



**UK REIKI
FEDERATION**

BRAND GUIDELINES

INTRODUCTION

Our brand is who we are. It's the set of values, emotions and associations that come to mind whenever anyone thinks about the UK Reiki Federation. It's in our website, our publications, our advertising and in every communication that comes from us. But it's more than that too. Our brand is in all of our activities – from talking to our members, the general public, medical care professionals right through to our board meetings, admin and volunteers. It's also there in the way you talk to your fellow Managing Committee members and the way you interact with everyone else on behalf of the UK Reiki Federation.

DESIGN ELEMENTS

- Our logo
- Logo best use
- Tagline
- Colour palette
- Typography
- Images best use

OUR LOGO

Our primary logo is vertical and should be used wherever possible. Our secondary logo has a horizontal layout and can be used where space is limited, e.g. header bar on our website.

- A minimum safety area should always be maintained around our logo. The size of the letters 'UK' taken from the logo itself determine the minimum width of the safety area.
- The white and black logos can be used in case the full colour logo doesn't work, e.g. due to lack of contrast or contrasting colours.

Primary logo



Secondary logo



White logo



Black logo



LOGO BEST USE

Overview

The logo should be placed on an overall white background wherever it's possible.

- In some instances it could appear on a coloured background. In this case the white version should be used if the berry colour lacks contrast.
- In some instances it could appear on an image. In this case either the full colour or white version should be used depending on the contrast.
- The black logo can be used when neither the full colour logo nor the white logo can be used, e.g. for black and white printing or on top of light images.



LOGO BEST USE

Don't



Don't place a shape behind the logo.



Don't use the secondary, horizontal logo when there is space for the primary, vertical logo.



Don't use the logo in front of a too busy background.



Don't use the primary, vertical logo when there is not enough space.

LOGO BEST USE

Do



Consistently coloured background behind the logo.



Even background of image behind the logo.



Even enough background behind the logo. The black logo has the most contrast in this example.



The secondary logo fits horizontal spaces the best.

TAGLINE

The tagline, “For every step of your Reiki journey.” should be used together with the logo whenever it fits the content and space available.



**UK REIKI
FEDERATION**

*For every step of your
Reiki journey.*



**UK REIKI
FEDERATION**

For every step of your Reiki journey.

COLOUR PALETTE

Primary

The UK Reiki Federation uses a simple primary colour palette made out of berry, dark berry, green, dark green and white.



**UKRF
BERRY**

Pantone 235 C
CMYK 38/93/36/10
RGB 153/51/102
#993366



**DARK
BERRY**

Pantone 690 C
CMYK 40/100/55/47
RGB 102/0/51
#660033



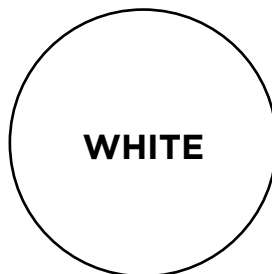
GREEN

Pantone 377 C
CMYK 54/25/100/5
RGB 129/152/58
#81983a



**DARK
GREEN**

Pantone 371 C
CMYK 64/35/100/20
RGB 94/117/41
#5e7529



WHITE

Pantone White
CMYK 0/0/0/0
RGB 255/255/255
#ffffff

COLOUR PALETTE

Secondary

The secondary colour palette consists of dark grey, light grey, turquoise, mid blue and orange.



Pantone 447 C
CMYK 71/62/56/44
RGB 61/65/69
#3d4145



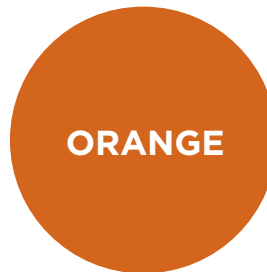
Pantone Cool Gray 1C
CMYK 7/5/5/0
RGB 234/234/234
#eaeaea



Pantone 7717 C
CMYK 77/22/41/1
RGB 51/152/153
#339899



Pantone 7688 C
CMYK 73/26/5/0
RGB 51/153/204
#3399cc



Pantone 7583 C
CMYK 13/72/100/2
RGB 211/101/28
#d3651c

TYPOGRAPHY

Headlines should always be big and set in Gotham Medium capital letters. This typeface is clear, distinctive and legible with both contemporary and classic qualities.

- Headlines: **GOTHAM MEDIUM CAPITAL LETTERS**
- Subheaders: **Helvetica Bold / Arial Bold (Windows)**
- Content: Helvetica Regular / Arial Regular (Windows)
- Tagline: *Dear Joe Regular*
- Secondary font for ads and posts only: **Libre Baskerville Bold**
- Dark: Pantone - Black C, CMYK - 69/63/62/58, RGB - 51/51/51, #333333
- Light: Pantone - White, CMYK - 0/0/0/0, RGB - 255/255/255, #ffffff
- Colour: Pantone - 7649 C, CMYK - 38/93/36/10, RGB - 153/51/102, #993366

GOTHAM
MEDIUM

Helvetica

IMAGES BEST USE

Overview

Our images should look professional yet friendly, warm and relatable.

- Images should be easily readable. Avoid too busy looking images
- Whenever it fits the overall content images should display real life people, scenarios and objects
- The tonality should be on the lighter side of the spectrum, slightly muted, warmer colours
- Free images can be sourced at: *unsplash.com*
- Paid for images can be sourced at: *123rf.com* (admin has the login details)

IMAGES BEST USE

Don't



Don't use too busy looking images, images with high contrast and images that are too colourful.



Don't use images that are too dark, have too much contrast and look staged.



Don't use images that show unrealistic scenarios.

IMAGES BEST USE

Do



Possible real life scenario. Lighter side of the spectrum, slightly muted yet warm colour range.



Easy to read, clear scenario.



Real life community yet professionally photographed.

TONE OF VOICE

- Our tone of voice principles
- Our tone of voice in practice

OUR TONE OF VOICE PRINCIPLES

The UK Reiki Federation tone of voice is intelligent, friendly and simple. Our tone of voice is the way in which we write and speak, what we say and how we say it.

- Like a person, what we say is determined by our vision and values. How we say it is informed by our personality.

KEEP IT INTELLIGENT

Write and speak in a knowledgeable way yet without sounding too technical or jargon like. Use clear and relatable language.

KEEP IT FRIENDLY

Use friendly, warm and inviting language that helps to create a community and a feeling of being welcomed and included. Use words such as 'we', 'us' and 'our'.

KEEP IT SIMPLE

Use simple and clear language rather than complicated technical terms and avoid abbreviations.

OUR TONE OF VOICE IN PRACTICE

Here are a few examples of how our tone of voice can be translated into writing:

- **Home page, intro copy:**

Whether you are an experienced Reiki professional, a student, an interested medical party, a client or altogether new to Reiki, you have come to the right place. The UK Reiki Federation exists for all Reiki interested people. Our aim is to bring Reiki into the mainstream so that there is a general understanding of what Reiki is, how it can help and how the training can be best accessed.

As the largest Reiki-only professional organisation in the UK and Europe we are setting the highest standard for Reiki. We are passionate about supporting you on every step of your Reiki journey.

- **News post, “April 2019 is Officially National Stress Awareness Month”:**

Stress and mental health go hand in hand and sometimes we as practitioners and as human beings are placed under immense pressure and might feel that we are ‘breaking’. It is therefore

important as Reiki practitioners to know what information can be useful for a client as well as ensuring that the client is subject to a good consultation and afterwards is aware of what has happened and aware of the contraindications, so to not confuse a healing crisis with their mental state.

- **Reiki Healing page, Reiki for You:**

Reiki’s gentle energy is easily adapted to most medical conditions and may be used safely by people of all ages, including pregnant mothers, newborns, surgical patients, the frail and the elderly, in any situation.

Being complementary, Reiki works effectively alongside orthodox healthcare and natural remedies, expanding treatment options.