

# Hospitality Action Brand Guidelines

## Intro

Welcome to our brand guidelines. We've created this document to give you a better understanding of our brand and how it should look.

From advertising to brochures and leaflets, from online to social media, these guidelines have been designed to provide Hospitality Action with a consistent design and tone of voice across all media.

# Brand manifesto

## Brand manifesto

We're here for the chefs, waiters, waitresses and front of house. We're here for the concierge, receptionists and kitchen porters. And we're here for every sommelier, cook, dinner lady and bartender throughout the UK.

From hotels, restaurants, pub and bars to cafés, schools, leisure centres and prison canteens. We're here to give everyone in hospitality the help, advice and support they need whenever times get tough.

Mental health issues, addiction, serious illness, financial difficulties, family problems, whatever challenges they face, Hospitality Action is always here to get them back on their feet and enjoying the job again.

**Hospitality Action. We've got you.**

## Brand campaign strapline

Our campaign strapline is in tune with how our audiences communicate, particularly on social media.

It can be used in the context of providing help to people in need, but also as a rallying cry to supporters, fundraisers and sponsors.

It conveys warmth, emotional intelligence and empathy.

It supports the notion of an arm around a colleague and Hospitality Action helping break down prejudice and taboo in relation to the issues we deal with.

**We've got you.**

# Logos

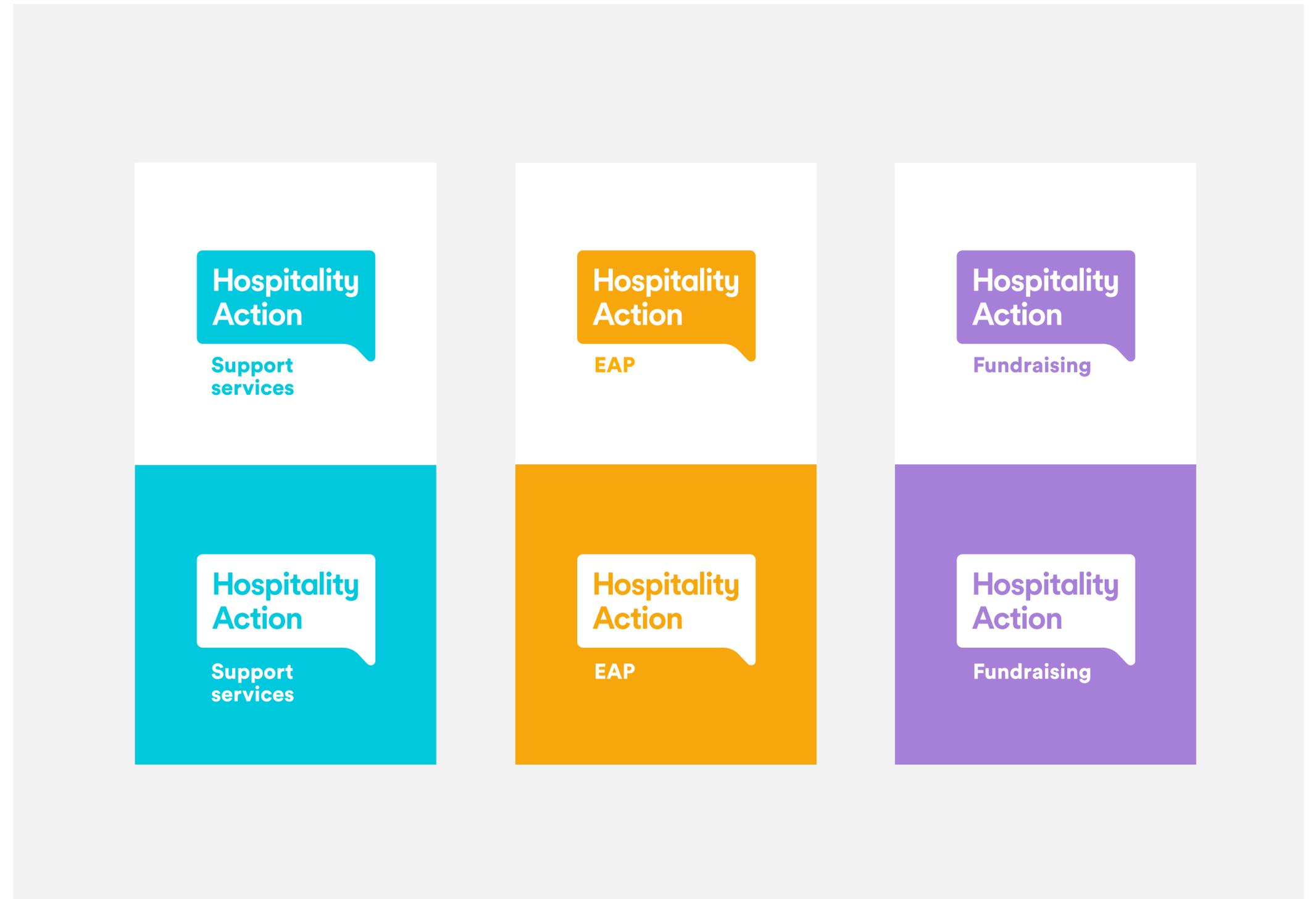
## Master logo

This is Hospitality Action's master logo.



## Sub-brand logos

These are Hospitality Action's sub-brands. Our services are split into three core categories; Support services, Employee Assistant Programme and Fundraising, each with their own unique brand colour.



# Typography

# Typography

**Heading font:**  
Circular Std Black

Tracking: -25

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**Body copy font:**  
Circular Std Book

Tracking: 0

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Example of styling:

**Lorem ipsum**

Axim sa int aligenist, omnistiur andere  
as sumquas eictur as volendita quam,  
viderum quaepro quod moloremqui  
rendunt aliquatur, omniasperit ut eius.

# System fonts

*(use when Circular is not available)*

## System heading font:

Century Gothic Bold

Tracking: -25

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

## Body copy font:

Century Gothic Regular

Tracking: 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Example of styling:

# Lorem ipsum

Axim sa int aligenist, omnistiur andere  
 as sumquas eictur as volendita quam,  
 viderum quaepro quod moloremqui  
 rendunt aliquatur, omniasperit ut eius.

# Brand colours

# Primary colour

Primary colour is HA Red.

We also use a darker tone in HA's colour scheme.

## HA Red

CMYK: 0 / 90 / 55 / 0  
RGB: 255 / 44 / 80  
HEX: #ff2c50

## Tone 1

CMYK: 30 / 100 / 60 / 40  
RGB: 130 / 26 / 51  
HEX: #821a33

# Secondary colours

HA's secondary colours are used to distinguish each sub-brand.

We also use a darker tone of each colour.

## Support services Blue

CMYK: 65 / 0 / 20 / 0  
RGB: 0 / 200 / 221  
HEX: #00c8dd

## Tone 1

CMYK: 90 / 50 / 45 / 40  
RGB: 23 / 80 / 90  
HEX: #17505a

## EAP Yellow

CMYK: 0 / 40 / 95 / 0  
RGB: 255 / 173 / 0  
HEX: #ffad00

## Tone 1

CMYK: 30 / 60 / 100 / 35  
RGB: 141 / 83 / 0  
HEX: #8d5300

## Fundraising Purple

CMYK: 45 / 55 / 0 / 0  
RGB: 166 / 128 / 216  
HEX: #a680d8

## Tone 1

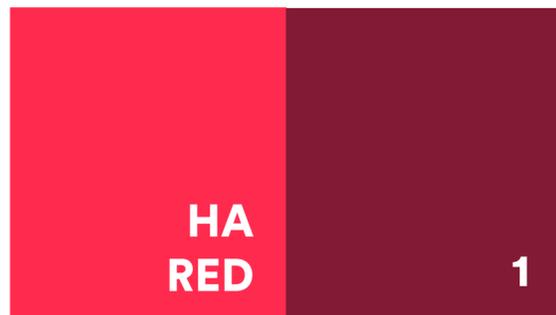
CMYK: 30 / 100 / 60 / 40  
RGB: 61 / 52 / 89  
HEX: #3d3459

# How to use tonal colours

On a white background, tone 1 should be used.

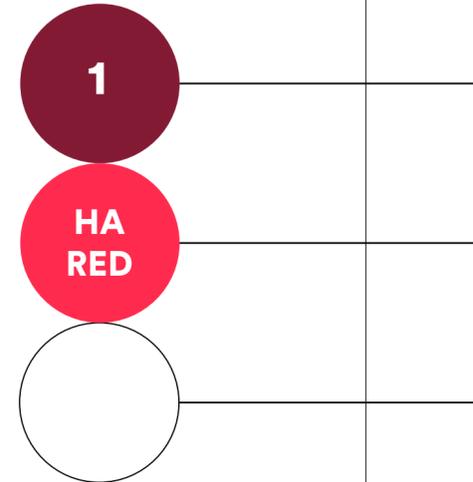
On a colour background, tone 2 should be used.

See example of usage on the right.



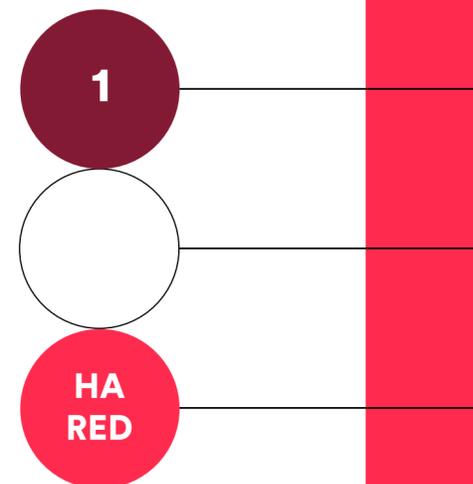
Use the darker tone split copy.

HA red can be used to highlight a call to action in a headline.



Use the darker tone split copy.

White can be used to highlight a call to action in a headline.



# Tone of voice

## Tone of voice

HA uses direct and approachable language.

It's also positive and avoids the typical 'sympathy tactics' of conventional charity communications.

Example:

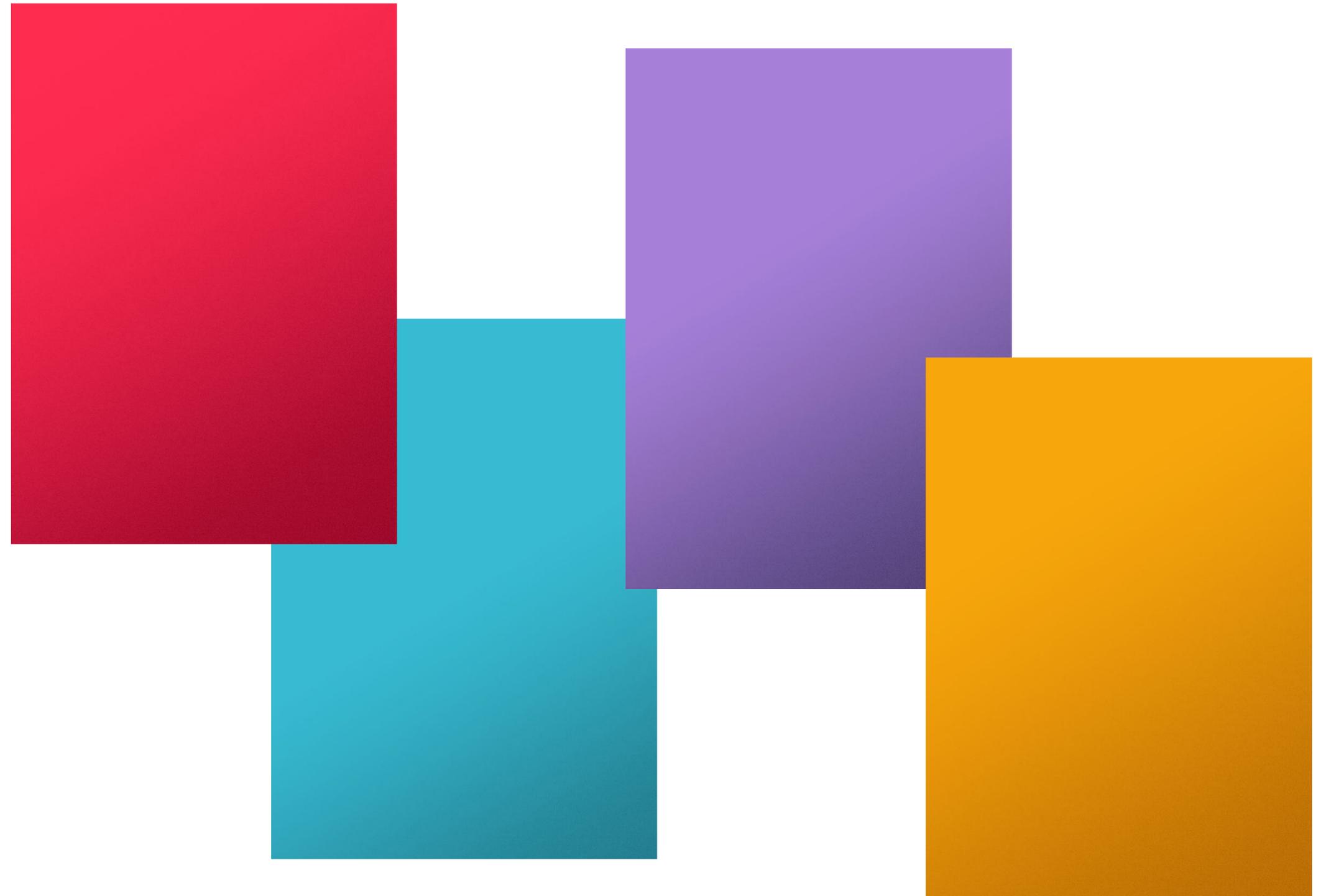
**Dave Smith.  
Sous chef.  
We've got you.**

Whatever you do in hospitality, isn't it nice to know that someone's got your back if life ever takes a wrong turn?

# Brand toolkit

# Colour backgrounds

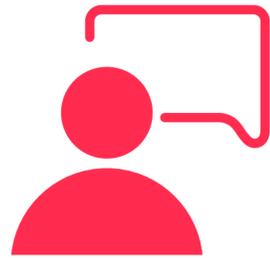
Colourful, soft textured backgrounds for impact and warmth. These also feature a soft vignette to provide more visual depth.



# Icons

Example of icon styling, using curved edges, a mix of solid filled shapes and outlines.

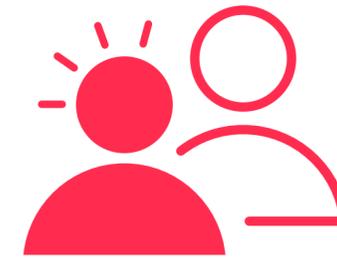
You can create icons in this style. Icons to be used for digital or editorial purposes.



Support



Fundraising



Golden friends



Donate

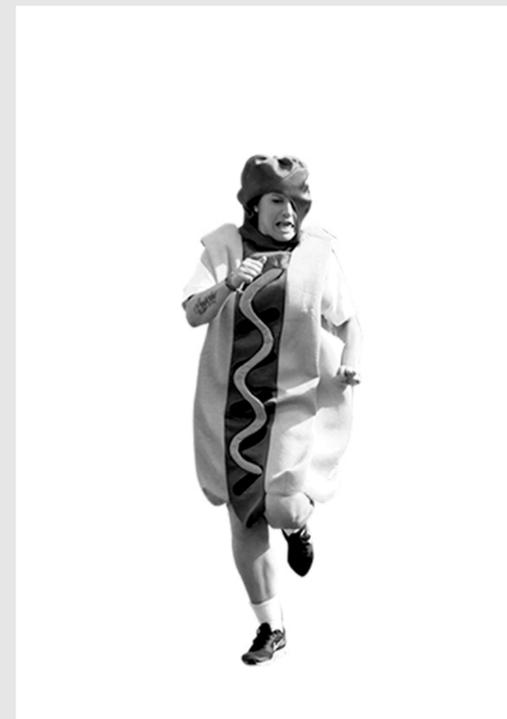
# Photography

## Style 1 - Black & White

Black & white studio shots of our heroes - to be used for campaigns, advertising, editorial and social.

These are always shot slightly upwards to make the subject look more heroic and proud.

The model is usually portrayed looking away from camera which gives more of a natural, unposed feel.



# Photography Style 2 - Full bleed

Natural, positive full bleed action shots - for editorial, social or website usage.

Just like our main campaign photography the feel is totally natural and unposed.

These are people happy at work and every shot will try to convey this.

\*Note - Full bleed images should never be used in print ads.



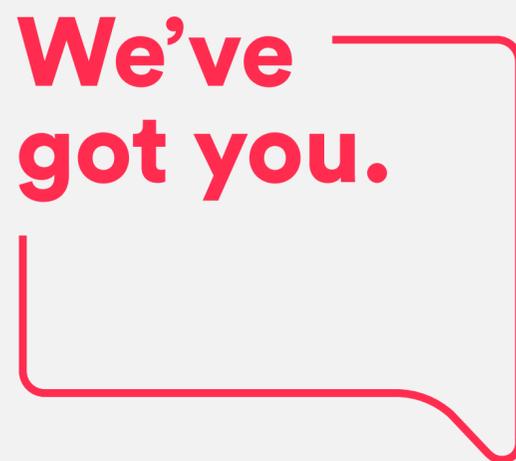
## Flexible graphic device

This is HA's flexible graphic device. It is based on the shape of our master logo.

It can adjust and extend in height and size.

Typography must always sit on the top left corner of the graphic device.

The device acts as a protective arm around image and text and is a visual metaphor for Hospitality Action's arm around the whole industry.

A red graphic device, resembling a stylized arm or speech bubble, framing the text "We've got you." in a bold, red, sans-serif font. The device is positioned to the right and bottom of the text, with a small gap at the top left corner.

**We've  
got you.**

Flexible device  
with type

A red graphic device, resembling a stylized arm or speech bubble, framing the text "We've raised £5,478 for Hospitality Action!" in a bold, red, sans-serif font. Below the text is a grayscale image of a hand held palm up. The device is positioned to the right and bottom of the text and image, with a small gap at the top left corner.

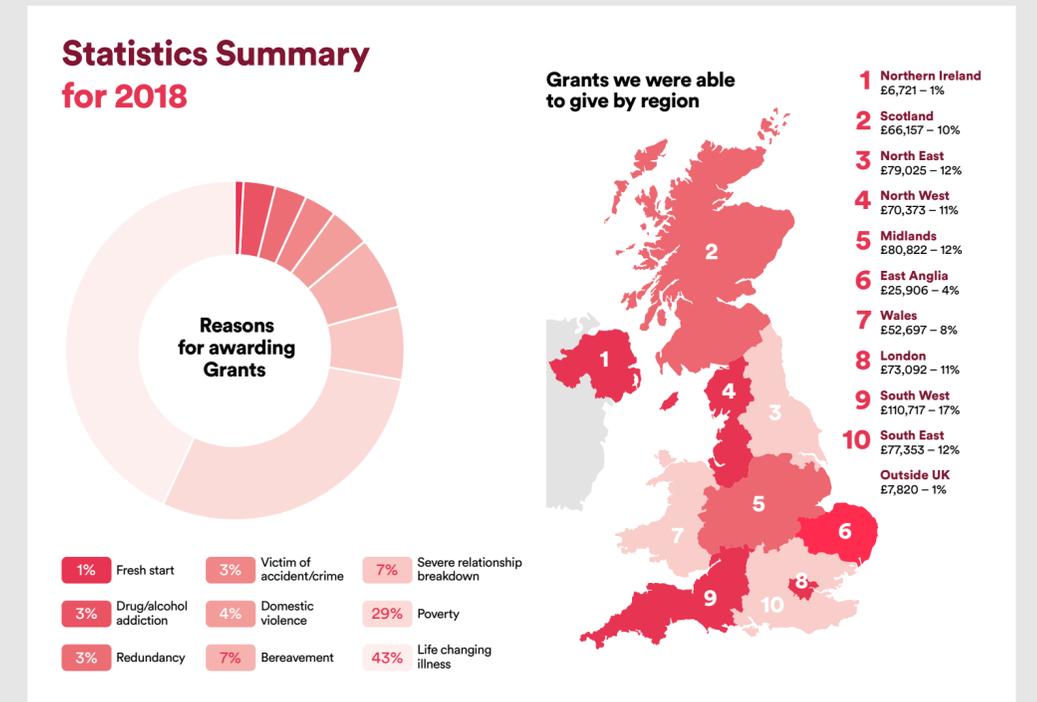
**We've raised  
£5,478  
for Hospitality Action!**

Flexible device  
with type and image

# Graphic styling

Example of graphic styling. We use a mix of flat graphics and cut out imagery.

For infographics, we take a clean and minimal approach, using one colour but different tones to differentiate elements from one another yet keeping a cohesive style.



# Key visual

# Key visual (colour background)

Our key visual is made up of all our brand assets to create one distinctive brand look and feel.

Tonal colour palette  
(see page 14)

Headline with campaign  
line sign off.

Photography style 1 -  
Black & White hero



Hospitality  
Action

White reversed out logo

Flexible graphic device

Colour background

Registered Charity No. 1101083

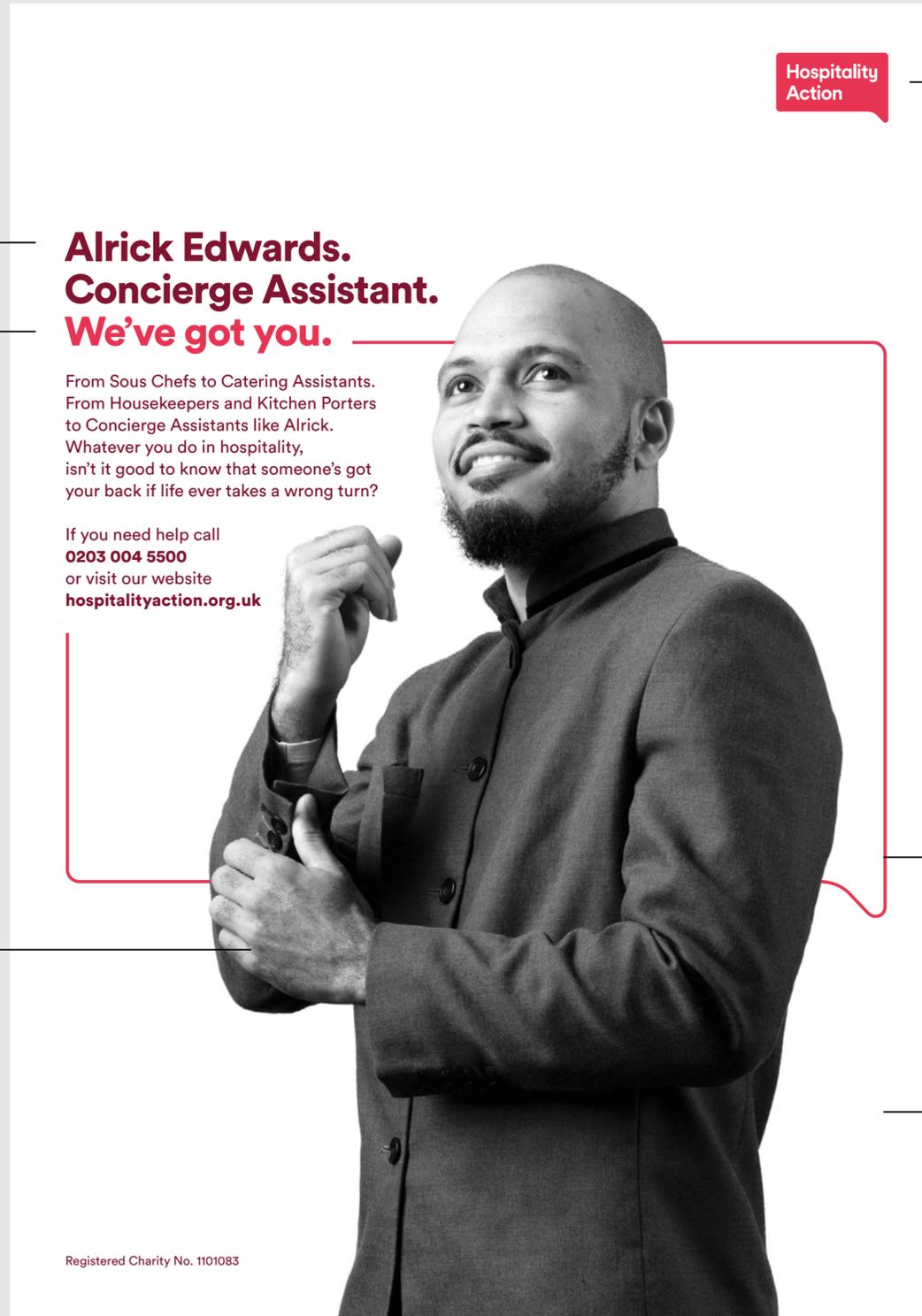
# Key visual (white background)

Our visuals can be reversed out onto white.

Tonal colour palette  
(see page 14)

Headline with campaign  
line sign off.

Photography style 1 -  
Black & White hero



Hospitality  
Action

Red colour logo

Flexible graphic device

White background

# Key visual (main brand)

HA champions diversity in the industry, we use real people from all walks of life as well as our patrons, from chefs to dinner-ladies to hotel managers.

Use HA's red for generic brand messaging. This will help audiences distinguish between the main brand and HA's specific services.



Hospitality Action

**Alrick Edwards.**  
**Concierge Assistant.**  
**We've got you.**

From Sous Chefs to Hotel Managers.  
From Housekeepers and Kitchen Porters  
to Concierge Assistants like Alrick.  
Whatever you do in hospitality,  
isn't it good to know that someone's got  
your back if life ever takes a wrong turn?

If you need help call  
**0203 004 5500**  
or visit our website  
[hospitalityaction.org.uk](http://hospitalityaction.org.uk)

Registered Charity No. 1101083



Hospitality Action

**Ionela Leta.**  
**Room Attendant.**  
**We've got you.**

From Housekeepers to Catering Assistants.  
From Sous Chefs and Kitchen Porters  
to Room Attendants like Ionela.  
Whatever you do in hospitality, isn't  
it good to know that someone's got  
your back if life ever takes a wrong turn?

If you need help call  
**0203 004 5500**  
or visit our website  
[hospitalityaction.org.uk](http://hospitalityaction.org.uk)

Registered Charity No. 1101083



Hospitality Action

**Warren Hoile.**  
**Catering Manager.**  
**We've got you.**

From Housekeepers to Concierge.  
From Sous Chefs and Kitchen Porters  
to Catering Managers like Warren.  
Whatever you do in hospitality, isn't  
it good to know that someone's got your  
back if life ever takes a wrong turn?

If you need help call  
**0203 004 5500**  
or visit our website  
[hospitalityaction.org.uk](http://hospitalityaction.org.uk)

Registered Charity No. 1101083



Hospitality Action

**Ioana Gheorghiu.**  
**Junior Sous Chef.**  
**We've got you.**

From Concierge to Housekeepers.  
From Front of House and Kitchen Porters  
to Junior Sous Chefs like Ioana.  
Whatever you do in hospitality, isn't  
it good to know that someone's got your  
back if life ever takes a wrong turn?

If you need help call  
**0203 004 5500**  
or visit our website  
[hospitalityaction.org.uk](http://hospitalityaction.org.uk)

Registered Charity No. 1101083

# Key visual (sub-brands)

Using the sub-brand colour system and relevant copy to differentiate HA's specific services. Use the correct colours when communicating a specific service of HA.

HA's identity is flexible, therefore we don't always use people in our visuals. Use a mix of people and cut out objects to keep the communications fresh.

\*Note: All cut outs must be in black & white.

**Need to talk to someone? We've got you.**

Whatever you do in hospitality, consectetur dolor sit amet, consectetur adipiscing elit.

If you need help call **0203 004 5500** or visit our website [hospitalityaction.org.uk/supportservices](http://hospitalityaction.org.uk/supportservices)

Hospitality Action  
Support services

Support services

**Want to raise money for hospitality people? We've got you.**

If you want to raise much needed funds for your industry charity, just apply for a fundraising pack by calling **0203 004 5500** or visit our website [hospitalityaction.org.uk/fundraising](http://hospitalityaction.org.uk/fundraising)

Hospitality Action  
Fundraising

Fundraising

**Want to provide your staff with the best support? We've got you.**

Our Employee Assistance Programme has been designed to help everyone in the hospitality industry. Isn't it good to know that someone can provide your staff with confidential advice, support and assistance 24 hours a day, 365 days a year?

If you'd like to know more call **0203 004 5500** or visit our website [hospitalityaction.org.uk/EAP](http://hospitalityaction.org.uk/EAP)

Hospitality Action  
EAP

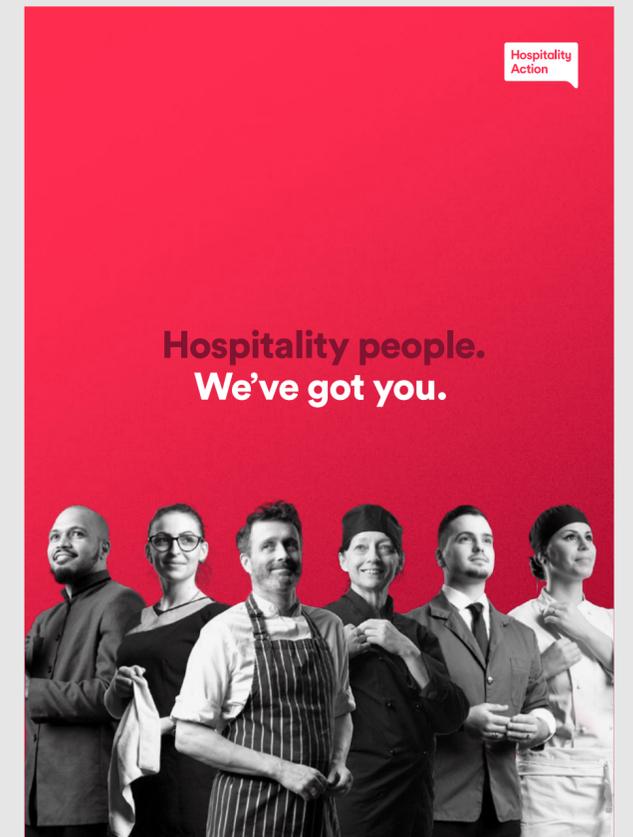
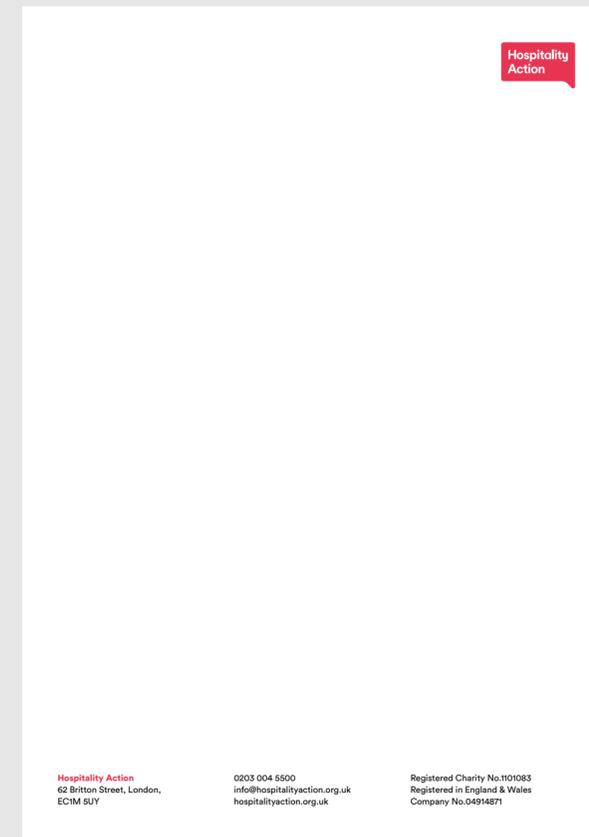
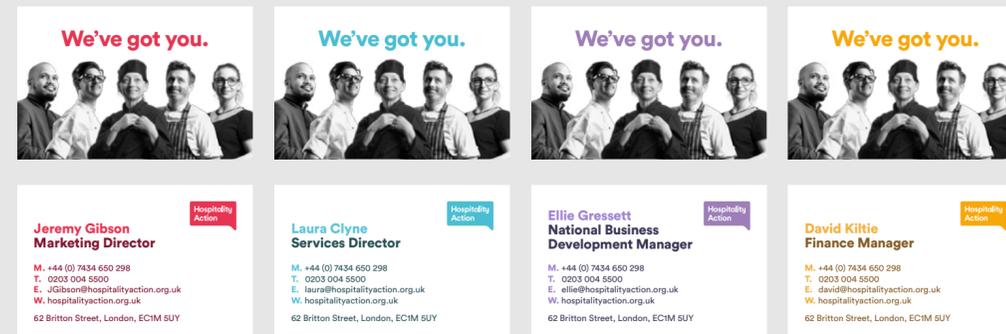
EAP

Registered Charity No. 1101083

# Brand collateral

# Brand collateral Stationery

- Business cards
- Letterhead
- Comp slip



# Brand collateral Editorial

Brochure example




**Patrons Dinner  
17th June 2019**



**From sous chefs to concierges.  
From housekeepers to kitchen porters.  
From hotel managers to catering assistants.  
Whatever you do in hospitality, isn't it good to know that someone's got your back if life ever takes a wrong turn?**

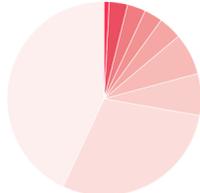


Linda Anderson  
Cafe Owner  
We've got you

**Our success in 2018**

Our range of support services helps hospitality people get back on their feet again after a setback. Each year we assist thousands of people through challenging times.

**Grants we were able to give in 2018**



16%	Fresh start	3%	Drug/alcohol addiction	7%	Severe relationship breakdown
2%	Victim of accident/crime	6%	Domestic violence	29%	Poverty
3%	Redundancy	7%	Bereavement	43%	Life changing illness

Last year Hospitality Actions spent £902,305 supporting 4,330 people in need. Of this £722,402 was spent on grants, our Golden Friends Scheme, Family Days Out and care alarms. A further £179,903 was spent on our Employee Assistance Programme services including counselling.

**Golden Friends**



We supported over **1,500** Golden Friends and hosted over 35 events in 2018

From helping with winter fuel bills to remembering to send a birthday card and gift. We help over 1,500 retirees stave off loneliness and isolation. We keep them in contact with the industry they love by phoning for regular chats and organising afternoon teas kindly donated by supporters.

**Employee Assistance Programme**

Our bespoke Employee Assistance Programme is a care package that provides peace of mind to employers and support to employees. You can provide your team with access to expert support services that they can access in complete confidence, all for just a few pounds per employee.

We help over **130,000** employees from **230** companies. They're able to access expert help, support and assistance 24/7 365 days a year via the Employee Assistance Programme. To find out more email [cwoods@hospitalityaction.org.uk](mailto:cwoods@hospitalityaction.org.uk)

**supporting over**

# 130,000



**Our chef patrons**



**Jason Atherton**  
Celebrated chef-restaurateur Jason Atherton rose to fame in the noughties when, alongside mentor Gordon Ramsay, he created the Maze concept. Jason has gone on to open eight restaurants in London, three with Michelin stars, alongside eateries in Dubai, Hong Kong, Shanghai, Cebu in the Philippines, Sydney and New York. His US restaurant, the Clocktower, was awarded a Michelin star in October 2017.



**Nigel Haworth**  
For more than three decades, Nigel Haworth has been the driving culinary force behind Northcote. In that time, he and co-founder Craig Bancroft transformed its unique location in the small village of Langho, Lancashire, into a place of gastronomic pilgrimage. As a chef, Nigel has helped define the path of modern British cooking through his championing of regional produce and traditional dishes. He has also become a popular presence on TV, enthralling audiences with his appearances on hit shows including Masterchef, Great British Menu and Saturday Kitchen.



**Paul Heathcote MBE**  
Chef and restaurateur Paul Heathcote MBE opened his own restaurant in Longridge achieving numerous awards including two Michelin stars, four AA Rosettes, Egon Ronay Chef of the year and winner of three Catey Awards, the hospitality industry's Oscars. Paul currently owns and runs two successful restaurants in the north, Heathcotes Brasserie and the original Olive Press.



**Tom Kerridge**  
Tom Kerridge was the first pub restaurant chef to be awarded two Michelin stars, at the Hand & Flowers in Marlow, and he went on to win a further Michelin star at the nearby Coach. Tom's latest venture can be found within the Corinthia Hotel London. He is founder of Pub in the Park music and food festival as well as author to many successful cookbooks and star of popular cookery shows including Tom Kerridge's Fresh Start and Tom Kerridge's Proper Pub Food.



# Brand collateral Editorial

EAP brochure example  
(sub-brand specific).

**Hospitality Action**  
EAP

## Hospitality People. We've got you.

Our Employee Assistance Programme is the only scheme designed by the industry for everyone in the industry.

**What is an Employee Assistance Programme?**

Personal issues and problems can have an impact on the way people work, resulting in reduced performance, lack of focus and absence. This can lead to significant costs to a business, not just in hours lost but in low productivity and an unbalanced working environment.

An Employee Assistance Programme – or EAP for short – enables employers to prevent many of their employees' problems at home and at work from escalating.

An EAP is a comprehensive suite of benefits and services that managers can purchase on behalf of their employees. Purchasing an EAP is a way for employers to help keep their teams happy, healthy, motivated and productive. Features typically include a helpline, factheets and access to independent online, telephone and in-person counselling and legal, debt and money, and parenting advice.

**Why choose Hospitality Action's EAP?**

Hospitality Action's EAP was created by hospitality people, for hospitality people, and already supports over 130,000 industry professionals.

Hospitality Action has over 180 years' experience of helping hospitality people, meaning we are uniquely placed to understand and resolve the specific issues they face at work and in their personal lives. Our EAP has been tailor-made to support the industry we serve. It addresses key issues such as stress relating to long hours, and split shifts; financial pressures stemming from lower pay, and addictive behaviours linked to the proximity of alcohol and substances.

Our EAP supports industry professionals by providing specialist, independent and confidential advice, support and assistance.

Its range of benefits includes personal counselling, legal guidance, addiction support, debt advice and a financial wellbeing service, parenting helpline, elderly care helpline and a whistle-blowing service - all for an annual cost of just £5 per employee. Whatever the problem, we're here to help 24 hours a day, 365 days per year.

We also offer critical incident and trauma support. For example, we provided on-site counselling to hospitality professionals after Borough Market and Manchester Arnsa attack.

Uniquely among EAP providers, should a hardship grant be required by any recipients of EAP support, we're able to point them towards our grant-giving team, for consideration for further support.

**Our EAP includes the following services:**

- 01 Advice and help sheets**  
Covering a comprehensive range of topics.
- 02 Web chat and phone help line**  
Available 24/7, 365 days a year.
- 03 Elder care**  
Support and advice on caring for an older relative.
- 04 Whistleblowing service**  
A confidential service giving employees the opportunity to report any work-related concerns to an independent third party.
- 05 Parenting helpline**  
Topics covered include: pregnancy and birth, single parenting, shared parenting, and teenage challenges.
- 06 Managerial advice line**  
Providing practical support to managers as they assist a team member with an issue.
- 07 Financial planning and debt advice**  
Access to specialist support, one-to-one telephone advice, advice on benefits and you can also apply for HA's grants.
- 08 Bespoke managerial support documents**  
Bespoke managerial reports, employee booklets, employer's briefing document, posters and subscribers' newsletter.
- 09 Hardship grants**  
Where our criteria are met.
- 10 Managed referrals**  
Providing practical support to managers.
- 11 Personal counselling**  
Telephone, online and face-to-face counselling.
- 12 Addiction support**  
Expert help with alcohol, drugs, gambling or other addiction issues.
- 13 Legal information and guidance**  
Our WellOnline portal has factheets covering everything from divorce to legal disputes.

**EAP customers also enjoy preferential rates on a range of additional services**

- Mediation
- Critical incident and trauma support
- Mental Health Awareness training
- Mental Health Champions service
- Specialist training for managers who find themselves supporting colleagues with an addiction or mental health issue
- Communication skills
- Financial wellbeing training
- Preparing for retirement
- Bullying and Harassment Awareness training

Find out more about some of the specialist services we offer here.  
[hospitalityaction.org.uk/eap](https://hospitalityaction.org.uk/eap)

# Digital

# Online digital banners

When the space is tight, use text only for messaging.

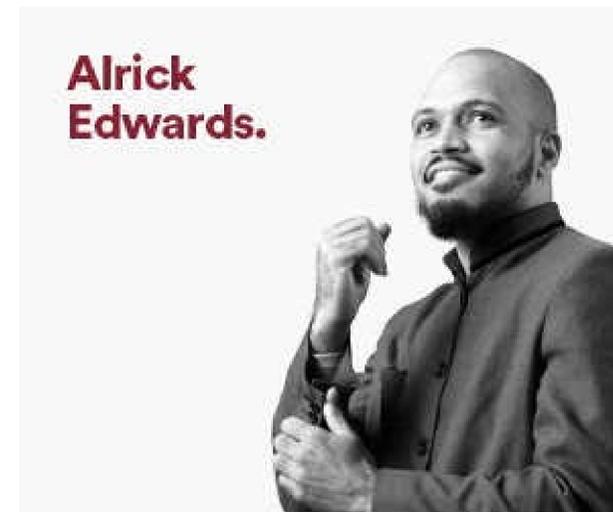
Use a very light tint of grey for the background to group and hold all the elements together.



**Skyscraper (GIF)**  
Click on image to play GIF



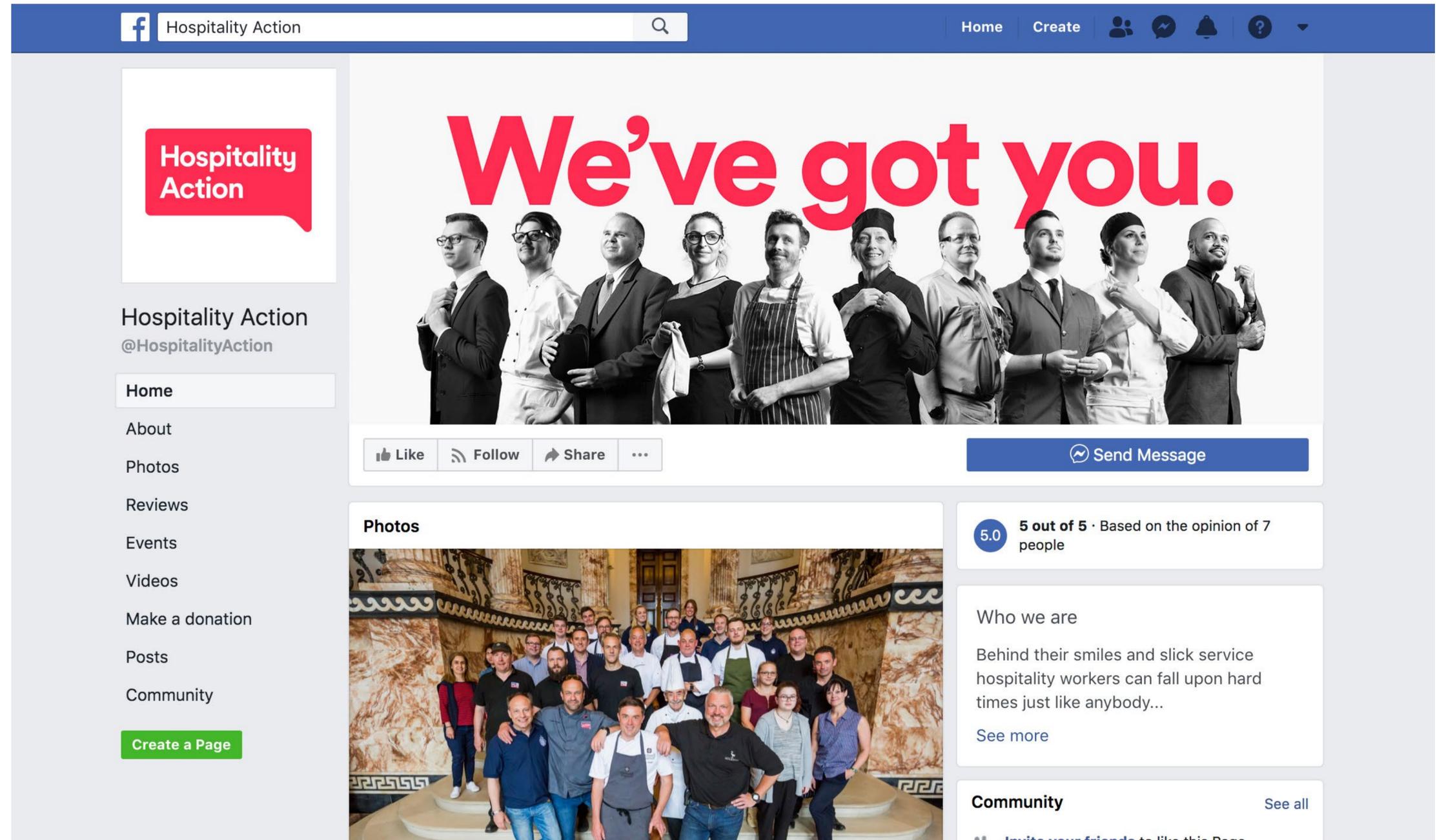
**Leaderboard (GIF)**  
Click on image to play GIF



**MPU (GIF)**  
Click on image to play GIF

# Social media covers

Example of social media profile covers.



# Social media design - Example 1

An example of a campaign launched on social media.

achtung! 12:30 30%

**Hospitality Action**  
Sponsored

Whatever you do in hospitality, isn't it good to know someone's got your back if life ever takes a wrong turn? ... [See more](#)

**Alrick Edwards.**  
Concierge Assistant.

[www.hospitalityaction.org.uk](http://www.hospitalityaction.org.uk)

**Ionela Leta.**  
Room Attendant.

[www.hospitalityaction.org.uk](http://www.hospitalityaction.org.uk)

**Warren Hoile.**  
Catering Manager.

[www.hospitalityaction.org.uk](http://www.hospitalityaction.org.uk)

**Hospitality Action**

**We've got you.**

[www.hospitalityaction.org.uk](http://www.hospitalityaction.org.uk)

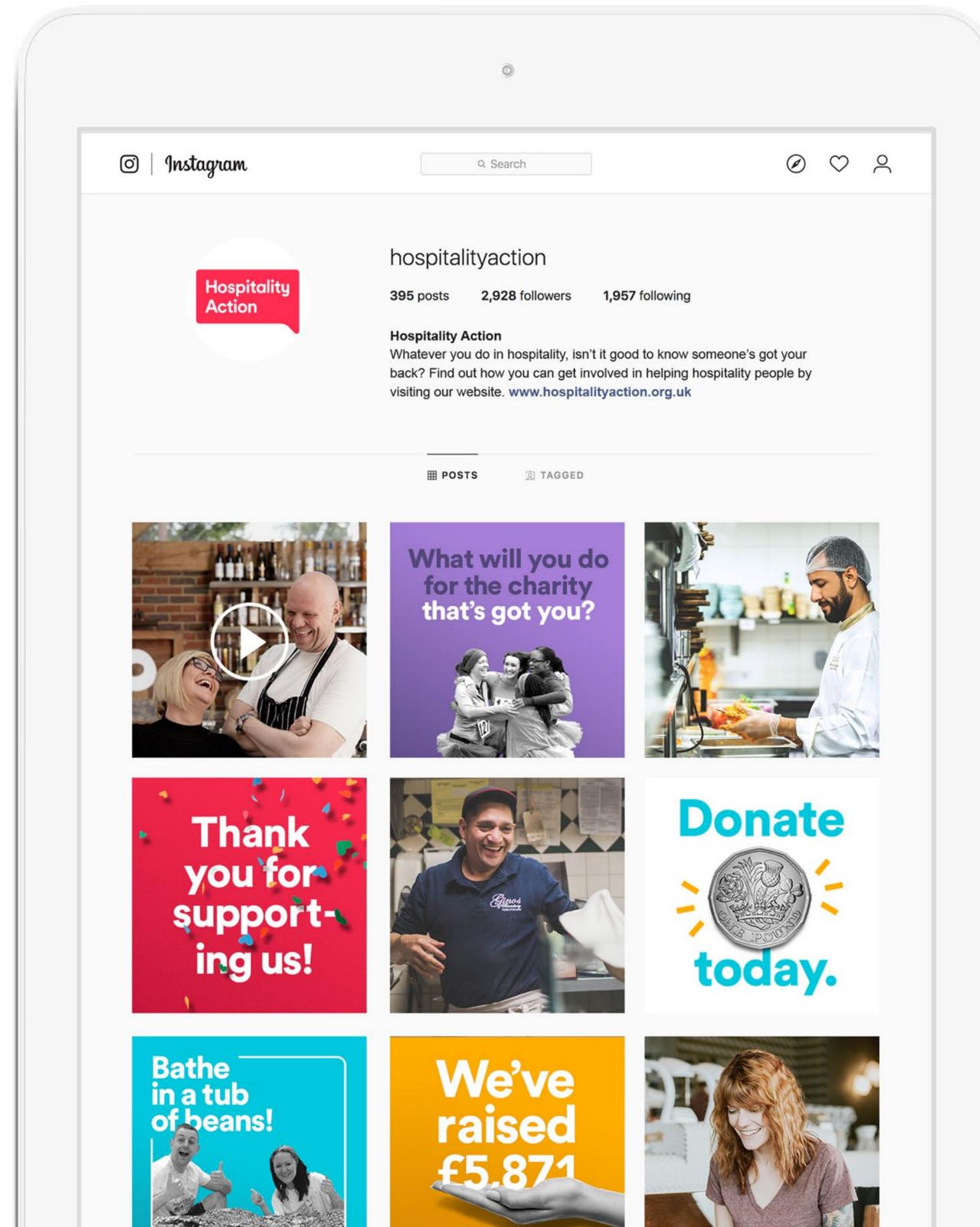
241 Likes • 12 Comments • 6 Shares

Like Comment Share

# Social media design - Example 2

This is where we really show off Hospitality Action's brand identity.

The flexible nature of the brand allows us to be playful, creating content that is positive and engaging.



# Thank you.



**HOSPITALITY ACTION**  
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T. +44 (0)20 3004 5500



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T. +44 (0)20 7485 0100