INTRODUCTION TO TINY TICKERS

Tiny Tickers is a small national charity dedicated to improving the early detection and treatment of babies with congenital heart defects (CHD).

Despite congenital heart disease being one of the biggest killers of infants in the UK, only around half of congenital heart defects are picked up during routine prenatal scanning.

Every two hours a baby is born with this life-threatening condition. This is why we want to increase early detection rates of cardiac conditions thus improving a baby’s chances of survival and long-term quality of life.

Our brand – our unique visual identity and tone of voice – is one of our most valuable assets as a charity.
OUR VISION
We want every baby with a serious heart condition to have the best chance of survival and quality of life.

OUR MISSION
We’ll help every baby in the UK with a serious heart condition by:

❤️ Improving the detection and diagnosis of CHD.
❤️ Educating and supporting health professionals.
❤️ Advancing the treatment and care of patients.
❤️ Improving the experience of families affected by CHD.

OUR VALUES

TRUSTED: We will be trusted to deliver excellent and accurate services and be an open, honest and transparent organisation.

PROFESSIONAL: We will act responsibly and professionally in everything we do.

PASSIONATE: We believe in our cause and that passion will shine through in our work and relationships.

AMBITIOUS: We will always aim for excellence and will constantly strive to do more to help our beneficiaries.

USING OUR NAME
Please always refer to our organisation as Tiny Tickers, especially in any external communications.

IN AID OF
If you are an individual, organisation or charity fundraising on behalf of Tiny Tickers, please use the phrase “in aid of” on your fundraising literature and materials.
OUR LOGO

The logo is used to promote our brand. It should always be on a transparent or white background, with no text or graphics overlapping.

MAIN LOGO

tiny tickers
a better start for tiny hearts

VARIATIONS

tiny tickers
a better start for tiny hearts
tiny tickers
a better start for tiny hearts

CLEAR SPACE

ALT LOGO FOR SMALL SPACE

tiny tickers

SIMPLIFIED SUPPORTING LOGO

PARTNERSHIP LOGO

IN AID OF tiny tickers
a better start for tiny hearts

We have a few simple rules to try and stick to when using our logo

1. Don’t stretch or distort our logo.
2. Don’t change our logo colours.
3. Don’t attempt to recreate any part of our logo or create any new versions and always use the master assets supplied.
4. Don’t change the angle of our logo.
5. Don’t use our logo on a background that will compromise legibility.
OUR COLOURS

PINK
CMYK: 0, 100, 0, 0
RGB: 236, 0, 140
HEX: #ec008c

BLUE
CMYK: 100, 0, 0, 0
RGB: 0, 174, 239
HEX: #00aeef

MUSTARD
CMYK: 1, 24, 98, 0
RGB: 251, 195, 24
HEX: #fbc318

THE TYPEFACES WE USE

Signika Negative Bold for headlines and calls to action.
Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Signika Negative Regular for body copy
Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

My Epic Selfie for use as a display font and to inject personality
Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Signika Negative Semibold and light are also available to use if required.
**DOCUMENTS**

Every document that is created by TINY TICKERS should display the logo on it somewhere. This should ideally be placed top right or bottom right. However if that position doesn’t suit the publication then either of the other corners is OK.

**SOCIAL MEDIA**

The TINY TICKERS logo is not mandatory on posts designed for social, as users will be used to seeing simple images in their feeds.

However, if we are asking our followers to share a graphic post, or if a third party is sharing content, it’s worth considering the addition of a logo to give the brand standout in front of a new audience. The logo will ideally be placed bottom right.
ILLUSTRATION STYLE

We have created a family friendly illustrative style to communicate our brand. It is simplistic and minimal, with little to no colour. The reason for this is to make the illustrations more appealing and less divisive.

There are numerous illustrations available for use, including representations of parents, families, and health professionals.
**SUB BRANDS**

Sometimes we create campaigns to sit alongside our main brand, which have their own identities. These are often logos that sit alongside our normal logo.

The sub brand logos should have priority on the page, but must always be accompanied by the main logo.

Sub brands always have to adhere to the normal brand guides when being designed regarding colour, fonts etc.
SOCIAL MEDIA

This is how the brand is implemented through our social media channels.

ACCESSIBILITY

To ensure our materials can be accessed by all, a set of guidelines have been set up regarding accessibility and the use of colours. Our TINY TICKERS corporate colour combinations below set out what colours can be used together when creating online content.

Tiny Tickers Social Media style examples
Tiny Tickers is a national charity working to improve the early detection and treatment of babies with serious heart conditions and help families affected.

To find out more:
www.tinytickers.org
info@tinytickers.org

Some things we’d like to tell you about:
congenital heart defects

A booklet for parents, by Tiny Tickers

Helping babies with congenital heart disease

Tiny Tickers, a better start for tiny hearts

Examples of our visual style

Tiny Tickers can claim an extra 25% back from the Government on every donation, without costing you a penny extra. If you would like Tiny Tickers to claim Gift Aid on your behalf and you are over 18 years of age and a UK taxpayer, please tick the Gift Aid column next to your name and sign in the signature column. Please ensure that every section is correctly filled in - with no ditto marks. Please be aware that by ticking below you are agreeing to Gift Aid your donation and any donations that you make in the future, or have made in the past four years, to Tiny Tickers.

The Donation Form

Joanna Smith
A house, A town, A county
AB1 2CD

PP

£XX XXXXXXXXXX

*We would like to keep you informed about our work, how your support is helping tiny hearts and how you can be involved with our work in the future. If you tick this box we will contact you by post. We promise not to pass on your details to any other organisations. You can let us know at any time if you would rather not hear from us - please email fundraising@tinytickers.org or write to us at Tiny Tickers, PO Box 369, Leeds, LS26 1FR.
MANDATORY INCLUSIONS
We are legally obliged to disclose that we are a registered charity along with our registered charity numbers, in all written documents. To do this the following statement should be used:
Tiny Tickers, a charity registered in England and Wales (1078114) and Scotland (SC0 pending).

THIRD-PARTY PUBLISHERS
Ensure that a written licence, reviewed and approved by the Tiny Tickers Team, has been agreed and executed before use.
CONTACT
If you have any questions or queries about the TINY TICKERS brand, please contact:

fundraising@tinytickers.org