

**OUR
VISUAL
AND
WRITTEN
GUIDELINES**



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ABOUT THESE GUIDELINES

Our brand – our unique visual identity and tone of voice – is one of our most valuable assets as a charity.

These guidelines will help you maintain and strengthen that brand. They will help our audiences identify, remember and respond to the RNLI.

If our brand is to stay strong, trusted and distinctive, our communications should be designed and written in a consistent way. Consistency makes us more identifiable, more memorable, and makes people more inclined to donate, volunteer or change their behaviour.

We keep design simple and the number of elements (such as colours and fonts) to a minimum. Every element used should be there for a reason. This ensures our messages stand out. We are committed to making our communications accessible to everyone, online and offline.

In these guidelines, you should find enough flexibility to adjust your design and writing to communicate with people at different stages of their lives and RNLI engagement. But your work will still reflect our overall brand personality and tone of voice: **unmistakably RNLI**.

For more information on our brand guidelines, contact creative@rnli.org.uk.



ABOUT US

We are the RNLI: the charity that saves lives at sea.

Every day of every year, people of all backgrounds get into danger in the water.

It's a problem that we're here to tackle.

We're here to explain the risks, share safety knowledge, and rescue people whose lives are in danger.

We're here to work with others to make the water a safer place for everyone.

We're here to prevent tragedies on and offshore. And with your support, we always will be.

(This statement can be used when introducing our charity in your communications.)



TONE OF VOICE

Our tone of voice is an expression of the RNLI's brand personality.

We express our brand every time we communicate with people; whether we're talking to them at the seaside, sending them direct marketing or interacting with them online.

So our overall personality must be reflected in our overall tone of voice:

ACTIVE PERSONAL RELIABLE

All of our creative should be active, personal and reliable. These three parts can be toned up and down according to message, mood, channel and audience. But they should always be present.

We can reflect this tone in the photographs we use too: the active nature of rescue images, the personal connection created when using bold portraits, or the reliability of lifeguards and lifeboat crew.

We can also apply the tone to our digital user experience. Websites and emails can be active through short load times and clear calls to action. They should be personal through being tailored and user-centric. Reliability can come from meeting user expectations, and following our accessibility and data protection guidelines.



Tone up or down as appropriate for audience, channel, message and mood of communication



ACTIVE



PERSONAL



RELIABLE



HOW DO WE WRITE 'ACTIVE', 'PERSONAL' AND 'RELIABLE'?

Written style isn't just about whether you use grammar and punctuation correctly. There are ways to write in a tone of voice that gives your reader an overall impression of brand personality. All our messages, whether we are asking for funds, volunteers or changes in behaviour, should reflect the RNLI's tone of voice. So, how do we write 'active', 'personal' and 'reliable'?

OUR TONE SHOULD BE:

ACTIVE

Write with an active voice, not a passive one:
The lifeboat crew pulled the child aboard.
(Not: The child was pulled aboard the lifeboat.)

Write in the present tense where possible:
Seatown fundraising volunteers are celebrating after they raised £1,000 during a skydive. (Not: Six months ago, Seatown Branch raised £1,000 from doing a skydive.)

Avoid very long sentences. Our organisation isn't slow and ponderous, it's agile and exciting. Let's reflect this. Let's use a mixture of medium and short sentences. They add pace and impact.

PERSONAL

Talk about people where possible: Seatown lifeboat volunteers rescued a fishing crew.
(Not: Seatown lifeboat went to the aid of a trawler.)

Talk to people: Behind every rescue is someone like you.

Remember our supporters are from a diverse range of backgrounds. Avoid excluding anybody, and keep your writing accessible to everyone.

Avoid operational jargon and unexplained acronyms: The lifeboat crew reached the rocks and pulled the three people aboard. (Not: The ILB proceeded to the rocks, where the three persons were helped aboard.)

Use accessible grammar and everyday English. Shorter sentences are more readable. Contractions (like that's) reflect how people talk, and are not against the rules. Similarly, starting a sentence with a conjunction like and or but is acceptable – as long as it makes sense and isn't overused.

RELIABLE

Use concrete, positive words like: we will support our lifesavers, you can help us save more lives at sea. (Not: we hope to support our lifesavers, you might help us save more lives at sea). Write in a way that shows how people can help and what benefits that will bring.

Use RNLI house style. This adds to the consistency of our writing – from the way we present measurements and job titles, to the use of single quotation marks and italicising boat names. See overleaf for house style top tips.

Use trend, slang or formal language with care. Overly formal language sounds impersonal, while slang and trend words can sound unprofessional.

This does depend on the mood, message and channel. Certain letters, for example, might be understandably more or less formal to reflect the voice of the signatory. And less formal language would be expected for social media channels such as Twitter or Facebook. Another exception is when such language appears in quotes – it's authentic to reflect how people talk.

OUR TONE SHOULD NOT BE:

PASSIVE	IMPERSONAL	ERRATIC
unadventurous	centralised	unprofessional
old-fashioned	exclusive	unclear
dull	irrelevant	gimmicky
stale	distant	sensational

REMEMBER: Tone is not the same as message. BA and Virgin Atlantic both ask you to buy plane tickets. But they ask in different tones of voice, because they have different brand personalities.

For more help with tone of voice, contact creative@rnli.org.uk.

HOUSE STYLE TOP TIPS

As part of the RNLI brand, house style will help you write to a high standard, inspiring confidence and credibility. By following the house style you can get messages across more effectively. Here are some top tips for quick reference:

BOAT NAMES

Write all boat names in italics without inverted commas: *Ernest and Mabel*.

TIMES, DATES AND SEASONS

Use the 12-hour clock: 2pm, not 14:00.

When you need to be precise about midday, write 12 noon.

Write day before month, do not use th, st, nd or commas: Friday 13 February 1974.

Use lower case for summer, autumn, winter, spring.

JOB TITLES

Use initial capitals only when a job title is immediately before or after a name:

Chief Executive Sally Curtis spoke up.

Craig McNair, Coxswain, saved 12 lives.

Use lower case at all other times:

The lifeboat operations manager laughed.

As editor of the magazine, Joe Thewlis had the final say. Go to the doctor.

For a description rather than a job title, use lower case: RNLI volunteer Jed Wicks and Pip Hare, ocean sailor.

DIVERSITY

Write crew member instead of lifeboatman, crew the lifeboat not man the lifeboat, helm not helmsman, chair not chairman or chairperson.

Write people with disabilities or disabled people not the disabled, visually impaired people not the blind, deaf people not the deaf.

If people are under 25, you can describe them as young people. If they are over 65, you can describe them as older people, not the elderly.

IRELAND

We provide a lifeboat search and rescue service around the UK and Ireland.

When you're just writing about the Republic of Ireland for readers there, write Ireland.

When you need to make it crystal clear that you're writing about both, use Republic of Ireland and Northern Ireland: There are 45 lifeboat stations in the Republic of Ireland and Northern Ireland.

When you need to differentiate the two, use Republic of Ireland (rather than Ireland) and Northern Ireland: RNLI lifeguards operate on beaches in Northern Ireland, but not in the Republic of Ireland.

Use £ and € for both the UK and Republic of Ireland.

PLACES, EVENTS AND GROUPS

Use initial capitals for places, events and groups when used in full: RNLI Headquarters, Kilrush Lifeboat Station, Aberavon Beach, Perth Duck Race, Creative Services Team.

Drop the capital of the abbreviated form: at the headquarters of the charity, to the lifeboat station, on the beach, during the duck race, ask the team.

Also drop the capital when used generically: We visited all the lifeboat stations in Devon.

FIGURES

Use words for numbers one to nine:

There were three men in the boat.

Use numerals for 10 and above and with a unit of measurement: RNLI lifeboats launched 8,000 times. The D class lifeboat is 5m long. It took 9 hours.

Use metric measurements except miles, nautical miles and knots.

COMPASS POINTS

Do not capitalise points of the compass: east Scotland, south-west Wales; except specific locations: North Pole, West Midlands.

TITLES OF BOOKS AND OTHER MEDIA

Use italics, not inverted commas.

Use initial capitals except words like and, a, of, the, for, to, on (unless at start of the title): *How to Sail, Loud and Clear, Blue Peter*.

QUOTATIONS

Single quotation marks, not double, around quotes: 'Always use a colon before a quote.'

SPELLING

Set the automatic spell check in Word and Outlook to English (UK), not English (US).

EMPHASIS

In print use italics for emphasis. Online use bold for emphasis.

ONLINE

www – if a URL works without it, omit it.

Keep vanity URLs to one word, where possible.

Use lower case if one word: [RNLI.org/events](https://www.rnli.org/events), [RNLI.org/galway](https://www.rnli.org/galway).

For two words or more, use initial capitals:

[RNLI.org/SaveLives](https://www.rnli.org/SaveLives), [RNLI.org/RespectTheWater](https://www.rnli.org/RespectTheWater).

Write hashtags in the same way:

#RespectTheWater, #ProudOfOurCrowd.

RNLI TERMINOLOGY

all-weather lifeboat

B class or Atlantic 85 not Atlantic 85 class

Bronze Medal

call out

lifeboat

lifesaving

Respect the Water campaign.

A photograph of several yellow rubber boots hanging on a wooden wall. The boots are arranged in two rows, with some hanging from a metal rack at the top and others from a wooden beam below. The boots are worn and show signs of age. Some have black text on them, including "RNL I" and "17N". The background is a dark wooden wall.

BASIC COMMUNICATION ELEMENTS

BASIC ELEMENTS IDENTITY HIERARCHY

Primary identity

Represents the whole institution



Lifeboats

Sub identities

Relate to operational activity



Lifeboats



Lifeguards

Supporting elements

Reinforce the primary and sub identities

RNLI



The RNLI is the charity that saves lives at sea

Fundraisers' logo



Lifeboats

Fundraising in aid of the RNLI

Product identities

Are always endorsed with the primary identity

RNLI COLLEGE



Lifeboats

RNLI SHOP



Lifeboats

BASIC ELEMENTS PRIMARY IDENTITY

RNLI Lifeboats

The RNLI Lifeboats logo represents the whole institution. For example, corporate-level communications such as RNLI.org and Annual Reports are branded with RNLI Lifeboats.

If a marketing communication covers more than one area of the organisation, then only RNLI Lifeboats should be applied. For example, an information leaflet about rescue operations that includes content on lifeboats, lifeguards and flood rescue should be branded with the RNLI Lifeboats logo.

EXCLUSION ZONE

The RNLI Lifeboats and RNLI Lifeguards logos need space around them to ensure they stay clear and impactful. This prevents other graphic elements from interfering with the logo's integrity.

The exclusion zone around the logo should be the height of the logo's 'L', as shown on the right. No graphic device or text should enter into the isolation area.



Lifeboats



BASIC ELEMENTS HOW TO USE OUR LOGO

Always place the logo at the top left when introducing the audience to a message. This is most often applied when people are new to the RNLI.

We place the logo at the bottom right as an endorsement from the RNLI. This is most often used when addressing committed supporters.

WEBSITES AND EMAILS

Always place the logo top left.

SOCIAL MEDIA POSTS

The RNLI 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, it's worth considering the addition of a logo to give brand standout in front of a new audience. The logo will ideally be placed bottom right.

THIRD-PARTY PUBLISHERS

Ensure that a written licence, reviewed and approved by the RNLI Legal Team, has been agreed and executed before use.



BASIC ELEMENTS HOW NOT TO USE OUR LOGO

Our logo must always be used with the correct exclusion zone, colours, size and proportions. This page shows unacceptable uses of the logo.

If placing the RNLI logo over colours and photographs, please make sure it is still clear and impactful.

The logotype (the word 'Lifeboats') and the flag should be treated together as one logo. Don't alter those components or attempt to size them individually.



BASIC ELEMENTS SUB IDENTITIES

RNLI Lifeboats and RNLI Lifeguards

OPERATIONS

The RNLI Lifeboats identity relates to all areas of operations, from rescue to prevention. But when you're working on something that is focussed on lifeguard activity, use the RNLI Lifeguards identity. For example, a lifeboat station uses the RNLI Lifeboats identity, and a lifeguard unit uses RNLI Lifeguards.

For community safety activities, the RNLI Lifeboats or Lifeguards sub identities are applied, depending on who is delivering the activity. For example, a sea safety demo in a marina is RNLI Lifeboats, whereas a beach safety school visit is RNLI Lifeguards.

Other operational activity, including flood rescue, uses the RNLI Lifeboats identity.

MARKETING COMMUNICATIONS

The sub identities are also applied to marketing communications where a case for support or call to action is specifically related to the activity. For example, a fundraising appeal for lifeboat crew kit is RNLI Lifeboats. A safety campaign encouraging people to visit a lifeguarded beach is RNLI Lifeguards.



BASIC ELEMENTS SUPPORTING ELEMENTS

RNLI



1. The RNLI logotype

The RNLI logotype is set in typeface Din OT Bold. It's mainly used when there is a need for a clear identifier with maximum clarity. Examples include the roof of a lifeboat wheelhouse, the side of a lifeguard truck, or on the the back of an RNLI uniform.

The RNLI logotype is not intended to replace the RNLI primary or sub identities. So it must always be endorsed with the RNLI Lifeboats or RNLI Lifeguards logo.

2. The RNLI flag

The RNLI flags seen flying from lifeboat stations and lifeguard units around the coast are true to the original design created in 1884. More recently, the design has evolved into the graphic emblem that features in the RNLI's identity.

There are a limited number of applications where the flag can be used on its own:

- the bow of lifeboats
- merchandise and shop packaging
- *Lifeboat* and *Offshore* magazine mastheads
- staff and volunteer clothing
- pin badges.



BASIC ELEMENTS SUPPORTING ELEMENTS

3. The strapline

The organisation's strapline is:
The RNLI is the charity that saves lives at sea

It can be used as a headline.

If the strapline competes with other messaging on the page then it can be used as a sign-off in the footer, or at the base of the back page.

The strapline should be included, along with our registered charity numbers, in website and email footers.



Coastal safety guide



respectthewater.com



Pop-up display banner

BASIC ELEMENTS MANDATORY INCLUSIONS

1. Registered charity numbers

The RNLI is legally obliged to disclose that it is a registered charity along with its registered charity numbers, in all written documents. To do this the following statement should be used:

Royal National Lifeboat Institution (RNLI), a charity registered in England and Wales (209603), Scotland (SC037736), the Republic of Ireland (20003326) and the Bailiwick of Jersey (14)

This statement must appear on every business letter and email, advertisement, notice, official publication, and educational or campaign documentation, as well as any other document or website that solicits money or property for the charity.

Every document within a package should include the statement but it is not required on outer envelopes where the letter within includes the statement. For very small fundraising items that have space restrictions and do not solicit money (such as pin badges, flags and keyrings) the statement is not required.

The statement is not mandatory on social media posts or online display advertising, so long as the page the user clicks through to does display the statement. Where an online display ad is large enough to accommodate the statement in a legible manner, we should try to include it, especially when the ad solicits money/property.

The order in which countries are listed in the statement can change depending on the country that the communication is targeted towards, but the entire statement must always be displayed.

For example:

Scotland first:

Royal National Lifeboat Institution (RNLI), a charity registered in Scotland (SC037736), England and Wales (209603), the Republic of Ireland (20003326) and the Bailiwick of Jersey (14)

Republic of Ireland first:

Royal National Lifeboat Institution, registered charity number (20003326) in the Republic of Ireland. Registered as a charity in England and Wales (209603), Scotland (SC037736) and the Bailiwick of Jersey (14)

Isle of Man first:

Royal National Lifeboat Institution (RNLI), a charity registered in Isle of Man (58,64,277,278,282), England and Wales (209603), Scotland (SC037736), the Republic of Ireland (20003326) and the Bailiwick of Jersey (14)

In Welsh:

Sefydliad Brenhinol Cenedlaethol y Badau Achub (RNLI), elusen a gofrestrwyd yng Nghymru a Lloegr (209603), yr Alban (SC037736), Gweriniaeth Iwerddon (20003326) a Beiliaeth Jersey (14)

If the design layout dictates that the registered charity numbers and the charity strapline are to be positioned together then it should appear as below (note that the word 'RNLI' has been deleted from the registered charity number statement).

The RNLI is the charity that saves lives at sea

Royal National Lifeboat Institution, a charity registered in England and Wales (209603), Scotland (SC037736), the Republic of Ireland (20003326) and the Bailiwick of Jersey (14)

BASIC ELEMENTS MANDATORY INCLUSIONS

2. Fundraising Regulator

All fundraising materials should carry the Fundraising Regulator logo, where space allows.

Please use a mono version, as shown right.

If the design layout dictates that the registered charity numbers, the charity strapline and the Fundraising Regulator logo are to be positioned together, they should appear as shown.

The minimum amount of space around the logo is determined by the height of the 'FR' within the icon.

The logo should not be reproduced smaller than 12mm in height.

For more advice on how to use the Fundraising Regulator logo, contact creative@rnli.org.uk.



BASIC ELEMENTS MANDATORY INCLUSIONS

3. Permission Statement and Privacy Notice

Use the Permission Statement and Privacy Notice together on all communications where there is an element of data capture.

The statement itself must not be amended, but you can choose which channels you suggest our supporters opt in to. For example, if you only want to gather email addresses, you can choose to only use the email tickbox.

The Permission Statement should sit on the same page as any data capture and Gift Aid forms.

When it comes to font size, the Permission Statement must be the same point size as the data capture name and address fields. If the Permission Statement appears without the data capture fields, it must have a minimum point size of 10.

The Privacy Notice header must be in bold with a minimum point size of 8. If space is limited, the Privacy Notice text can be in a smaller font, but must still be legible, with a minimum point size of 6.

There are two versions of the Privacy Notice – one for RNLI-wide communications (example shown) and another for those going out to the Republic of Ireland only. The difference is the contact details.

If you need further assistance please contact creative@rnli.org.uk.

Your support saves lives, and we'd love to keep you posted with our news, activities and appeals. Your details will only be used by the RNLI, RNLI Shop and RNLI College – we will **never** give your information to other organisations to use for their own purposes. You are free to change your mind at any time.

Please tell us if you would be happy for us to contact you:

☐ by post ☐ by email ☐ by phone ☐ by SMS

Title _____ First name (in full) _____

Surname _____

Address _____

_____ Postcode _____

Email _____

Phone (inc area code) _____

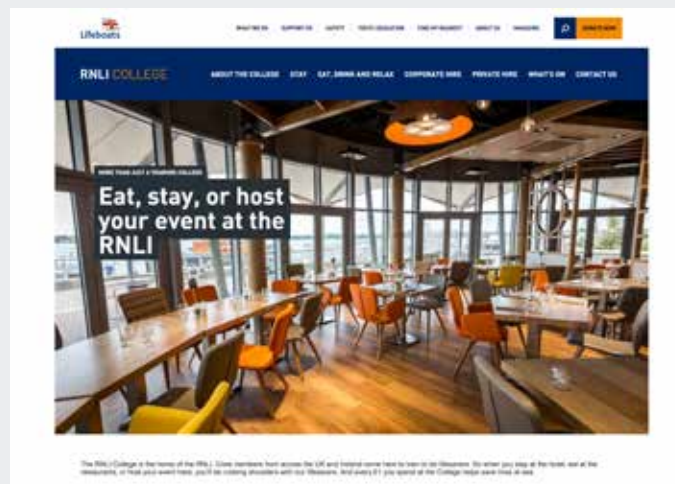
Mobile _____

Privacy Notice: We will always store your personal details securely. We'll use them to provide the service that you have requested, and communicate with you in the way(s) that you have agreed to. Your data may also be used for analysis purposes, to help us provide the best service possible. We will only allow your information to be used by suppliers working on our behalf and we'll only share it if required to do so by law. For full details see the Privacy Policy at [RNLI.org/PrivacyPolicy](https://www.rnli.org/PrivacyPolicy) or contact Supporter Care on 0300 300 9918 or 0044 1202 663234 (non-UK).

BASIC ELEMENTS PRODUCT IDENTITIES

RNLI College and RNLI Shop

RNLI College and RNLI Shop identities are always endorsed with the primary identity, RNLI Lifeboats.



BASIC ELEMENTS FUNDRAISERS' LOGO

For individuals and small groups fundraising in aid of the RNLI, there is a Fundraising in aid of the RNLI (FIAO) logo.

Please send samples of all fundraising materials, online and offline, to the RNLI for approval at least 14 days before you plan to use them. The RNLI will send approval or required amendments as soon as possible.

For more information on producing FIAO materials, please contact the Creative Services Team.



Lifeboats

Fundraising in aid of the RNLI



BASIC ELEMENTS FONTS

The RNLI uses two main fonts: DIN and Bliss.

DIN is a bold geometric typeface that communicates strength and has strong visual impact. It's used for attention grabbing headlines and a powerful call to action. It is mainly applied when we are securing support and nurturing relationships.

Bliss is a softer, more human typeface. It communicates a more personal approach and is often applied as body copy. It is also applied in headlines for existing supporters.

These fonts have a variety of weights available for creating the impact required.

Where these fonts are not available, we use Arial as our default font.

On websites and emails, use Arial. DIN and Bliss are not available on many users' devices, and we should design using the font our supporters are likely to see. On social media graphics, use DIN and Bliss as above.

Only use block capitals for headlines and short sentences, to avoid making text difficult to read.

DIN OT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz
(?.,!;@0123456789
*%--_...#‘£’&“€”)

DIN Round OT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz
(?.,!;@0123456789
*%--_...#‘£’&“€”)

Bliss 2

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnpq
rstuvwxyz
(?.,!;@0123456789
*%--_...#‘£’&“€”)

Arial

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz
(?.,!;@0123456789
*%--_...#‘£’&“€”)

BASIC ELEMENTS COLOUR

Our distinctive RNLI colour palette has been created to build instant recognition across our communications.

It's inspired by the world the RNLI inhabits – the vivid orange of our boats, the red of our lifeguard uniforms, the yellow of our distinctive boots and the reliability of the blue from our logo. This palette is complemented by the grey and blue tones of the sea and the sky.

When placing text on coloured paper or background, make sure the contrast is sharp for print legibility. Black on white and black on yellow provide the best contrast. Ensure type is legible when overlaid on an image.

For more on contrast and legibility, see [RNLI.org/accessibility](https://www.rnli.org/accessibility).



RNLI Blue
Pantone 281
C100, M72, Y0, K38
R0, G38, B99
#002663



RNLI Orange
Pantone 144
C0, M53, Y100, K0
R242, G140, B0
#F28B00

CALL TO ACTION



RNLI Red
Pantone 032
C0, M91, Y87, K0
R221, G35, B48
#DD2330

CALL TO ACTION



RNLI Yellow
Pantone 109
C0, M10, Y100, K0
R255, G210, B0
#FFD200

HIGHLIGHT



RNLI Light Blue
Pantone 306
C77, M0, Y7, K0
R0, G185, B228
#00B9E4

HIGHLIGHT



RNLI Secondary Red
Pantone 201
C0, M100, Y60, K36
R158, G27, B50
#9E1B32



RNLI Secondary Grey 1
Pantone 432
C21, M3, Y0, K87
R54, G66, B74
#36424A



RNLI Secondary Blue
Pantone 537
C20, M10, Y0, K14
R192, G200, B214
#C0C8D6



RNLI Secondary Grey 2
Pantone Cool Grey 2
C10, M8, Y10, K0
R213, G214, B210
#D5D6D2



RNLI Secondary Green
Pantone 5655
C28, M10, Y24, K0
R187, G198, B185
#BBC6B9

OUR ENGAGEMENT JOURNEY

When our primary message aims to secure support for the RNLI or raise awareness of our charity, our visual and written tone can flex according to how engaged our audience is already.

For example, when we're targetting an audience that is unlikely to know much about the RNLI, our focus is on the active tone: bold, punchy copylines, action-packed photos, vibrant colours.

But, at the other end of the scale, the focus for loyal supporters may be more about our reliability: copy that is less punchy and more familiar; photos and colours that are more reflective.

You can also consider flexing elements of the RNLI tone of voice within a single interaction. For example, an outer envelope is more active, the letter it contains is more personal, and the donation form the user is prompted to fill in is more reliable.



SECURING SUPPORT AND RAISING AWARENESS

PEOPLE NEW TO THE RNLI



BROAD
AUDIENCE



MINIMUM
DWELL TIME



ACTIVE

PERSONAL

RELIABLE

SECURING SUPPORT AND RAISING AWARENESS OVERVIEW



ACTIVE AND RELIABLE

017 LIVES

Every day, on average
22 People need our help

**DONATE
NOW**

[RNLI.org](https://www.rnli.org)

Help us Make the Next rescue



SECURING SUPPORT AND RAISING AWARENESS PHOTOGRAPHY

In all our photography we aim to give a true representation of our activities. So please keep our images as close to the original as possible, without major changes. The diversity of our crew, volunteers and other supporters should be represented in a range of photographs.

Recognisable lifeboats

Clearly showing volunteers

Orange against grey backgrounds

Action shots



SECURING
SUPPORT
AND RAISING
AWARENESS
TYPOGRAPHY

EVERY DAY, ON AVERAGE
22 PEOPLE NEED OUR HELP

SUBHEADER DIN Light Caps

**Help us make
the next rescue**

HEADLINE
DIN Bold

TONE OF VOICE

**Active and
Reliable**

**DONATE
NOW** RNLI.org

CALL TO
ACTION
DIN Bold

017 LIVES

STAT
COUNTER
DIN Bold

SECURING
SUPPORT
AND RAISING
AWARENESS
LAYOUT
EXAMPLES



Lifeboats

Every day, on average
22 People need our help

**Help us make
The next rescue**

**DONATE
NOW** RNLI.org

HEADLINE
Boxed DIN Bold

CALL TO ACTION
Orange boxed
DIN Bold

Lifeboats

In the last 24 hours we've launched

147 TIMES

HEADLINE
Boxed DIN Bold

STAT
COUNTER
DIN Bold

NURTURING RELATIONSHIPS

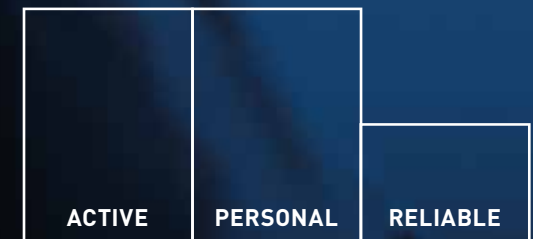
NEWLY ACQUIRED OR
RECENTLY LAPSED SUPPORT



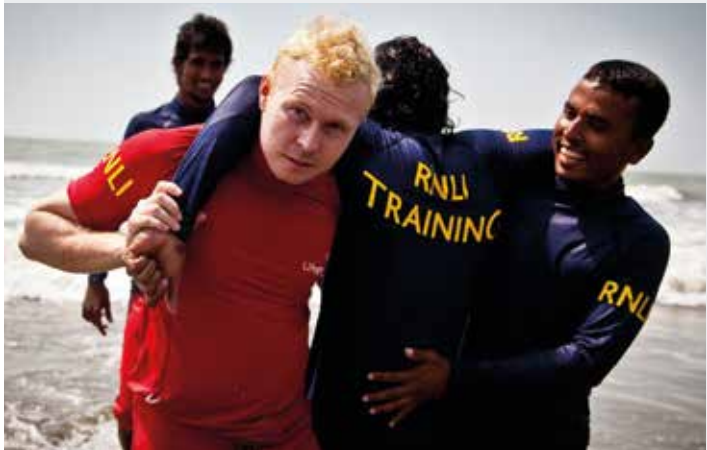
BROAD
AUDIENCE



MODERATE
DWELL TIME



NURTURING RELATIONSHIPS OVERVIEW



23
PEOPLE
NEED OUR HELP
EVERY DAY

tone of voice:
ACTIVE
and personal

We need your help
RIGHT NOW

**OUR CREWS’
KIT NEEDS
REPLACING
THIS CHRISTMAS**

DONATE NOW

To give our volunteer crew the new lifeboat
They need to continue saving lives

**19,000**
MILES OF COASTLINE
COVERED BY OUR LIFEBOATS

**449**
**LIVES
SAVED**

**LIFEBOATS
LAUNCHED
TO ASSIST
36 AIRCRAFT**

**95%**
**OF RNLI PEOPLE
ARE VOLUNTEERS**

**COMMERCIAL
FISHERMEN
GIVEN SAFETY
TRAINING**



NURTURING RELATIONSHIPS PHOTOGRAPHY

In all our photography we aim to give a true representation of our activities. So please keep our images as close to the original as possible, without major changes. The diversity of our crew, volunteers and other supporters should be represented in a range of photographs.



Lifesavers with visible branding

Eye contact

Slightly more abstract
lifeboat shots



NURTURING
RELATIONSHIPS
TYPOGRAPHY

23
PEOPLE
NEED OUR HELP
EVERY DAY

We need your help
RIGHT NOW

**OUR CREWS'
KIT NEEDS
REPLACING
THIS CHRISTMAS**

HEADLINE
DIN Bold

SUBHEADER Bliss Regular

TOE OF VOICE

ACTIVE
and personal

DONATE NOW

To give our volunteer crew the new lifeboat
They need to continue saving lives

CALL TO ACTION – DIN Bold

INFOGRAPHIC
DIN Bold Caps

 **19000**
MILES OF COASTLINE
COVERED BY OUR LIFEBOATS

 **449**
LIVES
SAVED

 **LIFEBOATS
LAUNCHED
TO ASSIST
36 AIRCRAFT**

 **95%**
OF RNLI PEOPLE
ARE VOLUNTEERS

 **COMMERCIAL
FISHERMEN
GIVEN SAFETY
TRAINING**

NURTURING RELATIONSHIPS LAYOUT EXAMPLES

HEADLINE
Mixed DIN Black
and DIN Light

INFOGRAPHIC
Boxed DIN Bold

CALL TO ACTION
Orange boxed
DIN Bold

BODY COPY
Bliss Regular

Lifeboats

£458
WILL BUY A NEW LIFE JACKET

£500
WILL BUY A NEW WATERPROOF JACKET

£25
WILL BUY A NEW PAIR OF GLOVES

£350
WILL PAY FOR A CREW MEMBER'S TROUSERS

£55
WILL BUY A NEW PAIR OF STEEL-CAPPED BOOTS

OUR CREWS' KIT NEEDS REPLACING THIS CHRISTMAS

CAN YOU HELP?

RegularFinam iam prions lissi pulusus, que medepse, ut viri consilic morticiem facto hortari istori sic iaciaet; Castifer acre, vivid C. Initint malonsequia destio maiois non sequiatesto.

Omnis alibus quo vellabores autecta tendentium sequidem num ium quia nonse doluptatem aliatio dolorrum omni que enis dos.

HEADLINE
DIN Black

SUBHEADER
Bliss Regular

CALL TO ACTION
Orange boxed
DIN Bold

Lifeboats

EVERY 22 MINUTES

A volunteer risks their life to save someone like you.

DONATE NOW
RNLI.org

CREATING LOYALTY AND AMBASSADORSHIP

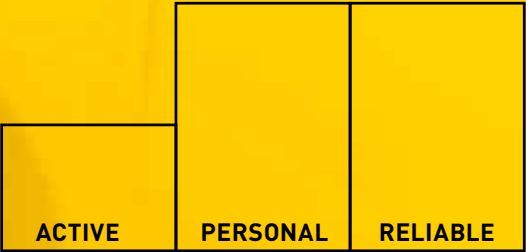
COMMITTED SUPPORT



INTIMATE
AUDIENCE



SIGNIFICANT
DWELL TIME



CREATING LOYALTY AND AMBASSADORSHIP OVERVIEW

DONATE NOW

To give our volunteers the
Lifeboat they need to save lives



Every year
thousands of
people depend
on our lifeboats
to rescue them ...

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95%
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**COMMERCIAL
FISHERMEN
GIVEN SAFETY
TRAINING**

Support this appeal and build a future
for Cowes volunteer lifeboat crew

TOGETHER WE CAN
SAVE LIVES AT SEA



'I was close to passing out with
exhaustion. If they hadn't turned
up then, I don't think I would
have had a whole lot longer.'

CREATING LOYALTY AND AMBASSADORSHIP PHOTOGRAPHY

In all our photography we aim to give a true representation of our activities. So please keep our images as close to the original as possible, without major changes. The diversity of our crew, volunteers and other supporters should be represented in a range of photographs.



More seasonal imagery

Specifically targeted

Lifesavers do not need
full uniform



CREATING LOYALTY AND AMBASSADORSHIP TYPOGRAPHY

**Every year thousands
of people depend on our
lifeboats to rescue them ...**

**Support this appeal and
build a future for Cowes
volunteer lifeboat crew**

TOGETHER WE CAN SAVE LIVES AT SEA

DONATE NOW

To give our volunteers the
Lifeboat they need to save lives

**'I was close to passing out
with exhaustion. If they
hadn't turned up then,
I don't think I would have
had a whole lot longer.'**

PHILIP JOHN, TENBY LIFEBOAT COXSWAIN

INFOGRAPHIC
DIN Bold Caps

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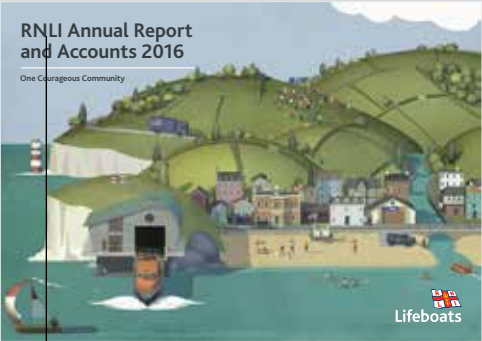
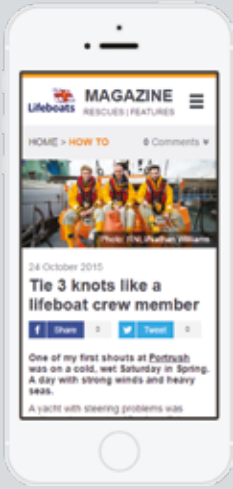
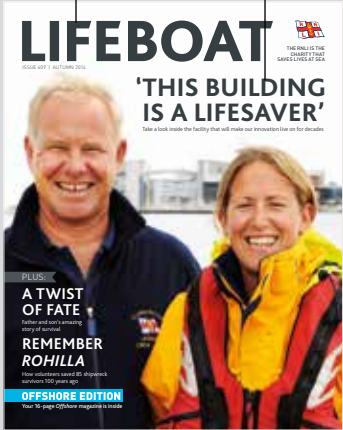
LAYOUT EXAMPLES

TITLE
Bliss Black

HEADLINE
Mixed Bliss 2 Bold
and Bliss 2 Light

TITLE
DIN Black

LOGO
top right



HEADLINE
Mixed Bliss 2 Light
and Bliss 2 Heavy Italic

BODY COPY
Bliss 2 Light

TITLE
Mixed Bliss 2 Heavy
and Bliss 2 Bold

For more information on our brand guidelines,
contact creative@rnli.org.uk.

Version 5, March 2019



Lifeboats