



Look Ahead
CARE, SUPPORT AND HOUSING

identity guidelines

Version 1.4 2016

contents

WELCOME

Welcome to our guidelines, which introduces you to our identity.

Our guidelines are continuing to grow and moving on. As we develop new sections and review old ones, we'll make sure we keep you up to date.

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our brand

THE BRAND

A strong brand is one of the most valuable assets of an organisation. To make it truly powerful it needs to be applied consistently so anyone communicating with Look Ahead knows who we are and what we believe in. Everyone has a part to play in doing this and bringing our brand to life.

These guidelines are to help you represent our brand consistently.

our mission, vision, proposition and values

MISSION

Our mission is our core purpose and the reason we exist.

Working with people to make choices, achieve goals and take control of their lives through high quality care, support and housing.

VISION

Our vision is a statement about our future direction and where we aspire to be.

By working in partnership with our customers, we will become a leader in social care. Our passionate and dedicated staff will work with customers to make decisions and help develop their diverse skills, talents and ambitions. Their insights will always inform, challenge and change what we do. This will help us provide high quality and innovative services we'd be proud for our loved ones to receive.

PROPOSITION

Our proposition is a single, easily understood phrase that succinctly communicates the founding single thought behind our brand.

Services we would be proud for our loved ones to receive

VALUES

Our values are what are important to us and our personality reflects those values and determines how we behave.

excellence, aspiration, partnership, trust

our brand circle

BRAND CIRCLE

Our vision is summed up in the diagram on the right. It includes our proposition, values and expected behaviours.

- PROPOSITION
- VALUES
- BEHAVIOUR



our values

OUR VALUES

We have four values that express and represent our shared understanding of the principles that are important to us as an organisation. Developed in partnership with our staff, customers, their carers and families, they set out the things we aspire to achieve as an organisation and underpin everything we do.

excellence

We are committed to excellence in everything we do. The success of our organisation and, crucially, the successes and outcomes of the people who use our services, depends on our ability to deliver consistently excellent services that exceed expectations.

aspiration

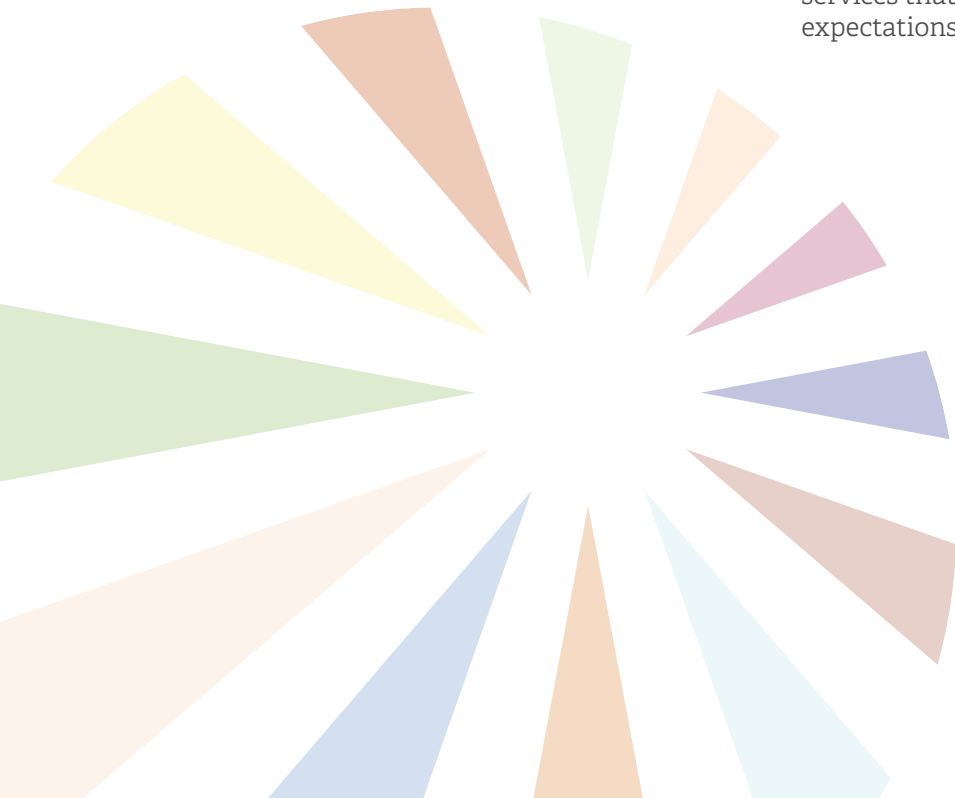
We are aspirational – for our customers, staff and organisation. We aim high, seek out opportunities and do not shy away from the challenges we face. We believe in identifying, nurturing and developing potential and creating a culture of recognition and celebration across the organisation.

partnership

We know our organisation is stronger when we work together; partnership with our customers is crucial as well as with our stakeholders and commissioners. Partnership between staff and individuals who use our services informs and influences everything we do. Through working together at every level, customers and staff design and deliver flexible, personalised and better services.

trust

We will be an organisation with a strong social purpose that people trust. We will be trusted by our commissioners and funders to deliver the services we say we will. We will trust each other to behave with integrity and transparency. We will be trusted by our customers to deliver on our promises and by their loved ones to deliver safe and consistently high quality services.



our identity

TOOLKIT OVERVIEW

Our logo



Our watermark
External facing communications



Our watermark
Employee communications



Typefaces

Raleway Black
Raleway Bold
Raleway Regular
Raleway Light

Adelle Black
Adelle Bold
Adelle Regular
Adelle Italic
Adelle Light
Adelle Light Italic

Colour palette - external facing communications



Colour palette - employee communications



our logo

THE LOGO

Our logo is a key aspect of our visual identity. It comprises of three elements: the icon, the logotype and the strap line.

The size and relationship between the icon, logotype and strap line has been carefully considered. The logo should ONLY be changed in scale and never in any other way. NEVER alter, approximate, redraw or distort the logo in any way.

Always use the original artwork and DO NOT attempt to recreate the Look Ahead logo.



our logo

VARIANTS

Our logo is available in four colour formats, full colour, full colour icon and white logotype, white (reversed out) and mono (black only).

- 1 4-colour (CMYK) logo – use this wherever you can. The preferred logo is shown here in its CMYK (full-colour) print version on a white background; the primary use where possible.
- 2 White (reversed out) – This application can be used where the logo may be required to appear white (reversed out) on a coloured background or image. Please ensure that it is always legible and creates impact. The version with the coloured icon and white type is for use on a background of the primary Look Ahead blue only, as this is where the colour are still vibrant.
- 3 Mono (black only) – use this only if you have to. Please only use this logo where only 1-colour print is available, for example in newsprint. Never use a black logo when your communication is full-colour.

1



2



3



our logo

QUICK RULES

The simple rules:

- 1 Don't stretch it
- 2 Don't recolour it
- 3 Don't realign elements
- 4 Don't re-proportion it
- 5 Don't recreate it
- 6 Don't place on a coloured background so that parts of the logo are unclear
- 7 Don't replace fonts
- 8 Correct usage

1



2



3



4



5



6



7



8



our logo

EXCLUSION ZONE

An exclusion zone (the minimum unobstructed area around the Look Ahead logo) has been developed to make sure that the logo is sufficiently prominent and maintains its impact. This area must not contain any other graphic or typographic element.

The zone is calculated using the width of the icon.

EXCLUSION ZONE



our logo

SIZE

The Look Ahead logo has been designed to represent our brand with the optimum legibility at all sizes. However there is a minimum size that preserves the visual impact and legibility of our logo. These are set out in the table below.

Width	Min.	DL	A5	A4	A3	A2	A1
50mm	•	•	•	•	•	•	•
80mm	•	•	•	•	•	•	•
100mm	•	•	•	•	•	•	•
120mm	•	•	•	•	•	•	•
140mm	•	•	•	•	•	•	•
140mm+	•	•	•	•	•	•	•

MINIMUM SIZE

A minimum size of 50mm wide has been established for all printed material.



50mm



80mm



120mm

our watermark

THE WATERMARK

The Look Ahead watermark is a background device that captures the bright futures at the heart of what we do. For external facing communications it should be used in full colour as a 20% tint as shown, or in white on a 20% tint background colour.

The watermark should not be used on top of an image or photograph.



applications

Leaflet



Brochure



DL leaflets



Powerpoint presentation



04 www.lookahead.org.uk

care stories

Being self-aware
Seque nos modit rat ut re, officias
Ficillaborem et quid ulluptatures aut
pilas perum que am nonsequi ut essinul



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DIT modis aut poritio expeliquas res
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Brochure spread

our colours

OUR PRIMARY COLOUR

Look Ahead’s logotype colour. Wherever possible in print, reproduce it using the PMS colour. If this is not possible, then use the CMYK values. For on-screen use, Hex values are given below.

Pantone 2747
80%
60%
40%
20%

C100 M85 Y0 K13
R19 G61 B141
#133d8d

NOTE

Straight Pantone conversions to CMYK should not be used. Please use the CMYK values that are given.

OUR COLOURS - BRIGHTS AND TINTS

These are our brights and tints palette of colours, used on our icon, our watermark, to highlight important information and to brighten our external facing communications. They are usually printed through four-colour process (CMYK), however there are specific PMS colours. For on-screen use, Hex values are given below.

Pantone 471	Pantone 228	Pantone 484	Pantone 4985	Pantone 646	Pantone 369
80%	80%	80%	80%	80%	80%
60%	60%	60%	60%	60%	60%
40%	40%	40%	40%	40%	40%
20%	20%	20%	20%	20%	20%
Co M59 Y100 K18 R206 G112 B25 #ce7019	Co M100 Y4 K41 R156 G0 B89 #9c0059	Co M95 Y100 K29 R179 G35 B23 #b32317	Co M59 Y48 K48 R147 G79 B69 #934f45	C65 M30 Y0 K11 R79 G138 B190 #4f8abe	C59 M0 Y100 K7 R108 G179 B63 #6cb33f

Pantone 604	Pantone 473	Pantone 472	Pantone 298	Pantone 629	Pantone 367
80%	80%	80%	80%	80%	80%
60%	60%	60%	60%	60%	60%
40%	40%	40%	40%	40%	40%
20%	20%	20%	20%	20%	20%
Co Mo Y88 K3 R253 G234 B50 #fdea32	Co M23 Y36 K0 R253 G203 B163 #fdcba3	Co M34 Y52 K0 R251 G180 B128 #fbb480	C69 M7 Y0 K0 R19 G181 B234 #13b5ea	C34 Mo Y9 K0 R163 G220 B230 #a3dce6	C32 Mo Y59 K0 R180 G216 B139 #b4d88b

our typefaces

TYPEFACE FAMILY

For main headlines and pull out information Raleway Black can be used, however it is not to be used as a main text font. Raleway Regular is used for our proposition.

Our primary typeface used for all printed communication materials is the Adelle family. A number of weights are available, allowing a full range of creative expression and to enable a versatile and effective typographic style for our visual identity.

The minimum size that body copy should be set at is 10pt with 12pt leading, and ideally it should be in Adelle Light.

There will be times when using the primary font will not be possible – for example, sending a digital document to someone outside the company who does not have the primary font, and you are not able to save it as a PDF. For this reason, we have selected a default secondary font to help maintain consistency across the company – this typeface is Lucida.

Please remember that all of the same design principles apply when using Lucida and that we encourage you to use the primary font whenever possible.

HEADLINE

Raleway Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
1234567890 £&@?!/+ (.,:;)

PRIMARY

Adelle Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
1234567890 £&@?!/+ (.,:;)

SECONDARY

Lucida Sans Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
1234567890 £&@?!/+ (.,:;)

LICENSING

Adelle has been licensed from typetogether by Look Ahead. If you do not hold a license for the typeface you will need to purchase the correct rights. For further information on font licensing, contact the Brand team: katebawden@lookahead.org.uk

PROPOSITION

Raleway Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
1234567890 £&@?!/+ (.,:;)

Adelle Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
1234567890 £&@?!/+ (.,:;)

Lucida Sans Demi Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
1234567890 £&@?!/+ (.,:;)

our typefaces

OUR HEADLINE STYLE

The main headline titles on our publications are all in **Raleway Black** and are in lowercase. Where possible use two deck headings and use two complementary colours. The two lines should overlap a little so that there are no obvious gaps between the two words.

care &
support

care
stories

THE SIMPLE RULE

Don't close the gap too far so that the words become difficult to read, see example opposite.

our
people 

our
people 

our proposition

THE PROPOSITION

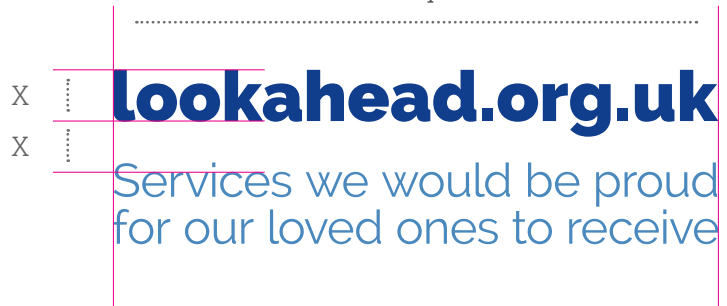
Our proposition should always be used as a final summarising line and always together with the the web address on the back or bottom of any document. It should always be consistently formatted as shown. This repeats and reinforces our name and our brand.

The web address is set in Raleway Black and the proposition is set in Raleway Regular.

lookahead.org.uk

Services we would be proud
for our loved ones to receive

Website and proposition text
should be equal width



lookahead.org.uk

Services we would be proud
for our loved ones to receive

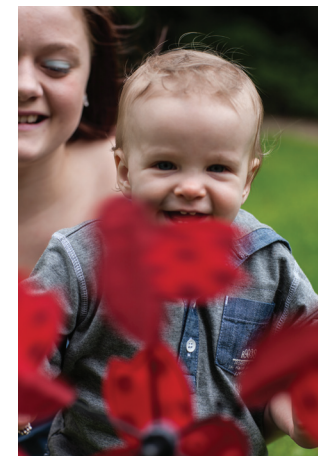
Minimum size
50mm

photography

OUR PHOTOGRAPHY STYLE

Photography is an important element in our visual identity and it is important that this is used correctly to support our logo and watermark. The examples here highlight how we use images.

- Do not use stock photography - only the Look Ahead library.
- Always use images with good background colour - steer away from white/pale backgrounds.
- Avoid cut outs - always select imagery of people in a natural environment.
- Plan composition with care to demonstrate positivity - laughter, smiles, people being relaxed and engaged.
- Crop sensitively (ie. not cutting off/through faces).
- The watermark should not be used on top of an image or photograph.



our employees

EMPLOYEE COMMUNICATIONS

We have a distinct look for our employee facing communications. Please refer to the colour palette and usage on the next few pages.

The introduction of the bright yellow signifies the impact that every member of our team adds to Look Ahead. We have a bright future together and for the people we continue to build fulfilling lives for.

employee colours

EMPLOYEE PRIMARY COLOUR

Wherever possible in print, reproduce it using the PMS colour. If this is not possible, then use the CMYK values. For on-screen use, Hex values are given below.

Pantone 646
80%
60%
40%
20%

C65 M30 Y0 K11
R79 G138 B190
#4f8abe

NOTE

Straight Pantone conversions to CMYK should not be used. Please use the CMYK values that are given.

COLOURS - EMPLOYEE BRIGHTS & TINTS

These are our brights and tints colour palette, used on our watermark, to highlight important information and to brighten our external facing communications. They are usually printed through four-colour process (CMYK), however there are specific PMS colours. For on-screen use, Hex values are given below.

Pantone 604	Pantone 2747	Pantone 629	Pantone 298	Pantone 369	Pantone 367
80%	80%	80%	80%	80%	80%
60%	60%	60%	60%	60%	60%
40%	40%	40%	40%	40%	40%
20%	20%	20%	20%	20%	20%
Co Mo Y88 K3 R253 G234 B50 #fdea32	C100 M85 Y0 K13 R19 G61 B141 #133d8d	C34 Mo Y9 Ko R163 G220 B230 #a3dce6	C69 M7 Y0 Ko R19 G181 B234 #13b5ea	C59 Mo Y100 K7 R108 G179 B63 #6cb33f	C32 Mo Y59 Ko R180 G216 B139 #b4d88b

employee watermark

THE WATERMARK

The Look Ahead employee watermark is a background device that captures the bright futures at the heart of what we do. For employee communications it should be used in a range of the specific colours but always with one full strength yellow segment as shown on covers.

The watermark should not be used on top of an image or photograph.



you said we did

THE MOTIF

The 'You Said. We Did' motif is to be used on all material relating to the Employee Engagement Survey. It is available in four different colour formats: full colour, mono black (both shown below), mono white and greyscale. The full colour version is to be used whenever possible.

FULL COLOUR VERSION



MONO VERSION - BLACK

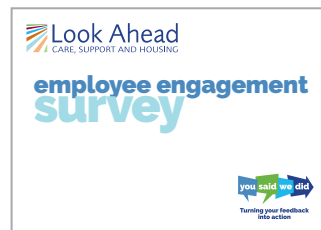


USAGE

POSITIONING

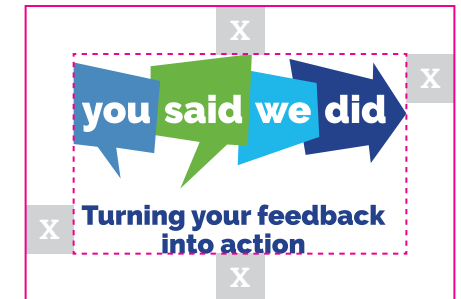


The motif should be positioned in the opposite corner to the main Look Ahead logo, at half the width and the same distance in from the edge. It should be a minimum width of half that of the Look Ahead logo. An example cover page is shown below.



EXCLUSION ZONE

X = the depth of the strapline



MINIMUM SIZE



accreditations

PROUD OF OUR PEOPLE

We believe our strongest asset is our people and are committed to making Look Ahead a great place to work. We are therefore proud to be accredited by Investors in People and the Institute of Leadership and Management.

The following logos should be displayed as shown on all of our materials.

INVESTORS IN PEOPLE



INSTITUTE OF LEADERSHIP AND MANAGEMENT



POSITIONING



The logos should be positioned at the bottom of a document, in either the left or right hand side. The logos can also be positioned in a landscape format or portrait (as shown above). The size of the logos is determined by the minimum height of the Investors In People logo which is 16 mm for an A4 document.

MINIMUM A4 SIZE



tone of voice

INTRODUCTION

How we communicate influences how others perceive us. So as a large and diverse organisation, it is important that we write (and speak) in a way that is consistent and familiar to our audiences.

Using similar language and tone throughout an organisation builds trust and clarity, both internally and externally.

It reinforces our **mission**, our **vision** and our **values**.

It reflects our position as a **trusted partner** and a **safe pair of hands** to our **various audiences**, including:



tone of voice

OUR TONE OF VOICE

What is our tone of voice in a nutshell?

We are:

- **EXPERIENCED**
 - **TRUSTWORTHY**
 - **APPROACHABLE**
- and
- **POSITIVE.**

EXPERIENCED

WHAT DOES EXPERIENCED SOUND LIKE?

It is that colleague with years of expertise, knowledge and deep understanding gained from listening. They are extremely capable, always helpful and never patronising.

**credible
expert
capable
professional**



"Let's work through your options together."

"We are dedicated to providing services we would be proud for our loved ones to receive."

"This solution has worked well for others in a similar situation. Shall we explore if it could work for you?"

**unrealistic
know-all
complacent
patronising**



"We know best!"

"We deliver an unrivalled level of service for vulnerable people in their hour of need."

"This solution has worked for everyone else, so I am sure it will be right for you."

tone of voice

OUR TONE OF VOICE

What is our tone of voice in a nutshell?

We are:

- **EXPERIENCED**
 - **TRUSTWORTHY**
 - **APPROACHABLE**
- and
- **POSITIVE.**

TRUSTWORTHY

WHAT DOES TRUSTWORTHY SOUND LIKE?

It is your honest and utterly dependable friend. The one that always calls you back, never over-promises and doesn't shy away from a problem.

open
straightforward
dependable
calm



"Let me find out and I'll call you back with an update within the hour."

"I'm not 100% sure, so I'm going to double-check and confirm back to you."

"We can do that but I need to manage your expectations - it could take up to three weeks".

indiscreet
insensitive
vague
chaotic



"I'm not sure who's supposed to be dealing with this but I'm sure they'll be in touch."

"Course we can do that! Well I think we can anyway... I'm not sure."

"I'll put the request in for this week but don't hold your breath!"

tone of voice

OUR TONE OF VOICE

What is our tone of voice in a nutshell?

We are:

- **EXPERIENCED**
- **TRUSTWORTHY**
- **APPROACHABLE**
- and
- **POSITIVE.**

APPROACHABLE

WHAT DOES APPROACHABLE SOUND LIKE?

It is a conversation with a trusted colleague rather than a letter from the bank. It is confident and relaxed enough to be informal whilst still being professional.

conversational
warm
inclusive
reassuring



"If you have any questions, please give me a call."

"We'll come back to you shortly."

"Thank you for your letter this week..."

bureaucratic
impersonal
them & us
insincere



"If you have any questions or queries, please do not hesitate to contact us."

"A member of our team will respond to your enquiry at the first available opportunity."

"I am writing in response to your letter dated week beginning xxxx..."

tone of voice

OUR TONE OF VOICE

What is our tone of voice in a nutshell?

We are:

- **EXPERIENCED**
 - **TRUSTWORTHY**
 - **APPROACHABLE**
- and
- **POSITIVE.**

POSITIVE

WHAT DOES POSITIVE SOUND LIKE?

It is the person that starts a conversation and is genuinely interested in what you have to say. It is someone you love working with because of their can-do attitude.

active
concise
can-do
engaging



"Our team will try and set up a meeting for tomorrow."

"Don't worry, I'll let the team know about your issue straight away."

"Can we talk about how to move this forward?"

passive
elaborate
inflexible
boring



"An enquiry will be made by our team to see if a meeting can be arranged for tomorrow."

"Please be assured that your issue will be raised with the team forthwith."

"Please advise how you wish to proceed on this matter."

tone of voice

USING ACTIVE RATHER THAN PASSIVE LANGUAGE

We use an **active tone of voice** because it is more **engaging, dynamic** and **positive**. Using active, rather than **passive** verbs also prevents our sentences from becoming too complicated or wordy.

SO WHAT IS THE DIFFERENCE BETWEEN ACTIVE AND PASSIVE?

Active: the subject of the verb **does** the action.

Jack has taken the matter forward

I would like to reassure you that...

Our team will hold a meeting tomorrow

Passive: the subject of the verb **undergoes** the action.

The matter has been taken forward by Jack

Please be reassured that I...

Tomorrow, a meeting will be held by our team

tone of voice

TERMINOLOGY

We use terminology that conveys positive values and maintains the dignity and individuality of our customers. We put the person first, their worth and their abilities, rather than defining them by their condition.

E.g. We say *'a person with schizophrenia'* instead of *'a schizophrenic person'*.

Look Ahead supports people with a range of needs. This includes learning disabilities and learning difficulties. These are different things and wherever possible, we should try to use the most accurate term in relation to the person's needs.

LEARNING DISABILITIES

A significant, lifelong condition that starts before adulthood, affects development and a person's ability to understand information, learn skills or manage independently. Examples of learning disabilities include *cerebral palsy, Down's syndrome, global developmental delay*.

LEARNING DIFFICULTIES

Any learning or emotional problem that affects, or substantially affects, a person's ability to learn, get along with others and follow convention. Examples of learning difficulties include *autism, Asperger's syndrome, dyscalculia* and *dyslexia*.

AVOID 	USE THIS INSTEAD 
<i>abused</i>	<i>history of/has experienced abuse or trauma</i>
<i>alcoholic</i>	<i>alcohol dependent</i>
<i>autistic</i>	<i>has autism</i>
<i>behavioural issues</i>	<i>behavioural challenges</i>
<i>company/business/charity</i> (when describing Look Ahead)	<i>organisation/service provider</i>
<i>disabled accommodation</i>	<i>accessible accommodation</i>
<i>domestic violence</i>	<i>domestic abuse</i>
<i>drug addict</i>	<i>drug user</i>
<i>drug issues</i>	<i>substance misuse</i>
<i>elderly</i>	<i>older</i>
<i>employee</i>	<i>staff/teams</i>
<i>epileptic</i>	<i>has epilepsy</i>
<i>fits</i>	<i>seizures, epileptic seizures</i>
<i>handicap</i>	<i>disabilities</i>
<i>issues/problems</i>	<i>challenges</i>
<i>mental health problems/issues</i>	<i>mental health needs</i>
<i>mentally ill</i>	<i>has mental health needs</i>
<i>multiple problems</i>	<i>complex needs</i>
<i>mute/dumb</i>	<i>non-verbal</i>
<i>perpetrator</i>	<i>source of risk</i>
<i>project</i>	<i>service</i>
<i>service users</i>	<i>customers/individuals/people</i>
<i>special needs</i>	<i>additional needs</i>
<i>suffers with/suffering from</i>	<i>has/lives with</i>
<i>teenage mum</i>	<i>teenage parent</i>
<i>terminally ill</i>	<i>receiving end of life/palliative care</i>
<i>vulnerable</i>	<i>has support needs</i>
<i>wheelchair-bound</i>	<i>wheelchair user</i>
<i>youth</i>	<i>young people</i>

summary

GENERAL POINTS

- Consider your audience - professionals, colleagues, customers?
- Use plain English and everyday language
- Avoid jargon and technical language
- Be clear and straightforward in your communications
- Keep sentences short and to the point
- Cut all unnecessary words and phrases - don't use twenty words when five will do
- Write as if you were talking directly to your reader - use **'you'** (when referring to the reader) - e.g *you wrote to us in March* and **'we'** (when referring to the organisation) - *we received your letter. We were happy to hear this.*



formatting

ACRONYMS

If you use acronyms, write them in full the first time you use them, followed by the acronym in brackets.

We worked with the local Community Mental Health Team (CMHT) in Slough. We later worked with another CMHT in Windsor.

BULLET POINTS

Bullet points are a useful tool for summarising and can help your writing to stay concise and easy to read. General formatting guidelines are:

Incomplete sentences **do not** need a capital letter and a full stop.

Agenda for today includes:

- *accommodation reviews*
- *utility cost increases*

Complete sentences **do** need a capital letter and a full stop.

The agenda for today is as follows:

- *We will be reviewing our accommodation.*
- *How do we manage utility increases going forward?*

DATES AND TIMES

Dates are expressed in this order: **day, date, month, year.**

1 July 2013,

Monday, 1 July 2013

(note the comma following the day of the week)

Don't use endings (e.g. 24th) unless the date is incomplete.

They are going on Tuesday, 12 August but we won't arrive until the 24th.

Time should follow a 12-hour clock.

Use a full stop between the numbers. Don't use full stops in am and pm.

*Friday, 16 January 2004
1.45pm
1990s (no apostrophe)
20th century
Late 19th-century trends*



*16th January 2004
13:45 p.m.
1990's
twentieth century
Late 19thC trends*



Use dashes without spaces for times, dates and age ranges:
Tues—Sun: 11.30am—5pm.

Use two digits when spanning years within the same century:
2009–10

Use four digits when spanning more than one century:
1892–1925

formatting

EMAIL AND WEB ADDRESSES

Email addresses and URLs are written in lower case, e.g.

*jobloggs@lookahead.org.uk,
www.lookahead.org.uk*

Don't include http:// at the beginning.
End with a full stop if the address appears at the end of a sentence.

HEADINGS

For headings, headlines, titles and subtitles we use **sentence case**. (We don't capitalise every word).



Look Ahead covers all areas of London



Look Ahead Covers All Areas Of London

HYPHENS

DON'T HYPHENATE

*fundraising
online
email
multidisciplinary*

DO HYPHENATE

*co-ordinator
Vice-President
co-production
outcomes-based*

TOP TIPS FOR USING HYPHENS

Use hyphens when:

- the words have a combined meaning (*pick-me-up, mother-in-law, good-hearted*)
- there is a relationship between the words (*rock-forming minerals*)
- a prefix needs to be joined to another word (*co-ordinate, Vice-President*)
- the word can be confused with another (*re-cover vs recover*)
- the combined words create a noun (*we created a build-up...*)
- the meaning is ambiguous without the hyphen
250 year old trees
250 year-old trees
250-year-old trees

EXAMPLES

DON'T HYPHENATE

*the child is two years old
many brands of coffee are well known
it has been building up
the account is up to date*

DO HYPHENATE

*There is a two-year-old child
there are many well-known brands of coffee
there has been a build-up
an up-to-date account*

formatting

JOB TITLES

Our three golden rules for job titles are:

- capital letters
- no shortenings
- use *and* instead of *&*



Joe Bloggs
Senior Communications
and Marketing Manager



J. Bloggs
Snr comms & marketing mgr

LISTS OF NAMES

Mac appears before **Mc**

Double-barrelled and multiple surnames

are listed under the first surname, e.g.
Maria Rangel Archila de Novais comes
under *Rangel*.

Prefixed names:

- **When the prefix is capitalised**
(e.g. Italian names) they are listed
alphabetically by prefix, e.g.

Francesco Del Corno comes under **D**
Peter Von der Mühl comes under **V**

- **When the prefix is not capitalised**
(e.g. French and Arabic names) they are
listed alphabetically by last name, e.g.

Muhammad bin Ahmad is listed under **A**
Hans von Liebig comes under **L**
Francois du Plessis comes under **P**
Muhammad al-Jundī comes under **J**
but the hyphenated prefix is retained
(*al-Jundī, Muhammad*).

NUMERALS

Numbers up to nine should be written as **words**
Numbers over nine should be written as **digits**

One, two, three, four, five, six, seven, eight, nine
10, 11, 12, 13 14, 15, 25, 125, 1250...

Exceptions to the rule:

- Currency, measurements, time and calculations are
written as **digits**

£4.00, 8kg, 5%, 3 miles, 2pm, 5:3, 5-3=2

(Avoid leaving a space between number and unit of
measurement: *10km*, not *10 km*)

- When a sentence starts with a number, it is written
as a **word**.

Thirty phone calls equated to 150 minutes.

- Million and billion are written as **words**

£1 million, two billion

- Fractions are written as **words**.

It was reduced by two thirds.

They held a two-thirds majority.

our organisation

DESCRIBING OUR ORGANISATION

SHORT DESCRIPTION

We use this when a short, succinct introduction to Look Ahead is needed, e.g. for media releases and local service leaflets.

Look Ahead supports thousands of people across London and the South East with a diverse range of needs, helping them to make individual choices, achieve goals and take control of their own lives by providing tailor-made support, care and accommodation services.

Whether it's working with someone to achieve a positive change or providing specialist care, Look Ahead's experienced and passionate teams are committed to delivering high quality services they would be proud for their loved ones to receive.

our organisation

DESCRIBING OUR ORGANISATION

LONG DESCRIPTION

We use this as a more comprehensive introduction to Look Ahead for more in-depth documents such as tenders and corporate publications. Useful when the audience needs more information, such as the specific customer groups we work with.

Look Ahead supports thousands of people across London and the South East with a diverse range of needs, helping them to make individual choices, achieve goals and take control of their own lives by providing tailor-made support, care and accommodation services.

With the right support, we know that our customers can realise their dreams and aspirations. By encouraging individuals to identify and develop their own unique skills and abilities, we can support them to bring about positive change in both their lives and the people around them.

who do we work with?

With over forty years in social care under our belt, we are experts by experience. Today, we are proud to be the trusted partner of many local authorities and health organisations, providing specialist support and care services for over 8000 people with a wide range of needs, including:

- Mental health
- Learning disabilities
- Homelessness and complex needs
- Young people and care leavers

Whether it's working with someone to achieve a positive change or providing specialist care, Look Ahead's experienced and passionate teams are committed to delivering high quality services they would be proud for their loved ones to receive.



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16 Smith Square
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SW1P 3HQ
Tel: 0207 937 1166

Email: info@lookahead.org.uk

For queries about the Look
Ahead Guidelines please contact:
communications@lookahead.org.uk