

Brand Guidelines for organisations we work with



Brand Guidelines for organisations we work with



Welcome

These guidelines show our partners how to communicate about our relationship and our work together.

It is important that the Motability Foundation brand and our relationship with you are represented accurately. If you have any questions about how to do this, please email communications@motabilityfoundation.org.uk we are always here to help.

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Representing our name and organisation



Our operating name and our legal name

Our operating name is Motability Foundation

This is our brand identity and the name you should use.

Our legal name is, and remains, Motability

We include our legal name at the foot of our letterhead and on certain other official documentation, including contracts.

Using 'foundation' or 'charity' to describe the nature of our organisation

For legal and regulatory purposes we are, and continue to be, a registered charity.

There is no legal classification for 'foundation'. Foundation is a term which is often used to describe an organisation which has an Endowment (i.e. a pool of money) and uses it to carry out activities such as grant-making or research. Foundations are often charities.

You should use the word 'foundation' instead of 'charity' to describe our organisation or our work wherever possible.

When to use 'the' ahead of Motability Foundation



When writing or speaking, you may need to use 'The' or 'the' in front of Motability Foundation.

Our approach is the same as, for example, BBC vs the BBC, Government vs the Government, or Premier League vs the Premier League.

When to use 'The'

At the start of sentences where you need a capital letter: The Motability Foundation

- The Motability Foundation provides means-tested grants to Motability Scheme customers.
- The BBC has uncovered new evidence. [See example 1](#)

When to use 'the'

'the' should be used in the middle of a sentence when discussing the foundation itself, as a proper noun.

- Does the Motability Foundation award grants to charities?
- Does the BBC have the latest news? [See example 2](#)

When not to use 'the'

Don't use 'the' when discussing our work, or elements of the organisation.

- Motability Foundation beneficiaries have told us that...
- Motability Foundation research has discovered that...
- Motability Foundation staff are taking part in...
- Motability Foundation customer satisfaction remains high. [See example 3](#)

The Motability Foundation should only ever appear with a capital 'T' at the start of a sentence.

1 **The Motability Foundation** then provides means-tested grants to help people access the Scheme or use their vehicle more easily. We know that vehicles aren't the only way that disabled people need to travel, so we provide various other grants to help people stay mobile. We award grants

Motability Foundation should be prefixed with 'the' (lower case except at the start of a sentence) when using it as a proper noun.

2 to make journeys due to a lack of accessible transport options. This impacts on every area of people's lives, from employment opportunities to wellbeing.
At **the Motability Foundation** we fund, support, research and innovate so that all disabled people can make the journeys they choose.

Motability Foundation should be written without 'the' when referring to elements of the foundation or its work.

3 employees. Over the past year, events have included a talk and Q&A by Paralympic cyclist Sam Ruddock to celebrate Black History Month, a film featuring **Motability Foundation** employees sharing their experiences for International Men's Day, an Easter quiz and egg hunt, and a talk

Acknowledgment Guidance: How to acknowledge us and social media



How to acknowledge the Motability Foundation

The Motability Foundation asks for advance sight of videos, marketing materials and reports so we can check how our logo is used, and any descriptions of how we are working together.

You should aim to acknowledge the Motability Foundation once in each separate communication about our work together. How you do this will depend on your relationship with us. For example, you may be:

- **Funded by**
- **Supported by**
- **Working with**
- **In partnership with**
- **Accredited by**
- **Endorsed by**
- **Founded by**

We will work with you to identify the best way to describe our relationship. These words can be used in text describing our work, and also used as a logo – see page 12.

Social media

You may want to use social media to talk about your grant, project or service. The Motability Foundation currently uses Twitter and LinkedIn. Acknowledge our involvement in your work by tagging us in your posts:

Twitter: @motability

LinkedIn: @Motability Foundation

Here are some examples:

- We're delighted to be working with @Motability to find out how trains can be more accessible for disabled people.
- Our Accessible Bus project launches today! The project is funded by @Motability and will help us to improve the accessibility of buses in AnyTown.
- We've helped 1,000 disabled people to use active travel this year by working with @Motability. We've used the equipment they've donated to support people across AnyTown.

Acknowledgment Guidance: Website and video

Website

The Motability Foundation's involvement in your work should be acknowledged on your website.

For organisations that are solely grant-funded by the Motability Foundation:

Aim to use our 'funded by' logo in the footer of your website. If this isn't possible, it should be added to the page you use to describe what your organisation does – usually an 'About Us' page. Use a textual description to acknowledge our involvement.

For organisations that receive Motability Foundation funding for a particular project:

Add the relevant logo to your web page which describes the project. Use a textual description to acknowledge our involvement.

For organisations that do not receive grant-funding, for example partnering with us to carry out research:

Use of our logo on your website should be agreed with us case by case. We will also work with you to agree any textual references.

Below are some examples of how to acknowledge us in your website text:

- The Accessible Bus project aims to support people living in AnyTown and is funded by the Motability Foundation.
- The new Electric Vehicle charging points have been designed working with the Motability Foundation.
- Our travel assistance scheme aims to connect disabled people living in rural AnyTown and is supported by the Motability Foundation.

Video

Your social media content or website may include video about your grant, project or service. Acknowledge our involvement by locking up your logo with ours, using the correct descriptor – for example, 'funded by'. This would usually then go at the start or the end of a video. Make sure you are using the correct exclusion zone around the logos, and the logo in the correct colour – see pages 14 and 15.

Acknowledgment Guidance: Marketing materials and reports

Marketing materials

If you have a project or service funded by the Motability Foundation, you may wish to promote it using things like posters, leaflets or exhibition stands. Please use the appropriate logo on your materials. This can be presented as a lock-up with your own logo (see page 12) or it can be presented near your logo.

See example 1

Reports

The Motability Foundation funds or co-funds research, which you may wish to present in a report. We ask that our logo features on the front cover of any reports, either as a lock-up with your own, or near your own logo. We also ask that you explain how we are involved in the work prominently, for example on an introductory page.

See example 2

1



Help with transport for your disabled, or seriously ill child

Family Fund Mobility Support

If you are raising a disabled, or seriously ill, child under three years old, you may be able to apply to the Family Fund Mobility Support programme for help. We offer grants for lease cars, to make transport for your child easier, and more practical.

Family Fund Helping disabled children | Motability Foundation

Family Fund gratefully acknowledges the support of Motability charity, which funds this programme

2



energy saving trust | Motability Foundation

Report commissioned by Motability:
EV design & disability inclusion

EV design & disability inclusion

When not to use the Motability Foundation brand identity



Objects

Our name or brand should be used on communications materials. It should not be used on physical objects such as cars, minibuses or Electric Vehicle charging points unless we have made contractual arrangements with you to do so.

Multiple partners

If we are one of a number of partners that you work with or receive funding from for a particular project or service, please check with us before using our brand on any content.

Acknowledgment Guidance: Press releases



Press releases

Aim to acknowledge your relationship with the Motability Foundation early on in your press release.

You should also include the Motability Foundation 'boilerplate' at the end of your press release. This is a short 'About Us' section which gives journalists background information that isn't part of the news story. Here's a very short example (right).

We ask that we see all press releases in advance with enough notice to approve the use of our name and any reference to our work together. We can, where appropriate, provide quotes for press releases.

If you are developing a press release, please contact the Motability Foundation Press Office at pressoffice@motabilityfoundation.org.uk

Press release body copy

[Headline]

AnyTown's Disabled People's Organisation provides new service to help disabled people to travel

[Body Text]

AnyTown Disabled People's Organisation has launched a new community transport service supporting disabled people to make door-to-door journeys in the local community.

The project is funded with a grant from the Motability Foundation, and will provide a minibus service every day of the week to disabled people who don't have access to a car.

[Spokesperson quotes]

Commenting on the project, Chief Executive of AnyTown Disabled People's Organisation Jeni AnyName said:

"Anytown has limited public transport and it's hard to get around if you don't have a car. We are delighted to receive this grant and provide disabled people with travel options..."

*****ENDS*****

[The Motability Foundation boilerplate]

Press release boilerplate

About AnyTown Disabled People's Organisation

[Insert description of what your organisation does]

About the Motability Foundation

The Motability Foundation is a registered charity set up in 1977. The Motability Foundation funds, supports, researches and innovates so that all disabled people can make the journeys they choose. We oversee the Mobility Scheme and provide grants to help people use it, providing access to transport to hundreds of thousands of people a year.

We award grants to other charities and organisations that provide different types of transport, or work towards making transport accessible. We also carry out ongoing research, in partnership with disabled people and key stakeholders in the industry, to inspire innovations that continue to champion accessible transport for all. Motability operating as Motability Foundation.

The Motability Foundation Logo



Master logo

This is our master logo.

When to use the master logo

Use the master logo to identify the brand where the strapline (see next page) is not relevant or cannot be used due to small sizes.

Examples of this would be repeat branding such as event flags (not necessary to repeat the strapline), any logos on inside brochure pages (the line will have already been seen on the cover), mobile website (format too small) or internal communications (employees are already familiar with the brand).



The Motability Foundation Logo



Logo with strapline

This is our logo with the strapline underneath. The strapline adds value to the logo and expresses the role and purpose of the Motability Foundation.

It is most often used when introducing the charity in formal settings for the first time.

When to use the strapline

Use the version with the line where space permits and it will not conflict with other messaging.

Examples of this would be email signatures, charity letterhead, desktop version of the website, advertising, marketing material and the front covers of official reports.

It is important to consider legibility at small sizes. Please see page 15 for guidance.



The Motability Foundation Logo: Use and position of the logo with grantee and partner logos

Partner logo lock-ups

The Motability Foundation works with a range of other organisations and partners. Depending on your own brand guidelines, we may choose to 'lock up' our logo next to yours, or to place the logos further apart from each other.

We will work with you to decide whether to lock up our logos or not.

Lock-ups should present logos next to each other, horizontally. They should not be stacked on top of each other.

In partnerships where there is a clear 'lead partner', the lead partner logo should be presented on the left.

Use this as a guide for constructing partner logo lock-ups.

Match the overall size of the two logos, aligning them if possible.

Use a clean black keyline to structure the lock-up. The space either side of the line should be equal to the width of one M of Motability.



Lock-up with adjoining words

Adjoining words should be half the width of an M away from the partner logo, and half an M in height. Extend the height of the keyline by a full M width above the Motability Foundation typography.



Lock-up without adjoining words

The height of the keyline should be half an M width above and below the Motability Foundation typography.

The Motability Foundation Logo: Use and position of the logo with grantee and partner logos

Adjoining words

Use language that is appropriate for the relationship between the two organisations. The following list of adjoining words are interchangeable within the lock-up. We will work with you to choose one that best summarises the way we work with our partners.

Funded by

Supported by

Working with

In partnership with

Accredited by

Sponsored by

Endorsed by

Adjoining words colour

Pick a colour from the partner logo if appropriate, or use purple or indigo from our palette. Ensure the adjoining words are clearly legible and accessible at the size they will be displayed.

Match the overall size of the two logos, aligning them if possible.

Use a clean black keyline to structure the lock-up. The space either side of the line should be equal to the width of one M of Motability.



Lock-up with adjoining words

Adjoining words should be half the width of an M away from the partner logo, and half an M in height. Extend the height of the keyline by a full M width above the Motability Foundation typography.



Lock-up without adjoining words

The height of the keyline should be half an M width above and below the Motability Foundation typography.

The Motability Foundation Logo: Variances



One-colour logos

When we need to apply a logo to a colour or crowded background we can use the one-colour logo – available in white and black.

Important note: the one-colour logo should only be used if the full-colour master logo is not appropriate.



White one-colour logos

For use on colour or photographic backgrounds. Always ensure there is sufficient contrast for compliance with accessibility.



Black one-colour logos

For use on white backgrounds where print reproduction is limited or partner guidelines insist on black.

The Motability Foundation Logo: Exclusion zone



Logo guidelines

Logo exclusion zone

The exclusion zone is equivalent to the width of one capital 'M' of Motability.

Please ensure this is left clear of any other elements or typography. It should also be used as a minimum space from any page or screen edges.

Logo minimum size

Scale and position the logo at a size appropriate for the media. If this is smaller than 100 pixels or 32mm wide, please do not use the logo with strapline as this will be too small.

Do not increase the size of the logo to make it fit if this is too large for the design. Use the master logo instead.

Please do not use the master logo any smaller than 60 pixels or 20mm wide.



Minimum width: 100 pixels or 32mm



Minimum width: 60 pixels or 20mm

The Motability Foundation Logo: Logo misuse



Logo guidelines

Please respect the logos and do not change them in any way. While it may seem obvious, here are a few things to avoid...



Do not stack logo and partner logo elements on top of each other

 <p>Do not remove the wheel</p>	 <p>Do not change the position of the logo elements</p>	 <p>Do not squash or stretch the logo</p>	 <p>Do not stack or create variants</p>
 <p>Do not remove the wheel</p>	 <p>Do not change the colours</p>	 <p>Do not use the master logo on coloured backgrounds</p>	 <p>Do not change the font or type your own strapline</p>

Colour Palette: Primary colour palette

Core colour palette

These are our core colours and should be used as a first choice in all instances. Ensure all typography is accessible by picking colour pairings with a sufficient contrast ratio for the size of the text.



- Accessible black on colour
- Accessible white on colour

Colour Palette: Secondary colour palette

Supporting colour palette

These are our supporting colours.

They should be used for functional purposes when the core colour palette needs more versatility.

Examples of this are:

- Rollover states and menu systems on digital platforms
- Colour coding
- Graphs or infographics with lots of variables

The secondary colour palette is not intended for use as 'expressive colours' to represent the brand identity.

- Accessible black on colour
- Accessible white on colour

Purple 2 #410071 R.65 G.0 B.113 C.93 M.100 Y.22 K.13 ●	Indigo 2 #2d1a4e R.45 G.26 B.78 C.96 M.99 Y.35 K.35 ●	Pink 2 #980d51 R.152 G.13 B.81 C.29 M.100 Y.33 K.24 ●	Blue 2 #006075 R.0 G.96 B.117 C.89 M.44 Y.37 K.24 ●	Yellow 2 #c45500 R.196 G.85 B.0 C.17 M.74 Y.100 K.7 ●	Grey 2 #5d5d5d R.93 G.93 B.93 C.59 M.49 Y.47 K.37 ●
Purple 3 #6000a4 R.96 G.0 B.164 C.83 M.95 Y.0 K.0 ●	Indigo 3 #5d379d R.93 G.55 B.157 C.79 M.85 Y.0 K.0 ●	Pink 3 #d20c6d R.210 G.12 B.109 C.11 M.99 Y.21 K.2 ●	Blue 3 #006c7e R.0 G.108 B.126 C.87 M.37 Y.37 K.20 ●	Yellow 3 #f67c15 R.246 G.124 B.21 C.0 M.61 Y.93 K.0 ●	Grey 3 #767676 R.118 G.118 B.118 C.52 M.42 Y.41 K.24 ●
Purple 4 #b582d8 R.181 G.130 B.216 C.40 M.55 Y.0 K.0 ●	Indigo 4 #a487d5 R.164 G.135 B.213 C.44 M.51 Y.0 K.0 ●	Pink 4 #f063a6 R.240 G.99 B.166 C.2 M.73 Y.1 K.0 ●	Blue 4 #008196 R.0 G.129 B.150 C.82 M.29 Y.32 K.11 ●	Yellow 4 #fbd559 R.251 G.213 B.89 C.2 M.15 Y.73 K.0 ●	Grey 4 #a3a6ad R.163 G.166 B.173 C.40 M.29 Y.25 K.5 ●
Purple 5 #d6acf3 R.214 G.172 B.243 C.24 M.38 Y.0 K.0 ●	Indigo 5 #ceb3fc R.206 G.179 B.252 C.27 M.34 Y.0 K.0 ●	Pink 5 #fc9cca R.252 G.156 B.202 C.1 M.51 Y.0 K.0 ●	Blue 5 #b5f4fe R.181 G.244 B.254 C.31 M.0 Y.6 K.0 ●	Yellow 5 #ffea5 R.255 G.234 B.165 C.1 M.7 Y.44 K.0 ●	Grey 5 #d2d4d9 R.210 G.212 B.217 C.21 M.14 Y.12 K.1 ●
Purple 6 #faf2ff R.250 G.242 B.255 C.3 M.7 Y.0 K.0 ●	Indigo 6 #f3f0f6 R.243 G.240 B.246 C.5 M.6 Y.2 K.0 ●	Pink 6 #fff6f9 R.255 G.246 B.249 C.0 M.5 Y.2 K.0 ●	Blue 6 #f1dfff R.241 G.253 B.255 C.6 M.1 Y.2 K.0 ●	Yellow 6 #fffbed R.255 G.251 B.237 C.1 M.2 Y.9 K.0 ●	Grey 6 #e7e9f1 R.231 G.233 B.241 C.11 M.7 Y.4 K.0 ●

Language and consistency: Plain English and tips

Plain English

The Motability Foundation uses plain English so that all communications are clear and concise. Our messages should be warm, professional, friendly, easy to understand and never patronising. Customers should feel like we are talking to a trusted friend. We do not want to bombard them with too much information or heavy sales pitches.

Tips for writing in plain English:

- Keep sentences to an average length of 15 to 20 words
- Use active rather than passive verbs
- Avoid abbreviations
- Use words that are appropriate for the reader
- Eliminate unnecessary words
- Avoid jargon and clichés – use simple, everyday words
- Use bullet point lists where appropriate

For more information

More information

For artwork and clarification on the brand identity, please contact communications@motabilityfoundation.org.uk

Please note: The copyright for images used in this document remain with the photographers / the Motability Foundation. No images from this document are to be used or reproduced without permission.



Our vision

We are building a future where all disabled people have the transport options to make the journeys they choose

Thank you



The Motability Foundation, Warwick House,
Roydon Road, Harlow, Essex, CM19 5PX.

Motability is a registered charity in England
and Wales with charity number 299745 and
in Scotland with charity number SC050642.

We are regulated by the Charity Commission
and the Financial Conduct Authority. We are
entered on the FCA register ([www.fca.org.uk/
register](http://www.fca.org.uk/register)) under reference 736309 as a credit
broker.

Motability operating as Motability Foundation.

motabilityfoundation.org.uk

