



PARTNERSHIP GUIDELINES

#iwill is a national campaign that aims to make social action part of life for as many 10 to 20 year-olds as possible by the year 2020.

The campaign is coordinated by the charity Step Up To Serve, and makes progress through collaboration and partnership to spread the word about the benefits of youth social action, and create fresh opportunities for participation.



These guidelines have been developed for #iwill partners to give guidance on logo usage and how to talk about their support of the #iwill mission in their internal and external communications.

In addition to the standalone #iwill logo, we've developed a logo 'lock-up' device that displays your logo alongside ours to show your support.

In the context of this document, 'lock-up' is the phrase given to describe the standalone #iwill logo with tagline, or the #iwill logo locked-in with a partner logo to communicate the partnership.

Here's an overview of the lock-ups in this document.

- A. Stand-alone #iwill logo lock-up
- B. Example of vertical partner logo lock-up
- C. Example of horizontal partner lock-up

Within these options we have ensured there is scope for you to use either a white background, the #iwill yellow or your own brand colours.

A.

Proudly supporting  
youth social action



B.



Proudly supporting  
youth social action



C.



Proudly supporting  
youth social action



## 4. The lock-ups

The following pages give more detail on the correct usage of the logo lock-ups. Please choose the appropriate version for your brand and follow these guidelines for rules around its usage.

### Lock-up A

Lock-up A has been designed as a stand-alone badge for partners to use across print and online communications.

The lock-up is made of the strapline and #iwill logo set within a lozenge. Each element has been carefully designed to work together. Do not alter any part of this lock-up.

### Lock-up B and C

Lock-ups B and C have been designed to work with any partner logo. The lock-ups are made of three elements: a strapline, the 'iwill' logo, and a dividing line. Each element has been carefully designed to work together. Do not alter any part of this lock-up.

Lock-up B shows the #iwill logo enclosed in a lozenge that can change colour to suit your brand's logo and colour palette.

Lock-ups B and C are available in horizontal and vertical layouts. See pages 5 to 8 for guidance on which to use and recommended sizes.



Lock-up A has been developed for partners who do not wish to include their logo within a lock-up.

The lock-up should be used wherever possible on partner websites, preferably above the 'fold', front cover of print assets, and on brand photography.

The lock-up can adopt partner colour schemes for maximum standout on your communication.

Lock-up

Proudly supporting  
youth social action



Example based on University  
Birmingham school

Proudly supporting  
youth social action



Partner logo

## 4. Lock-up B — Horizontal

The next two pages show the #iwill logo adopting the colour of the partner logo. Ensure sufficient standout of the #iwill mark when selecting colours for the #iwill lozenge.

### Construction

The logos are separated with a vertical line, with the #iwill logo to the right and the partner logo to the left.

The distance between the dividing line and both logos should be the same - shown with measurement X.

The height of your logo should match the height of the #iwill and strapline logo lock-up, shown with measurement Y.

### Clear space and white border

The clear space around the logo is 1/2 of X and can be used as a white fill to give the lock-up standout.

The example to the right shows the horizontal lock-up on a transparent background, with the colour of the lozenge amended to match the partner logo colour.

This example shows the horizontal lock-up in a white box for use against a busy background, with the colour of the lozenge amended to match the partner logo colour.

### Construction



### Example



## 4. Lock-up B — Vertical

### Construction

The logos are separated with a horizontal line, with the #iwill logo below and the partner logo above.

The distance between the dividing line and both logos should be the same - shown with measurement X.

The width of your logo should match the width of the #iwill and strapline logo lock-up, shown with measurement Y.

### Clear space and white border

The clear space around the logo is 1/2 of X and can be used as a white fill to give the lock-up standout.

The diagram illustrates the construction and application of a vertical logo lock-up. It is divided into three main sections: Construction, Example (transparent background), and Example (white box).

**Construction:** A vertical stack of elements is shown within a dashed orange border. From top to bottom: a grey rectangular box labeled "Your logo"; a horizontal line; the text "Proudly supporting youth social action"; and the #iwill logo. A small yellow square is positioned at the top-left and bottom-right corners of the dashed box. Dimension lines indicate: "X" for the vertical distance between the top of the logo box and the line, and between the line and the top of the #iwill logo; "Y" for the horizontal width of the entire lock-up; and "1/2 X" for the clear space around the #iwill logo.

**Example (transparent background):** Shows the lock-up on a light grey background. It features the "safe" logo (white text on an orange circle), a horizontal line, the text "Proudly supporting youth social action", and the #iwill logo (white text on an orange rounded rectangle).

**Example (white box):** Shows the lock-up centered within a white rectangular box on a light grey background. The elements are the same as in the transparent example, but the entire lock-up is contained within the white box.

The example above shows the vertical lock-up on a transparent background.

This example shows the vertical lock-up in a white box. The logo lock-up should be placed in a white box for maximum legibility if it is being used on a busy background.

## 4. Lock-up C — Horizontal

This page shows Lock-up C in a horizontal format. Use the lock-up supplied and rules below to create balanced lock-up for your communications.

### Construction

The logos are separated with a vertical line, with the #iwill logo to the right and the partner logo to the left.

The distance between the dividing line and both logos should be the same - shown with measurement X.

The height of your logo should match the height of the #iwill and strapline logo lock-up, shown with measurement Y.

### Clear space and white border

The clear space around the logo is 1/2 of X and can be used as a white fill to give the lock-up standout.

The example to the right shows the horizontal lock-up on a transparent background.

### With white box

This example shows the horizontal lock-up in a white box. The logo lock-up should be placed in a white box for maximum legibility if it is being used on a busy background.

### Construction



### Example



## 4. Lock-up C — Vertical

This page shows Lock-up C in a vertical format. Use the lock-up supplied and rules below to create balanced lock-up for your communications.

### Construction

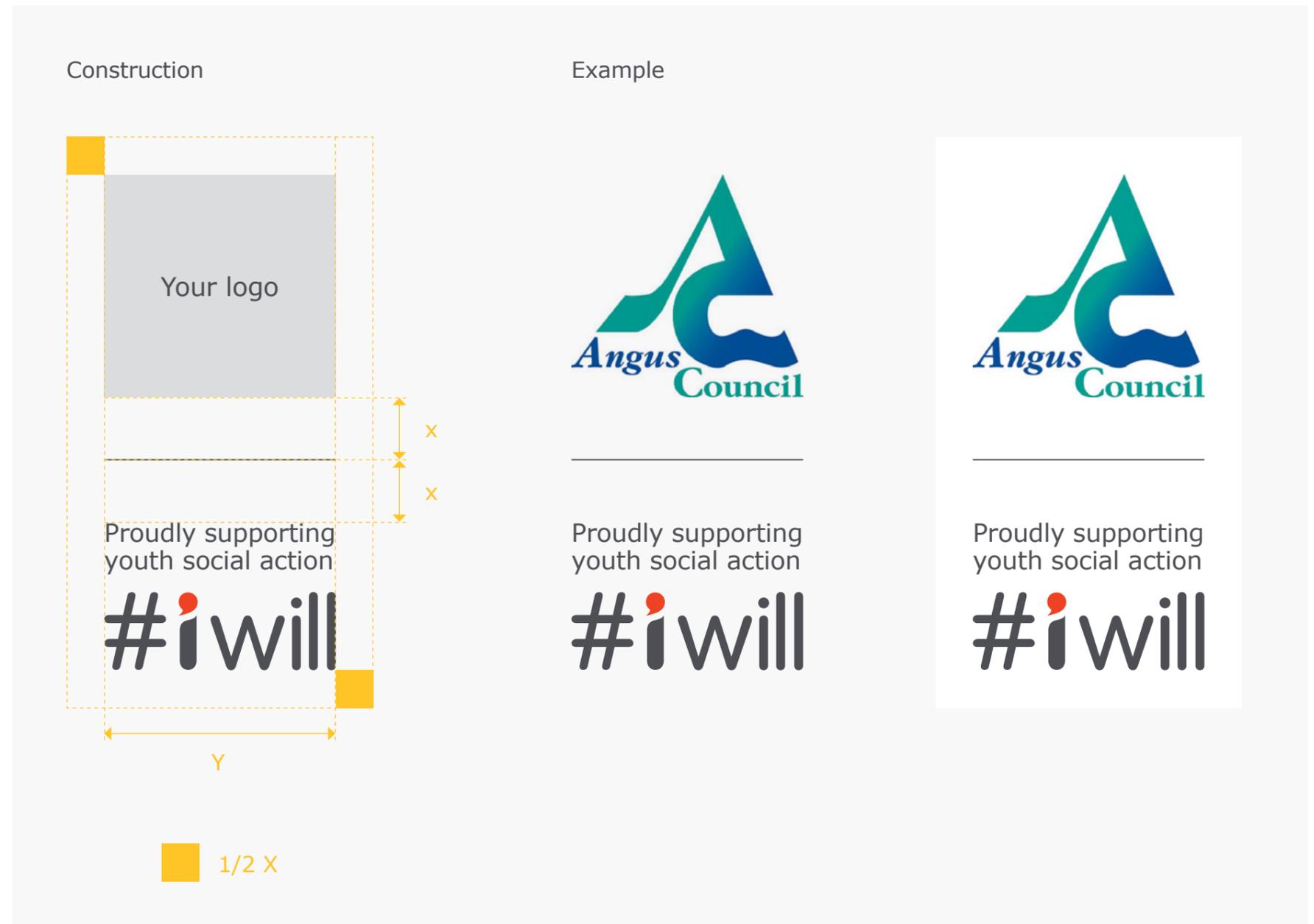
The logos are separated with a horizontal line, with the #iwill logo below and the partner logo above.

The distance between the dividing line and both logos should be the same - shown with measurement X.

The width of your logo should match the width of the #iwill and strapline logo lock-up, shown with measurement Y.

### Clear space and white border

The clear space around the logo is 1/2 of X and can be used as a white fill to give the lock-up standout.



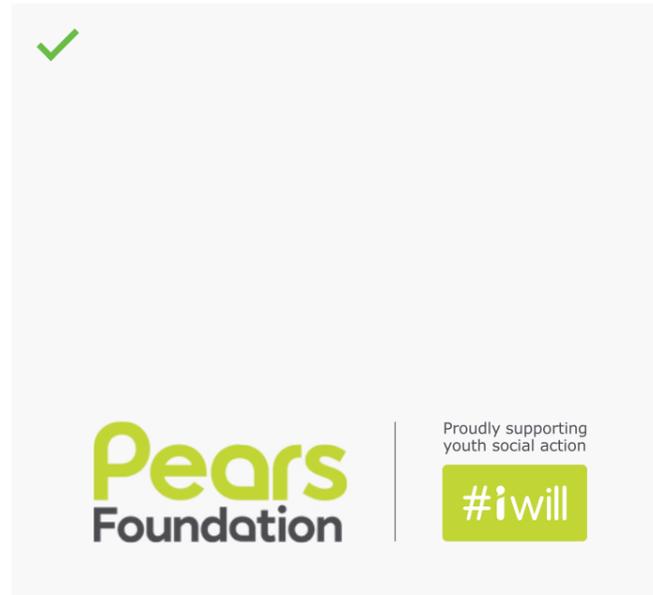
The example above shows the vertical lock-up on a transparent background.

This example shows the vertical lock-up in a white box. The logo lock-up should be placed in a white box for maximum legibility if it is being used on a busy background.

## Dos

Use the original lock-up on flat light colours.

Use a white box underneath the lock-up on an image or busy background.

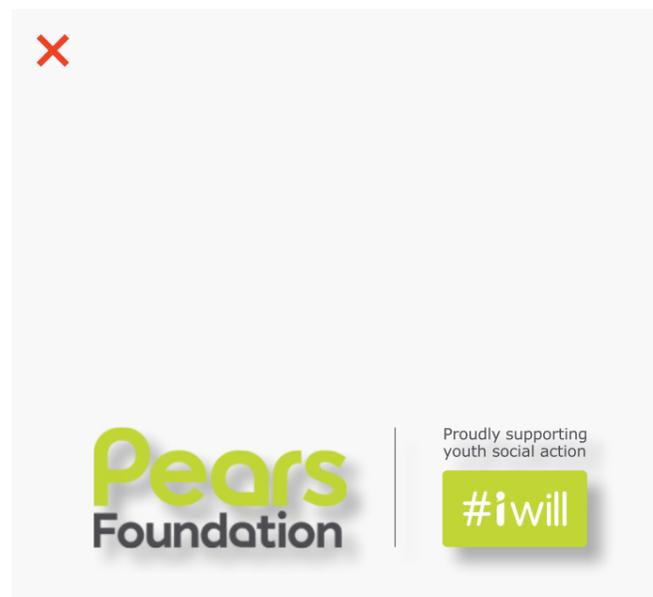


## Don'ts

Do not use drop shadows or apply other effects.

Do not rotate, shear or distort the lock-up in any way.

Do not change the colour of the white box.



Over the following pages, we've developed copy for our partners in the educational, business and voluntary sectors to help you clearly articulate your support of the #iwill cause.

For partners in the educational sector, you may wish to introduce your #iwill partnership using this copy.

#iwill is a UK-wide campaign helping more young people make a difference in their communities through social action. This includes activities like campaigning, fundraising and volunteering. Youth social action has a double benefit – it helps develop compassionate communities and develops young people’s character strengths and life skills. Leaders in education are supporting #iwill – they know that getting their students involved in social action has benefits that go way beyond the classroom.

This version allows you to add more detail around your specific pledge.

#iwill is a UK-wide campaign helping more young people make a difference in their communities through social action. This includes activities like campaigning, fundraising and volunteering. Youth social action has a double benefit – it helps develop compassionate communities and develops young people’s character strengths and life skills. Leaders in education are supporting #iwill – they know that getting their students involved in social action has benefits that go way beyond the classroom. [Organisation/Company name/school/college] is supporting #iwill by pledging to [add your specific pledge].

For partners in the voluntary sector, you may wish to introduce your #iwill partnership using this copy.

#iwill is a UK-wide campaign helping more young people make a difference in their communities through social action that includes activities like campaigning, fundraising and volunteering. Youth social action has a double benefit – it helps build communities and develops character strengths and life skills in young people. Many voluntary organisations are supporting #iwill by pledging to make social action opportunities more accessible to young people.

This version allows you to add more detail around your specific pledge.

#iwill is a UK-wide campaign helping more young people make a difference in their communities through social action that includes activities like campaigning, fundraising and volunteering. Youth social action has a double benefit – it helps build communities and develops character strengths and life skills in young people. Many voluntary organisations are supporting #iwill by pledging to make social action opportunities more accessible to young people. [Organisation name] is supporting #iwill by pledging to [add your organisations's specific pledge].

For partners in the business sector, you may wish to introduce your #iwill partnership using this copy.

#iwill is a UK-wide campaign helping more young people make a difference in their communities through social action that includes activities like campaigning, fundraising and volunteering. Youth social action has a double benefit for young people – it helps their communities and it helps them build character strengths and life skills. #iwill is being promoted and supported by many employers who know that youth social action develops vital skills that young people can bring into the workplace.

This version allows you to add more detail around your specific pledge.

This version allows you to add more detail around your specific pledge. #iwill is a UK-wide campaign helping more young people make a difference in their communities through social action that includes activities like campaigning, fundraising and volunteering. Youth social action has a double benefit for young people – it helps their communities and it helps them build character strengths and life skills. #iwill is being promoted and supported by many employers who know that youth social action develops vital skills that young people can bring into the workplace. [Organisation name] is supporting #iwill by pledging to [add your organisations's specific pledge].

For partners that don't fall within the educational, voluntary and business sectors, you may wish to introduce your #iwill partnership with this copy.

#iwill is a UK-wide campaign helping more young people make a difference in their communities through social action that includes activities like campaigning, fundraising and volunteering. Youth social action has a double benefit – it helps build communities and develops character strengths and life skills in young people. Many business, education, voluntary and public sector organisations have pledged to spread the word about the benefits of youth social action and create more opportunities for young people to get involved.

This version allows you to add more detail around your specific pledge:

#iwill is a UK-wide campaign helping more young people make a difference in their communities through social action that includes activities like campaigning, fundraising and volunteering. Youth social action has a double benefit – it helps build communities and develops character strengths and life skills in young people. Many business, education, voluntary and public sector organisations have pledged to spread the word about the benefits of youth social action and create more opportunities for young people to get involved. [Organisation name] is supporting #iwill by pledging to [add your organisations's specific pledge].

For partners with a network of other members, you may wish to introduce your #iwill partnership with this copy.

#iwill is a UK-wide campaign helping more young people make a difference in their communities through social action activities like campaigning, fundraising and volunteering. Along with many leading organisations, businesses and schools, we have pledged to actively promote the benefits of youth social action and create more opportunities for young people to get involved by [add your organisations's specific pledge]. We hope that you will join us in supporting a very worthwhile campaign that helps young people develop valuable skills for life and a future career.

Get in touch

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To receive any of the logo lock-ups in these guidelines, or for further information please contact:

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#iwill