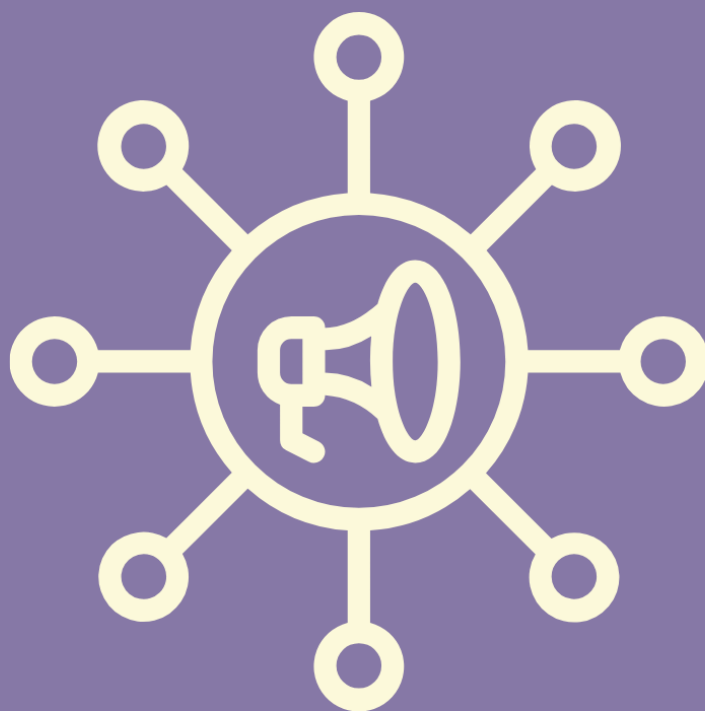




Communications Standards



A guide to all things
communications

Kindness | Collaboration | Positivity

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1. Welcome to your Communications Team

Communications at Chard Community Hub is changing. We are modernising and focusing on delivering a better service for our beneficiaries, partners and volunteers.



Our new guide to 'all things communications' introduces you to the Hub's Communications Team. We can work with you to create the campaigns and promotional material you need to ensure you get the best out of your communications. We can also help you out with Chard Community Hub's brand and how it should be used across all Hub material.

It is really important that our brand is recognised, and all of our material is professional and accessible. Everything we produce should follow these guidelines to make sure we are consistent and produce content to a high standard. It also makes our brand more attractive.

However, the Chard Community Hub brand isn't just about our logo, and the colours we use. It tells our beneficiaries, partners, volunteers and local community what we stand for, what our ambitions are, and it goes hand in hand with our organisational values. If used consistently, our brand will help to build credibility and trust, show how we will deliver on our promises, and help our beneficiaries, partners and volunteers to feel a sense of pride in being associated with the Hub.

Please remember that all communications which are public facing must come through the Communications Team before being designed and distributed. The earlier in a project timeline, the better.

Please always refer to this guide when creating your internal documents and before you approach us with your external communications needs. If you find

you require further guidance or you need something that isn't included in this guide, then let us know.



1.1 Who we are and what we do



- Tessa Goodridge Reynolds Director of Events
tgreynolds@holyrood.bep.ac
- Jodie Green Director of Communications and Volunteers
jgreen@holyrood.bep.ac
- Megan Parfoot Centre Manager and Early Years Lead
mparfoot@holyrood.bep.ac

1.2 What we are responsible for

- Media relations, public affairs and reputation management
- Campaigns
- Digital such as social media, the website and eNewsletters
- Internal and volunteer communications
- Partner communications
- Design and Chard Community Hub's brand identity.

Please note: only the Communications Team are to speak to the press; if you are contacted by a journalist please refer them to us.

1.3 How we can help

- Work with you to create behavioural change and awareness campaigns
- Create engaging materials, and content



- Help you reach your target audience by advising on and using a range of external channels such as social media, the website, media, promotional material, stakeholder channels
- Help you spread your message internally
- Help you manage reputational issues
- Secure media coverage for a new/change of service, a success story or important announcement.

2. Top tips on our house style

Here are a few tips on how to write for our beneficiaries, partners and volunteers. These are some of the most common mistakes. Our corporate font is Century Gothic. We use Glacial Indifference on Canva and Classic on Instagram and TikTok as they're the closest to Century Gothic.



- You should use 12 point where possible but a minimum of 11 point to ensure our communications are accessible for all
- Dates are written using this format 1 April 2020. No ths, sts or nds
- For events always include day of the week e.g. Monday 1 April
- For times use 1pm and 10.30am not 1.00pm
- Don't use colons in times for example 10:30am
- Use midday and not 12pm, 12 noon or noon



- Times for events and sessions should be written 10am to 1pm, no dashes
- Dates and times for events should be written: Monday 1 April, 10am to 1pm
- Note: am and pm are in lower case
- Spell out the numbers one to nine but use figures for 10 and above
- For landline numbers write 01460 123456 and for mobiles write 07904 123456
- Only use capital letters for proper nouns
- When referring to Chard Community Hub (the Hub, our Hub, a capital H should be used
- Capitalise Directors
- When referring to the seasons use a lower case initial cap e.g. spring, winter
- Use the word and, not the ampersand symbol &
- Use email not e-mail, use online, not on-line
- Do not use the % symbol except in table. Please use per cent
- For bulleted lists use capital letters at the beginning of every bullet point and a full stop at the end of the final sentence.



2.1 Our tone of voice

When writing for our beneficiaries, partners and volunteers. our style should

be polite but informal and chatty without being over familiar. Avoid using Hub jargon. eg beneficiaries

2.2 Our logo

Our Hub logo is our primary symbol and should be visible on everything that relates to the Hub. The standard colours, used on Canva are Green: #90C974 Purple: #857BA4 Yellow: #FBB246 Cream: #FCF9DA Blue (for text): #0D2853 and, with the exception of letterheads, should be placed at the top in the centre.

Please don't stretch it or adapt it, it's fine as it is. The following are examples of what NOT to do with the logo:



3. Working in partnership

Our logo should be used whenever we communicate Chard Community Hub information. On occasion we work in partnership with others to provide joint material.

Where that happens, the following rules apply:

- Where we are contributing 51 per cent or more to the budget for the subject of the communication, our rules apply i.e. our logo should have prominence and be at the top in the centre. All other guidance in this document should also be applied
- Where we are contributing less than 50 per cent, our logo should be at least as prominent as other featured partners' logos but not necessarily placed at the top in the centre.

Clear space:

Wherever it appears, our Chard Community Hub logo should always have the necessary 'clear space' around it to ensure it isn't compromised by other elements.



4. Templates

We have produced a series of templates for communications so you don't have to. If you can't find what you're looking for, just ask us. You can download these from Microsoft Teams:

- A5 flyer
- A4 poster
- Letterhead
- Powerpoint presentation.

5. Use of images

5.1 If you need to use images for communications here are some basic rules.

All external documents should come through the Communications Team to be designed unless you have an agreed template from the team.

Here are some things to remember:



- Do not use clip art (it reduces the impact of your messages, and it looks ugly and unprofessional)
- Do not use Google images, these images should be our own and have the relevant permissions
- Try to be consistent with the style of images, don't mix and match styles i.e graphic, photos, illustrations
- Don't use too many images as it will detract from your messages
- If you need access to an image from our image library, contact the Communications Team
- If you are taking photographs or have photos being submitted for documents or publications, please ensure you have the relevant permissions, or we won't be able to use them. Please use event signing in sheets with photo declaration at the top.



If you require photos of the Hub's Directors, please contact the Communications Team. We maintain the most up to date and approved photos of Directors.

6. Accessibility best practice for communications

At least one in five people have a long-term illness, an impairment or a disability. Many more will have a temporary or situational disability. Health conditions can impact a person's ability to understand a message, either

because of a cognitive impairment, or because they are unable to see, hear or otherwise access the information.

Accessible communications can be more effective because they can be accessed and understood by the widest possible audience – regardless of whether people have a visual, hearing, speech, motor, cognitive or other combination of impairments.

Inaccessible communications risk alienating our audience, thus reducing our impact. Accessibility should be built in from the start – it's the right thing to do and will help our communications reach more of the people that we need to.

6.1 Writing accessible content such as social media posts

- Stick to 25 words per sentence and avoid large chunks of text
- Simplify your message and [use free online readability testing tools](#) to quickly test the readability of your content (aiming for an average reading age of 9 years old)
- Use line breaks to create space in your content – spreading out your copy and making it clearer to read
- Avoid using bold, italicised or capitalised text in your content– contrary to popular belief, they make things more difficult to read
- Avoid using non-standard symbols (for example mathematical symbols) as substitutes for words and messages, as these can confuse screen reading software. For example,

'Ensuring accessibility is everyone's business' instead of 'Ensuring accessibility = everyone's business'.



6.2 Make emojis more accessible



- Never use emojis to communicate a core message – the 'official' meaning of an emoji may not match with what you are trying to convey
- Limit emojis to 2 or 3 per social media post
- Do not repeat the same emoji more than once (for example multiple thumbs up one after another)
- Most text-to-speech and screen reader software will read out emoji descriptions that are included in your standard alt text. However, if you are publishing to a platform that doesn't provide an alt text feature, you should include a description of the emoji in your main post copy immediately after the icon for example [Green Leaf Emoji].

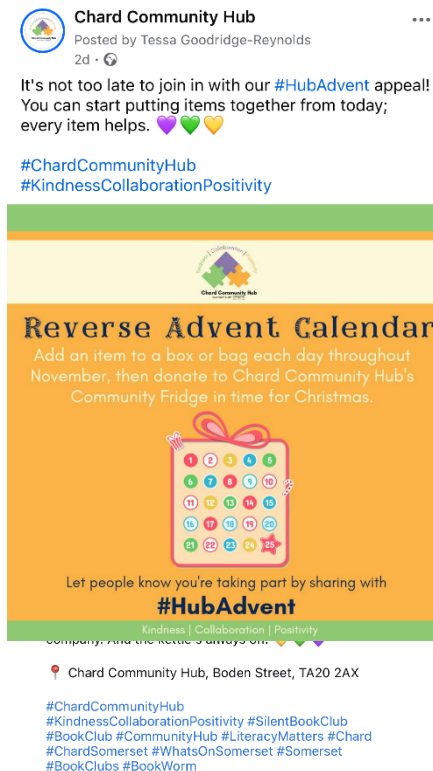


6.3 Make hashtags accessible

- Feature hashtags at the end of the post so as not to disrupt the flow
- Use capital letters at the start of each word eg #SillySquad

- Have some white space between the caption and the start of the hashtags.

Facebook



Such a variety of books being read at last night's Silent Book Club! From Slavic folklore to crime thriller; from e-reader to graphic novel. Which would you dive into? 📖

Join us for the next meeting on 20 November, 6pm to 8pm. 🍷🍷🍷

Silent Book Club

[#ChardCommunityHub](#)
[#KindnessCollaborationPositivity](#)



together from today; every item helps. 🍷🍷🍷

[#ChardCommunityHub](#)
[#KindnessCollaborationPositivity](#)
[#ReverseAdventCalendar](#) [#RandomActOfKindness](#)
[#ActOfKindness](#) [#GivingBackToTheCommunity](#)
[#FoodBank](#) [#FoodSupport](#) [#CommunityFridge](#) [#Chard](#)
[#ChardSomerset](#) [#Somerset](#)

6.4 Make links accessible



- Use full links where possible and avoid shortened versions that don't include a description of the content of the link (for example un-customised bit.ly links)
- Ensure calls to action provide a clear onward journey for example. 'Read guidance on applying for a driving licence + link'. Links that say 'click here' or 'read more' without any additional context are particularly bad for screen reader users
- Limit links to one per post as people who navigate via keyboard shortcuts often find it frustrating to navigate to multiple links.

6.5 Adding alt text to images



It's possible to add alt text to any images we use on Facebook and Instagram posts and tweets. Alt text allows people with visual impairments to understand the content and context of the images we use. For further information on this we have a guide on Microsoft Teams.

- Keep it short
- Be specific
- Describe the image clearly
- No need to start with 'Image of... / Picture of...'

7. Videos

- Any videos with voiceovers/ speech must be captioned.