



early intervention



TLG Early Intervention

The Early Intervention programme brings a practical solution to support schools, children and families in their community. It links church based volunteers (coaches) with children that are struggling in life and need someone to be there for them who will listen, help and support them to become who they have been made to be. The programme is about spending time with a child to listen and let them know someone cares and that there is a church community that believes they matter. By 1 coach, spending at least 1 hour a week with one child, we have seen numerous examples through the programme where this has had a dramatic impact on a child's life. We are continuing to see lives transformed as coaches commit to an hour a week for a whole year.



Early Intervention: our logo

The Early Intervention logo is unique to us so we need to make sure we do everything we can to show it in the best possible light. It is important that artwork is only ever reproduced from files obtained from our communications team.

As with all of our programmes, the shorthand TLG logo must always be used in conjunction with the Early Intervention logo and be present on all Early Intervention communications. Please see the following page for the logo and tagline, and the full colour palette.



Early Intervention: logo usage

Exclusion zone

To protect the clarity and visual integrity of the brand, it has an exclusion zone. It must always appear legibly on a background that is either a solid colour or against an image with minimal content behind the intended position of the brand.

The absolute minimum space that should remain around the brand is illustrated. The space 'x' is defined by the width of the TLG bars. This system means that, no matter how large or small the brand is scaled, this space can be calculated with ease.

Minimum Size

Our logo is also designed to reproduce well at small sizes however it should never appear smaller than 44mm in width.

CLEAR SPACE



MINIMUM SIZE



44mm width



Early Intervention: our logo strapline

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Early Intervention Strapline

Pantone **2995 C**

CMYK: **83, 1, 0, 0**

RGB: **0, 169, 224**

HEX: **00A9E0**



Early Intervention: colour palette

Think of Easyjet. Thinking orange?
Think of Coca-Cola. Thinking red?

Used consistently and confidently, colour can be a powerful visual shorthand for our brand. Our primary colours — and the ones that represent TLG as a whole — are green and teal, shown here.

In order to ensure we don't become too boring, a secondary colour palette has been developed to complement these. These colours should be used sparingly.

Please do not reproduce the Make Lunch or TLG logos in the secondary colours. You can however use the secondary colours with the Lunchbox icon.

Please note: written copy should be set to 80% black to create a slightly softer feel to long passages of text.

PRIMARY COLOURS:



TLG Green

Pantone **367 C**
CMYK: **41, 0 68, 0**
RGB: **164, 214, 94**
HEX: **A4D65E**



TLG Teal

Pantone **7466 C**
CMYK: **90, 0, 32, 0**
RGB: **0, 173, 187**
HEX: **00ADBB**



TLG Blue

Pantone **2995 C**
CMYK: **83, 1, 0, 0**
RGB: **0, 169, 224**
HEX: **00A9E0**

SECONDARY COLOURS:



EI Pink

Pantone **7424 C**
CMYK: **0, 90, 9, 0**
RGB: **226, 69, 133**
HEX: **E24585**



EI Orange

Pantone **164 C**
CMYK: **0, 62, 95, 0**
RGB: **232, 119, 34**
HEX: **E87722**

Pantone: Pantone references are special industry specifications used by printers on some projects. Designers will use these to ensure exact colour matches on branded materials.

CMYK : If it's printed on paper and is 'full-colour', you should use the CMYK version of the colours. CMYK stands for Cyan/Magenta/Yellow/Black – the colours that combine to create what you see on a printed page.

RGB: If it appears on screen, be it an email, an online advert or a video, you will need to supply or use RGB colours. RGB stands for Red/Green/Blue – the colours that combine to create a digital display.

HEX: HEX codes are used by website designers in HTML, CSS, SVG, and other computing applications to represent colours.



Early Intervention: typography

Typography is an important device within our corporate materials. The use of a clean and flexible font for text and headlines provide a clear message about TLG.

The Poppins font family is the primary typeface we use in our communications. Please contact Gemma Parker on gemma.parker@tlg.org.uk to obtain this font, or you can download it online [here](#):

POPPINS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

POPPINS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Early Intervention: supporting assets for designers

A brand is about a lot more than just a logo. We have several supporting visual assets which we can apply to internal and external documents to give them that 'Early Intervention' feel.

We use the little men in Early Intervention resources **ONLY**.

These illustrations and characters add extra personality, help to highlight important areas or as a substitute for photography when photographs cannot be used (for instance, if we don't have consent to use a photo).

These characters and illustrations must depict the full breadth of activities that Early Intervention can offer – from craft to sport, problem-solving to making music we must ensure we are varied in our approach.

Please be aware:

- **Photography is priority:** where photographic images are available, please use these over Little Men characters. We want our work to remain authentic and focus needs to be on the children, young people and families we help.
- **Use them sparingly!**
- **We don't use the illustrations in combination with our logo.**

