

**Charlie's Promise**

# Brand Guidelines

**V1**



# Contents

Welcome	03
Our Mission	04
Our Vision	05

01. Logo	06
Primary	08
Horizontal	10
Stacked	12
Social	14
Don'ts	15
02. Colour	16
Breakdowns	17
Splits	18
03. Typography	19
Macan Stencil	20
Setting type	21

04. Examples	22
Postcards	23
Posters	24
Invites	25
Pull-up banners	26
Merchandise	27
Landing pages	28
Website	29
PowerPoint	30
Social posts	31

# Welcome to Charlie's Promise.

**Using our own real life  
experience, we educate young  
people on the immeasurable  
impact knife crime has on the  
victim's family and friends,  
and the wider communities.**

# Our Mission

We are dedicated to helping the fight against knife crime by raising awareness of the dangers and immeasurable impacts of both carrying and using a knife.

# Our Vision

## **We educate and mentor**

so young people feel empowered to make the right decisions.

## **We work with professional bodies**

to provide help to the family and friends of a child lost through crime.

## **We provide emotional, practical and financial support**

to help them navigate their way through their grief and inevitable trauma.

01

Logo

# Logo

Our logo is literally at the heart of everything we do. It should be used in all communications and is synonymous with the brand. It can be used in its primary form, horizontal and stacked lock-ups. If used in social media or at a very small size, it can be used without the name.



# Logo

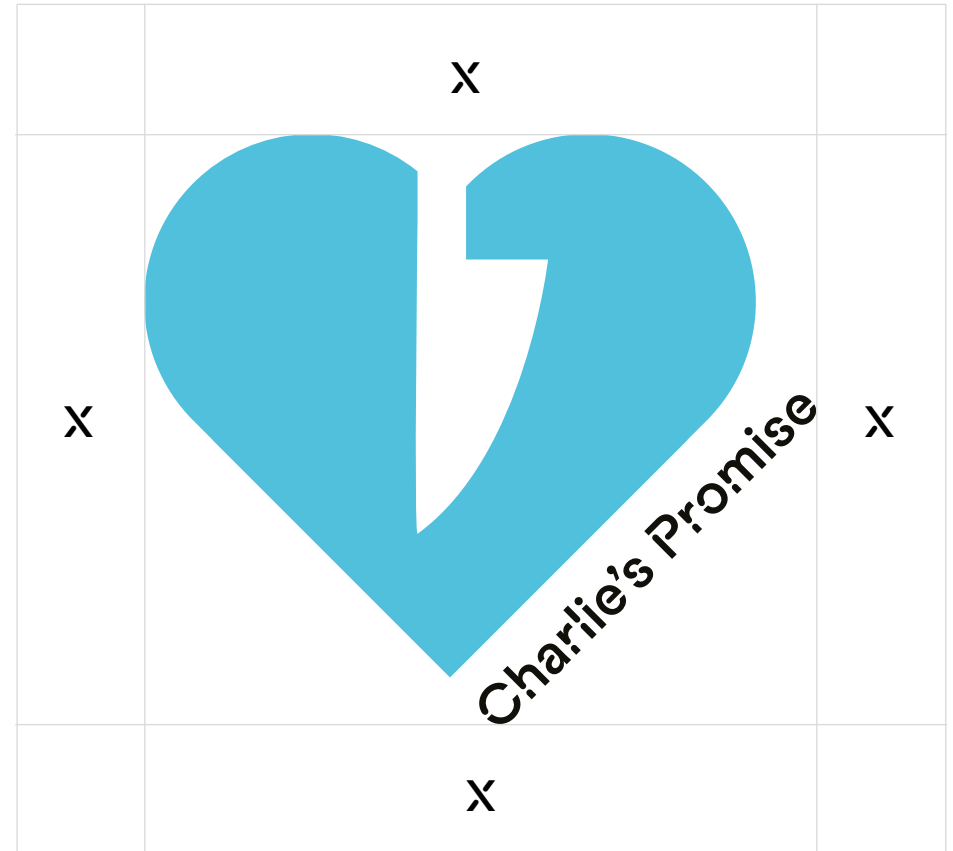
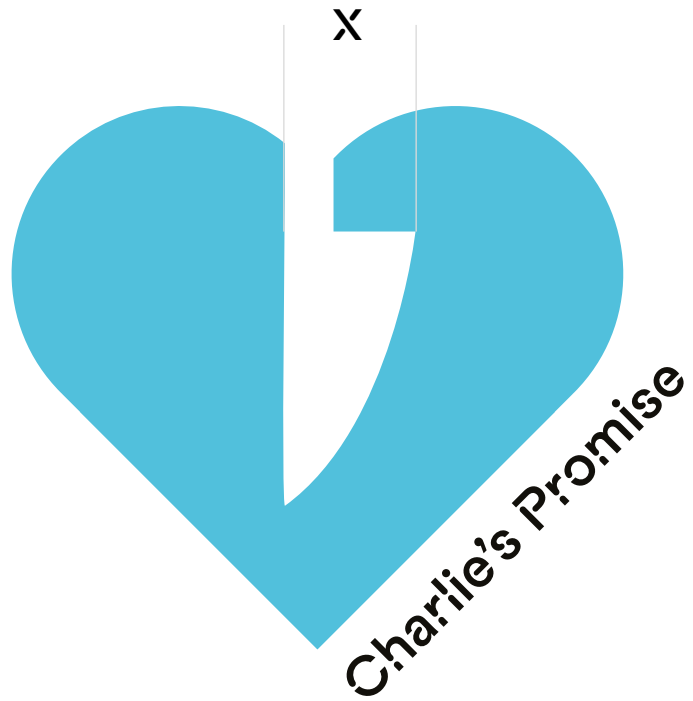
Primary





# Logo

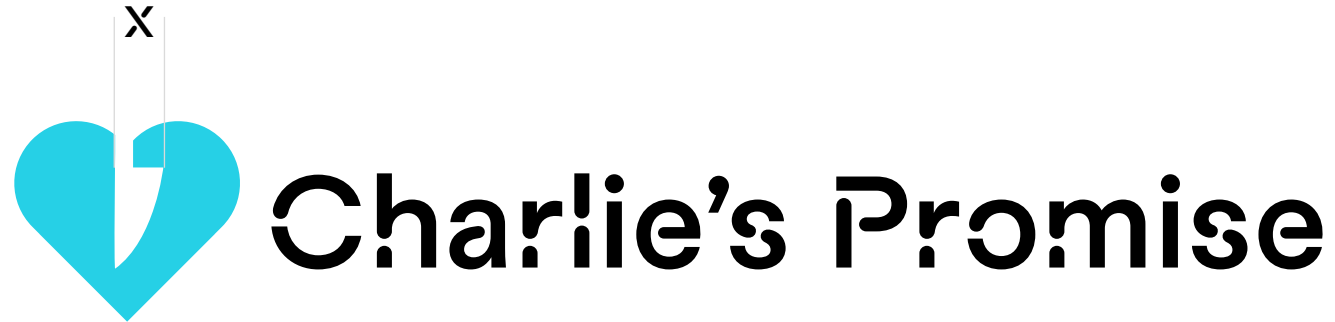
## Primary Safe Area





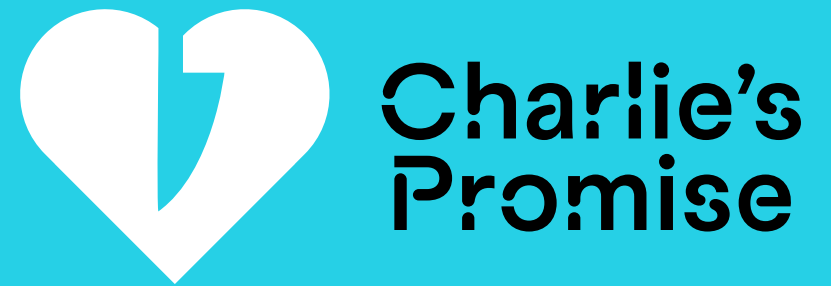
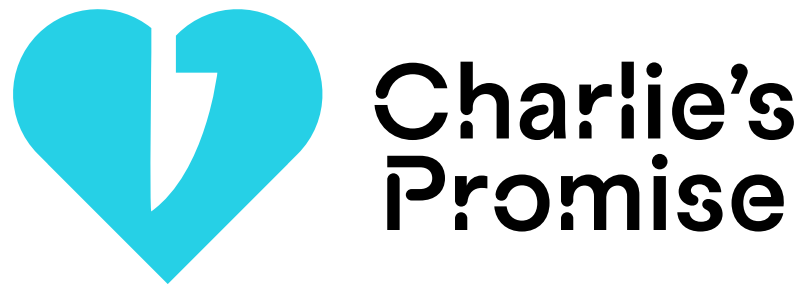
# Logo

Horizontal Safe Area



	2X	
2X	 Charlie's Promise	2X
	2X	

Logo  
Stacked



# Logo

Stacked Safe Area



	2X		
2X		Charlie's Promise	2X
	2X		

# Logo

## Social



# Logo

## Don'ts



The logo should ideally be set in two colours. If one colour is needed, it should be set in white, black or Charlie's Blue. Never use another colour.



Don't swap the colours of the logo/ type.



Never change the ratio of the logo and type

02

# Colours



# Colours

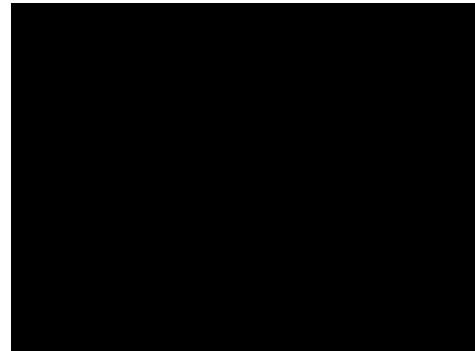
## Breakdowns & usage

Charlie's Blue is our main brand colour and should always be considered first when using colour. As a contrast to this we use black, and then white. Should a fourth colour be needed, grey can be used.



**Charlie's Blue**

CMYK 63/0/12/0  
RGB 38/208/230  
PANTONE 311  
HEX 26D0E6



**Black**

CMYK 60/40/40/100  
RGB 0/0/0  
HEX 000000



**White**

CMYK 0/0/0/0  
RGB 255/255/255  
HEX FFFFFFFF



**Grey**

CMYK 0/0/0/20  
RGB 220/221/222  
HEX DCDDDE

# Colours

## Split

We split formats into 50/50, or 1/3 ratios.  
This gives a flexible grid for layouts and  
creates structure. Below are some examples.



03

# Typography

# Typography

## Macan Stencil

Macan Stencil isn't just a font, it's an extension of our logo, part of the brand, and has meaning. The gaps in the characters represent the holes left in lives and the people missing from families that have been victims of knife crime.

# Macan Stencil!

# Typography

## Setting type

We have two typefaces

Headlines, quotes, statements, and subheads are set in Macan Stencil Semibold.\*

Any type in Macan Stencil Semibold can be set in black, white, or Charlie's blue.

## Headings are set in Macan Stencil Semibold

### Subheads are set in Macan Stencil Semibold

\* To use Macan Stencil, you must purchase your own license for the font. It cannot be freely distributed.

Bodycopy is set in DM Sans Light, with -20 tracking. Intro paragraphs should be set larger than the body copy, and in DM Sans Regular with -20 tracking.

All body copy should be set in black, or white.

Intro paragraphs are set in DM Sans Regular, with -20 tracking, and larger than the body copy.

Body copy is set in DM Sans Light, with -20 tracking. Vellabor itassimagnam quid que optatur si dolo conserum earibust, conse pedit, sa cumquae voluptientium facerionsedi accae velendi omnihit aut fuga. Sera alit ea nost voloreiur?

Aspedi nonsequ untiusam sus repudam expe nonest viderum etum landit eseribusa nonseni doloreh endunt, tectotas qui re rere volori nihillores mos de voluptatur aut essit volupta nonsed ut et maiorrumment que duciat omnihil ius es voleniet la int molecae nulpaurunt.

04

# Examples

# Examples

## Postcards



# Charlie's Promise



## Meet Charlie

Charlie was our 17 year-old son, brother, grandson, nephew, cousin and friend.

He was fun-loving, kind, caring, loyal and cheeky with the most ridiculously silly sense of humour.

On Saturday 22nd July 2023, Charlie went to a house party in a small village in West Sussex and never returned home. He was fatally stabbed four times in the early hours of Sunday and died of his injuries in hospital two days later on Tuesday 25th July 2023.

Whilst Charlie was on life support, his dad Martin made the most important promise of his life. He promised Charlie he would do everything he can to raise awareness of knife crime and the immeasurable damage it causes to the victim, their family and friends.

If it can happen to Charlie, a young lad who didn't like arguments and avoided trouble – he preferred silly dancing and making people laugh – it can happen to anyone.

**As he laid fighting for his life, Charlie's Promise was born.**

## Our Mission

**We are dedicated to helping the fight against knife crime by raising awareness of the dangers and immeasurable impacts of both carrying and using a knife.**

 [charliespromisecharity](https://www.instagram.com/charliespromisecharity)

**The pain of losing a child to crime is like no other.**

**We educate and mentor** so young people feel empowered to make the right decisions.

**We work with professional bodies** to provide help to the family and friends of a child lost through crime.

**We provide emotional, practical and financial support** to help them navigate their way through their grief and inevitable trauma.

**No parent should suffer the loss of a child, to help Martin fulfil his promise, please donate using the QR code below.**



# Examples

## Posters


# Win!

a one night bed & breakfast stay for two in the New Forest, at the Walhampton Arms, Lymington. Including an evening meal and a bottle of wine.



# Win!

a framed shirt and cap signed by both McLaren Formula 1 drivers, Lando Norris and Oscar Piastri.






# Examples

## Invite




# Examples


## Pull-up banners

**Charlie's  
Promise**

### Our Mission

We are dedicated to helping the fight against knife crime by raising awareness of the dangers and immeasurable impacts of both carrying and using a knife.



**Charlie's  
Promise**

### Meet Charlie

Charlie was our 17 year-old son, brother, grandson, nephew, cousin and friend.

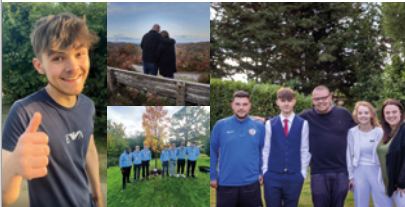
He was fun-loving, kind, caring, loyal and cheeky with the most ridiculously silly sense of humour.


On Saturday 22nd July 2023, Charlie went to a house party in a small village in West Sussex and never returned home. He was fatally stabbed four times in the early hours of Sunday and died of his injuries in hospital two days later on Tuesday 25th July 2023.


Whilst Charlie was on life support, his dad Martin made the most important promise of his life. He promised Charlie he would do everything he can to raise awareness of knife crime and the immeasurable damage it causes to the victim, their family and friends.

If it can happen to Charlie, a young lad who didn't like arguments and avoided trouble – he preferred silly dancing and making people laugh – it can happen to anyone.

As he laid fighting for his life, Charlie's Promise was born.




**Charlie's Promise**



[charliespromisecharity](#)

[charliespromise.org](#)

[info@charliespromise.org](#)

**Charlie's Promise**

We educate and mentor

We work with professional bodies

We provide emotional, practical and financial support

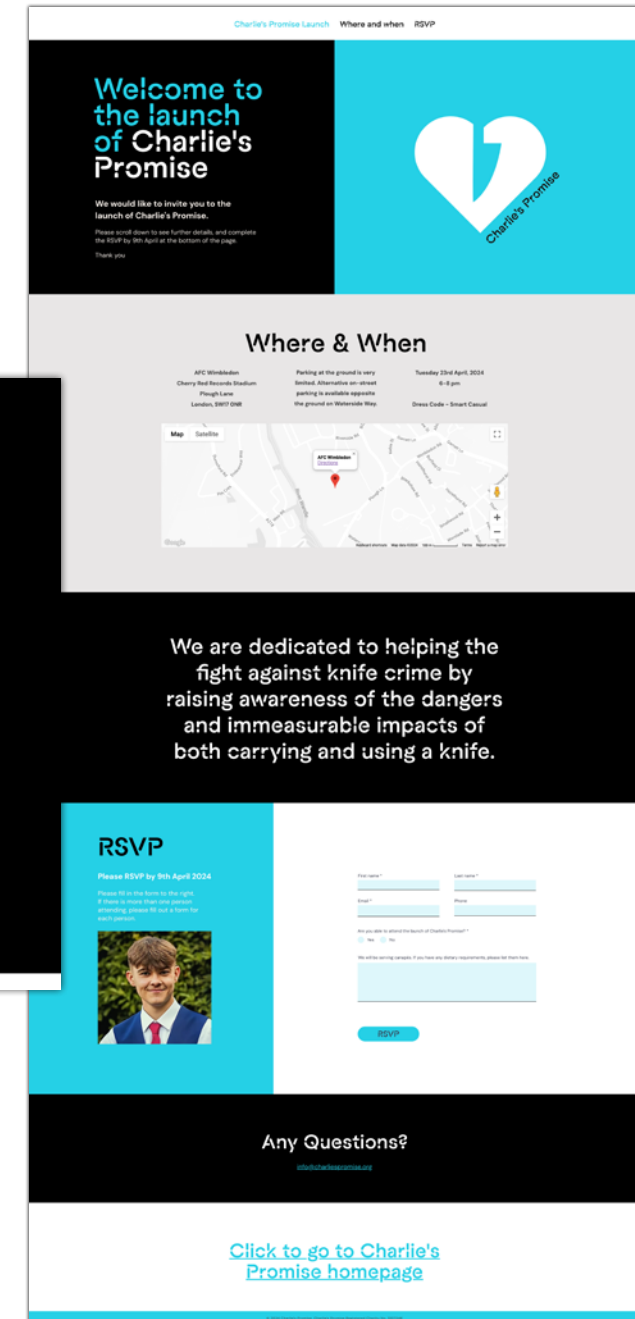
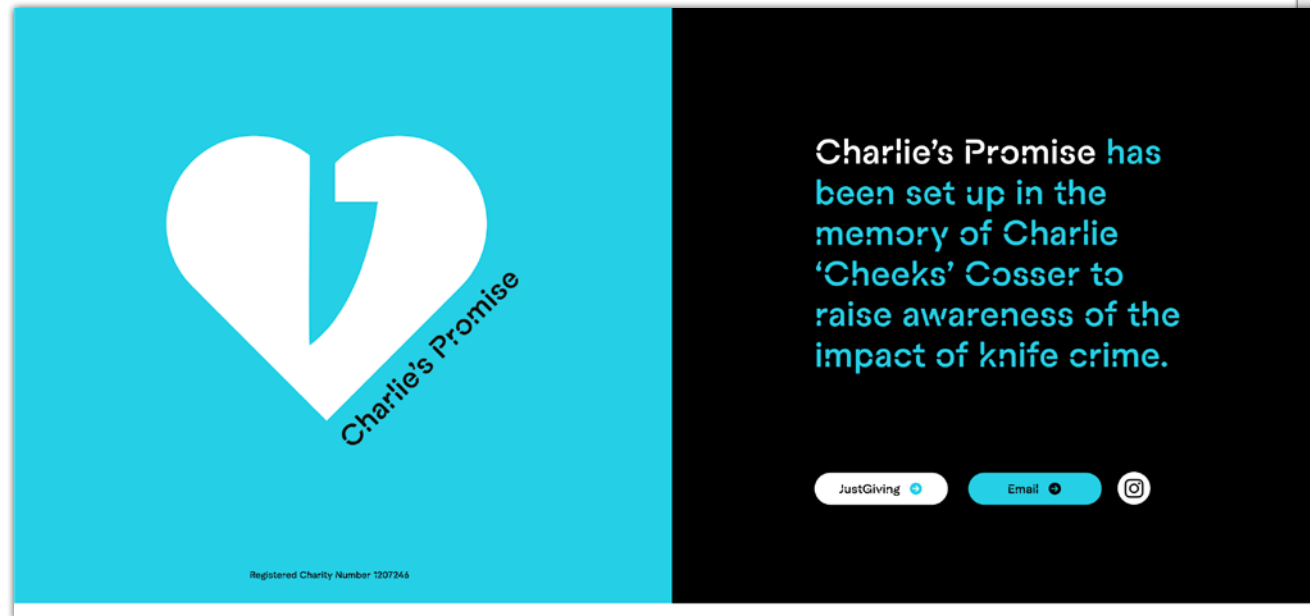
# Examples

## Merchandise



# Examples

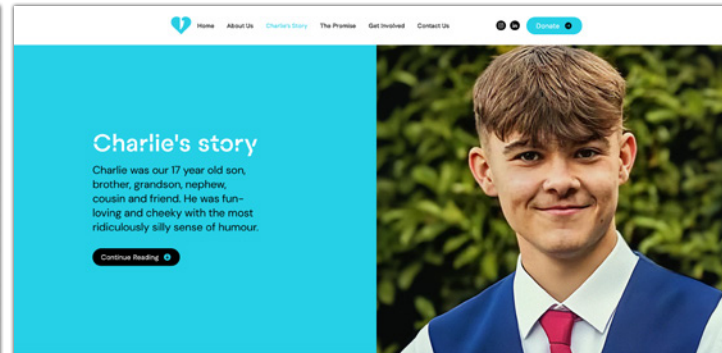
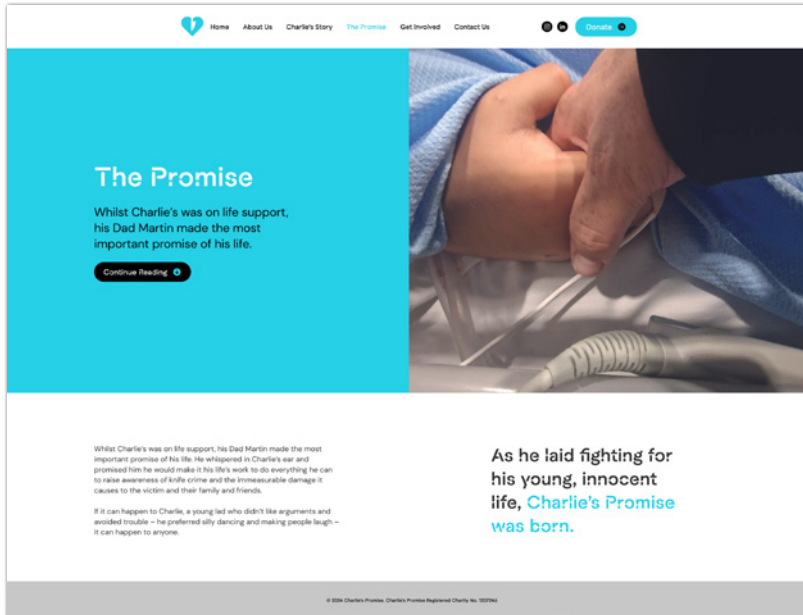
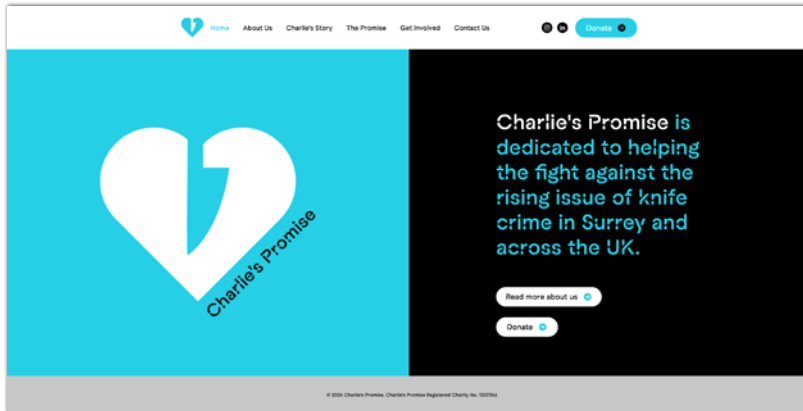
## Landing pages





# Examples

## Website



On Saturday 22nd July 2023, Charlie went to a well organised house party in a small village in West Sussex and never returned home.



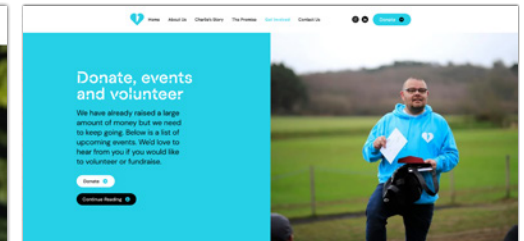
During the evening, he was stabbed 4 times and in the early hours of 23rd July we as his parents and siblings had to endure that knock on the door from the police that every parent dreads. To tell them their child, their brother, had been stabbed, had suffered life threatening injuries and wasn't expected to live. We were rushed in the back of a police car to be by his side. On the way to the Royal Sussex County Hospital in Brighton, the nearest trauma centre, Charlie suffered a traumatic cardiac arrest due to his injuries. Against all the odds and thanks to the incredible expertise of the H&M doctor and paramedics who performed rare and complex surgery in the back of the ambulance, Charlie survived the journey to hospital where he then underwent 4 hours of further surgery. The doctors repaired his aorta and abdomen where he had been stabbed. When we were finally allowed to see him, almost 12 hours after that knock on the door, he had received multiple blood transfusions which meant he didn't have an ounce of his own blood left. He had tubes coming out of pretty much every part of his body and had countless machines attached to him keeping him alive. That is something NO ONE should have to go through and a sight NO ONE should ever have to see.

Charlie fought for his life for nearly 3 days under the most incredible professional care of the team at the Royal Sussex Hospital. For those three days, the doctors and nurses didn't leave his side and he was surrounded by his family who only left him briefly when he was undergoing further medical procedures. Due to the cardiac arrest, Charlie's brain had been starved of oxygen. The trauma to his body meant that his brain swelled and despite being rushed for further brain surgery which he again survived, we were told he had suffered irreversible brain damage. He would not survive his injuries and we would need to say our goodbyes to him. To be honest, once that knife had penetrated his heart, Charlie didn't really stand a chance of survival. Close friends of Charlie, themselves just 17 years of age too, travelled to say their goodbyes and then, surrounded by his family, his brother, sister, grandparents, aunts, uncles and cousins, Charlie's life support was switched off and he died in our arms on the evening of Tuesday 25th July.

Charlie didn't like fighting – he was one of the first to walk away from trouble. He was a sensitive and considerate lad – most of the time! – a fun and loving son and brother and a kind, caring, loyal friend.

Yes, he could be a pain but he was 17 years old, with a loving family, good friends and was adored by those who knew him. He had just weeks earlier started an amazing groundkeeping apprenticeship at Charterhouse School close to where he lived and had brilliant, supportive colleagues. He shared dreams and aspirations of becoming the Head Groundsman at Chelsea FC, the team he had followed since he could kick a ball.

Charlie had a bright future – he was maturing in to a fine young man with his whole life ahead of him. He had just passed his driving test and was enjoying his new found freedom. He was days away from experiencing his first late holiday which he was so excited about. And then, in a moment of sheer evilness and brutality, that life was stolen from him and he was stolen from us.



### Events & Volunteer

We're constantly looking for volunteers to help at events throughout the year. If you would like to help, Charlie's Promise by giving your time please email [info@charliefspromise.org](mailto:info@charliefspromise.org)

We're regularly speaking at schools, colleges and fundraising at various events throughout the year. Below are our upcoming fundraising events.

Saturday 1st and Sunday 2nd June from 10am to 4pm - The National Summer Fun Day (2024)  
Saturday 8th June, 10am - 4pm - H&M of Fun, Jubilee Party (2024)  
Saturday 20th June, 10am - 4pm - Charity Football Tournament, Redbridge School (2024)



Watch the space for more information and follow #charliefspromise2024 on social media.

All events are subject to change or cancellation. Please check here on Instagram for the latest info.




# Examples

## PowerPoint


### Welcome

to the launch of  
Charlie's promise


AFC Wimbledon – 23<sup>rd</sup> April 2024



### Charlie's story




4 Charlie's Promise Launch




### The impact and effects of knife crime


Reach further than you can possibly imagine



### Impact on Friends




16 Charlie's Promise Launch



### 10%

increase in police recorded 'possession of article with a blade or point' in year ending June 2023 (28,211 offences)


18 Charlie's Promise Launch



### 78%

increase in police recorded offences involving a knife or sharp instrument in the last 10 years


20 Charlie's Promise Launch



### 244

Murders involving a knife or sharp instrument


22 Charlie's Promise Launch



### 18,910

knife crime offences committed

26 Charlie's Promise Launch




### Support to help family and friends like ours

**Emotional, Practical, Financial**

Working alongside professional bodies we want to provide families who find themselves victims of knife crime with the emotional, practical and financial support they will so desperately need. Whether it be with the practicalities of informing authorities of a loved one's death or helping to pay their rent or mortgage at the end of the month because they can't work.

40 Charlie's Promise Launch



# Examples

## Social posts

