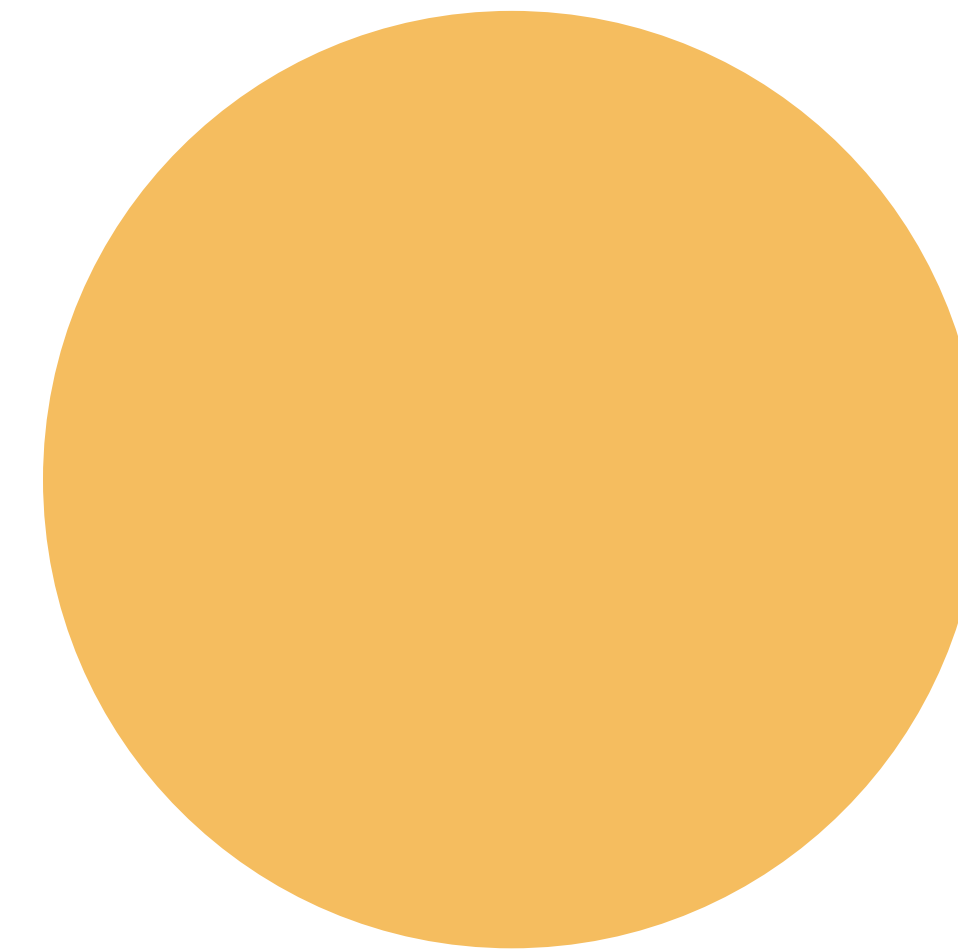


We believe that our core purpose is to engage, enable and empower every pupil to optimise their future life chances by unlocking individual potential and maximising their progress and attainment. We support children with: Autism and Communication Difficulties, Visual Impairment and Blind Receptive, expressive and pragmatic language difficulties, Cerebral Palsy and Motor Disorders.

Our Schools

Schools are represented by this soft orange, which represents enthusiasm, youth, energy, creativity and positivity.

The effects this colour has is that it encourages and uplifts.



HEX #f5bd5f
CMYK 0 23 61 4

Hedley's College

Hedley's College is a high-quality specialist further education and training provider for young people aged 16-25 with a range of learning difficulties and disabilities.

We provide specialist individual programmes to develop student communication, independence and employability skills to make a successful transition into adulthood within the North East region. The College site is based at Forest Hall in Newcastle and offers a range of programmes and flexible packages of further education and training, including access to work experience opportunities through our Hedley's Beyond employability programme.

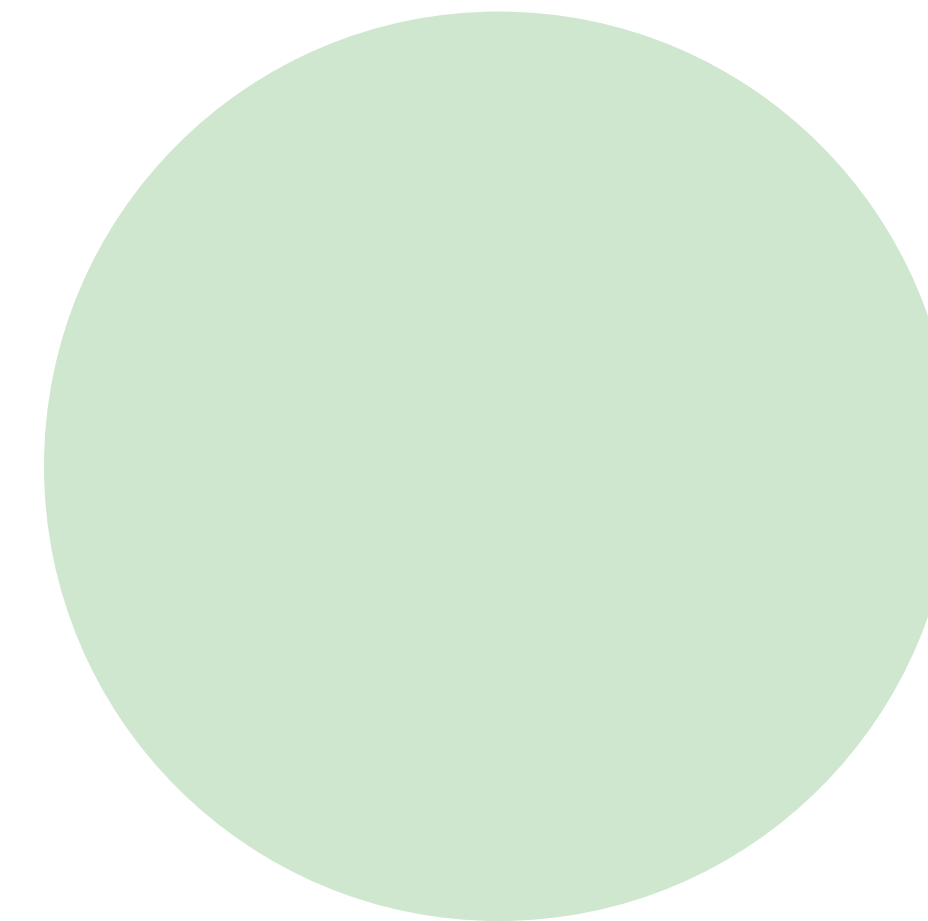


Hedley's College

College is represented by this light green to symbolise growth that the students encounter in college.

The colour also represents energy, freshness and hope.

Effects of the colour are that it revitalises, encourages and balances.



HEX #cfedd1
CMYK 13 0 12 7

Hedley's Horizons

Hedley's Horizons is a lifelong learning day service for adults, based in Forest Hall. We're proud to have recently expanded our provision with the opening of a new centre in North Shields, allowing us to offer even more adults access to meaningful learning opportunities and personal development.

At Hedley's Horizons, we offer a range of bespoke, person-centred pathways to suit every individual need. From Ceramics and Media, to Horticulture and social enterprise, we provide a way for our members to continue to work on employability, independence, communication and choice-making skills.

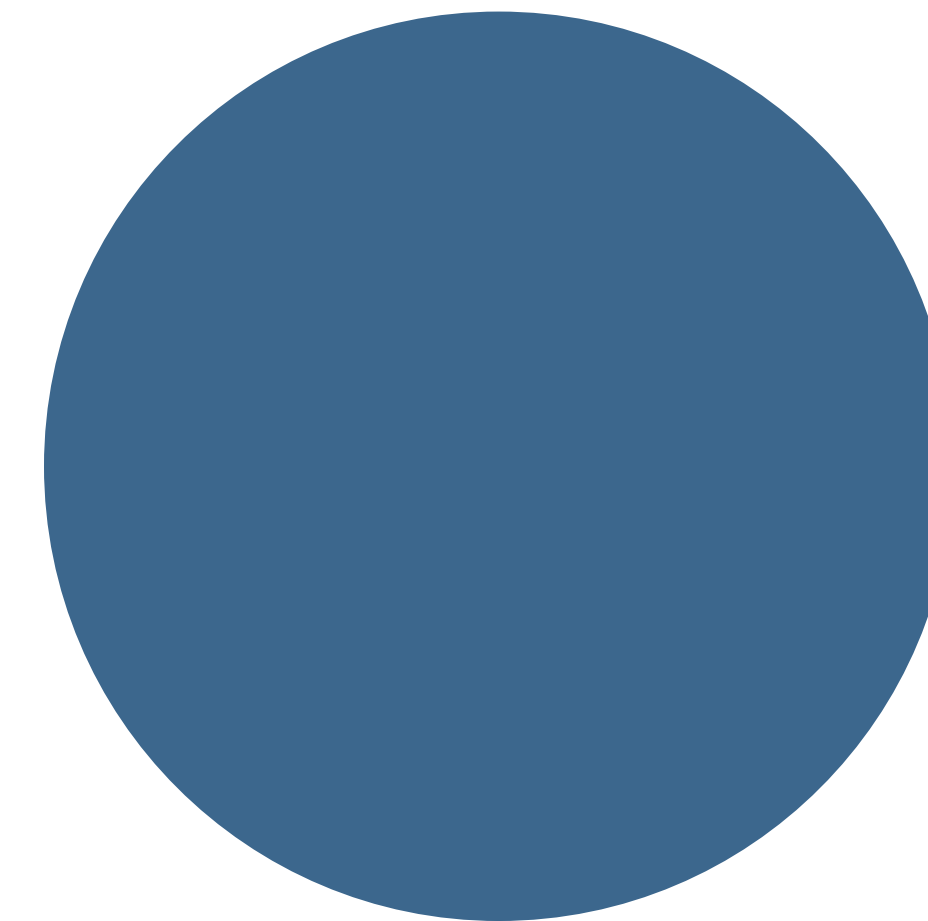


Hedley's Horizons

Horizons is a place to expand learning, which is why this dark blue has been chosen to represent this pillar.

The dark blue represents knowledge, confidence, wisdom, honesty, trust and reliability.

Effects of this colour are that it relaxes, supports and protects.



HEX #3d668c

CMYK 56 27 0 45

Residential

We have five residential homes across the North East, who offer care for different age groups, medical conditions and disabilities through the highest standard of person-centred care within a safe, homely environment.

Tyne House



Magdalene Court



Court

Ferndene



Wansbeck House



Leybourne

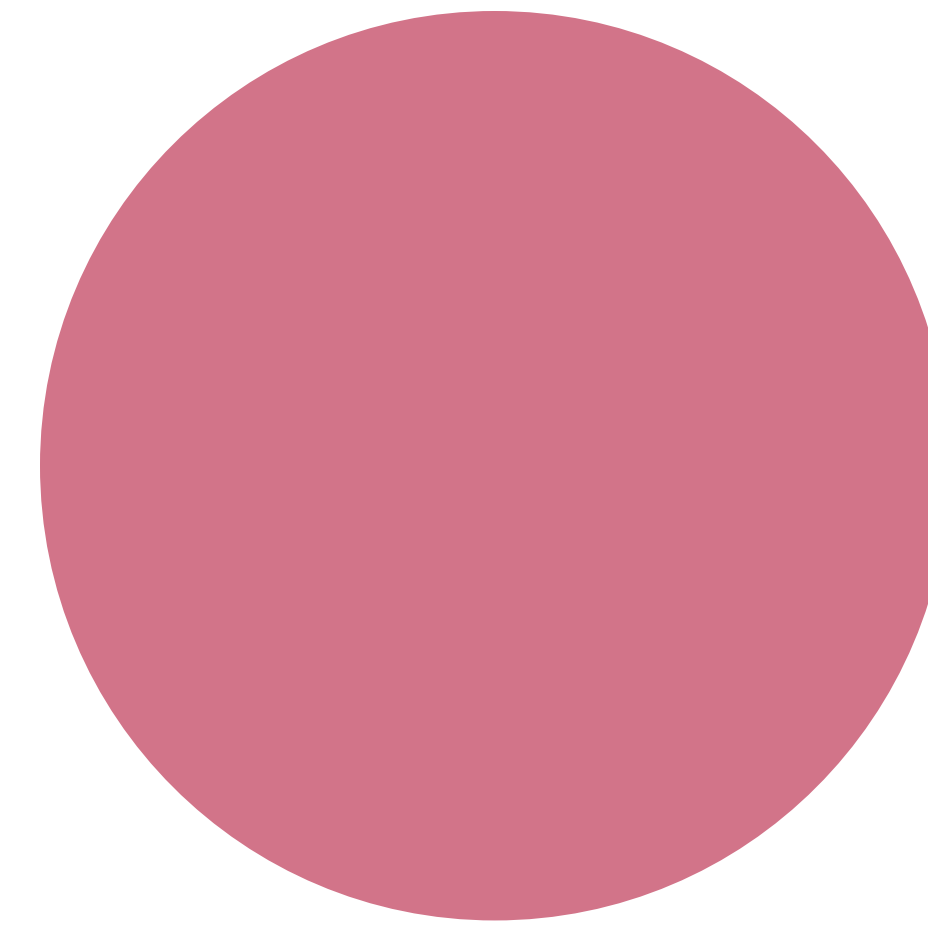


Residential

For residential services, this soft pink is used to represent the warmth and care that is involved at Percy Hedley residential care services.

This colour represents love, individuality, kindness and friendliness which are all important in caring for others.

The effects of this colour is that it supports, inspires and reassures.



HEX #d27489

CMYK 0 45 35 18

Our Brand

Primary Logo: Iconic Mark

The iconic mark is a simple heart, which conveys our brand ethos of people being at the heart of everything. This asymmetrical heart reiterates that different is good.

Primary Logo: Full Lockup

The full logo is presented with hierarchy, the iconic mark featured on the left and the brands recognisable name 'Percy Hedley' in a bold Nunito font.



Our Brand

Do not edit the logo unless changes need to be made by a designer and have been approved by the communications team.

This includes but is not limited to, changing the brightness of the logo, altering the font or the icon, rotating the wordmark, removing the icon from the wordmark, changing the colours of icon or wordmark, replacing the shape of the heart, distorting or warping the logo, adding any decorations to the logo and removing 'Foundation' from the wordmark.

Brand Communications



Our Brand

In order to be inclusive for anyone with low vision or colour deficiencies provide maximum contrast between the logo and the background so that any text or icons is legible.

When using a light background use a dark coloured font, and when using a dark background use a light coloured font.



This is accessible text

This is accessible text

This is non-accessible text

This is non-accessible text

Our Brand

In certain cases Nunito SemiBold might not be suitable. For example, it might become too overpowering in a document which primarily uses a Regular font. In which case the user could choose Nunito Regular.

It is also important to maintain hierarchy, to help with this Nunito Light could be used so the audience is not drawn to the text first.

Nunito SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%&*

Nunito Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%&*

Nunito Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%&*

Accessibility

WCAG Recommendations

Because of the different in the ways people can see, the Web Content Accessibility Guidelines (WCAG) have a set of recommendations.

Text and interactive elements should have a colour contrast ratio of at least 4.5:1

Colour should not be the only indicator for interactive elements. For example, underline links or mark a required field with an asterisk.

Avoid red font over green background or green font over red background, as red and green colour blindness is the most common.

Inaccessible

Click *here* to see more

The Percy Hedley Foundation...

The Percy Hedley Foundation...

Accessible

Click here to see more

Click **here** to see more

The Percy Hedley Foundation...

Social Media

We always appreciate tagging our social media or linking to our websites as a way to help promote our charity and work.

When communicating about our events like the Great North Run, we love to use our hashtag #TeamPercyHedley

Brand Communications



percy_hedley_foundation [Follow](#) [Message](#) [...](#)

1,810 posts 1,646 followers 316 following

Percy Hedley Foundation
Non-profit organisation
Providing high quality, personalised care & education support to disabled children, young people & adults in the North... more
linktr.ee/percy.hedley



GNR 24 🏃❤️



Ball 18.11.23



GNR 23 🏃



Schools



GNR 22



Residential



Support Us



percyhedley.org.uk

Terminology

Correct terms and wording when referring to the Foundation and its members.

Pupils or Students

Children and Young People attending our schools.

Young People

Teenagers and students attending our college or post 16 education.

Residents

People that are living within our residential care homes.

Members

Adults that access or attend our adult services, a term that members chose for themselves.

Disabled People or Disabled Children

The preferred term that disabled people use rather than “people with disabilities”.

Wheelchair User

We use this term rather than “wheelchair bound” which implies negativity around using a wheelchair.



Terminology

Positive not negative.

Avoid phrases like 'suffers from' which suggest discomfort, constant pain and a sense of hopelessness.

Referring to disabled people as 'vulnerable' implies inherent weakness and helplessness. It can also result in making people more of a target for domestic violence, disability related harassment and hate crime.

Disabled people can find themselves in vulnerable situations, often due to lack of support and social isolation and it is this that should be tackled.

Avoid

- (the) handicapped / (the) disabled
- afflicted by, suffers from, victim of
- confined to a wheelchair, wheelchair-bound
- mentally handicapped, mentally defective, retarded,
- subnormal
- cripple, invalid
- spastic
- able-bodied
- mental patient, insane, mad
- deaf and dumb, deaf mute
- the blind
- an epileptic, diabetic, depressive, and so on
- dwarf, midget
- fits, spells, attack

Instead Use

- disabled (people)
- has (name of condition or impairment)
- wheelchair user
- people with learning difficulties or people with cognitive/intellectual impairments
- disabled person
- person with cerebral palsy
- non-disabled
- person with a mental health condition
- deaf, user of British Sign Language (BSL), person with a hearing impairment
- People with vision impairments, blind people, blind and partially sighted people
- person with epilepsy, diabetes, depression
- someone with restricted growth or short stature, or person with dwarfism
- seizures

Contact

Brand Communications

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