

Brand Guidelines

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Brand Story

Brand Story

Written in 2009

At the heart of it, we believe in something simple – that there is ‘a better way to do mobile’. A belief that gets us up in the morning ready to challenge the old way of doing things.

We are the David amongst Goliaths in mobile-land. Big mobile networks like things their way. They tell you what phone you can have and how long you can keep it; all at a cost that suits them. They’ve had it too good for too long and that’s where we come in.

We built a mobile network where we collaborate with our members to make things better.

You see, what we love about people getting together is that it empowers folks to take control and work together to change outdated approaches. We’re firm believers in this sort of ‘people power’.

We work with our members to do things that big companies normally spend a fortune on. We keep our costs low and that way we can pass the savings back to our members. We recognise our members’ efforts and reward them. Hence the name ‘giffgaff’, which is ye olde Scottish for ‘mutual giving’.

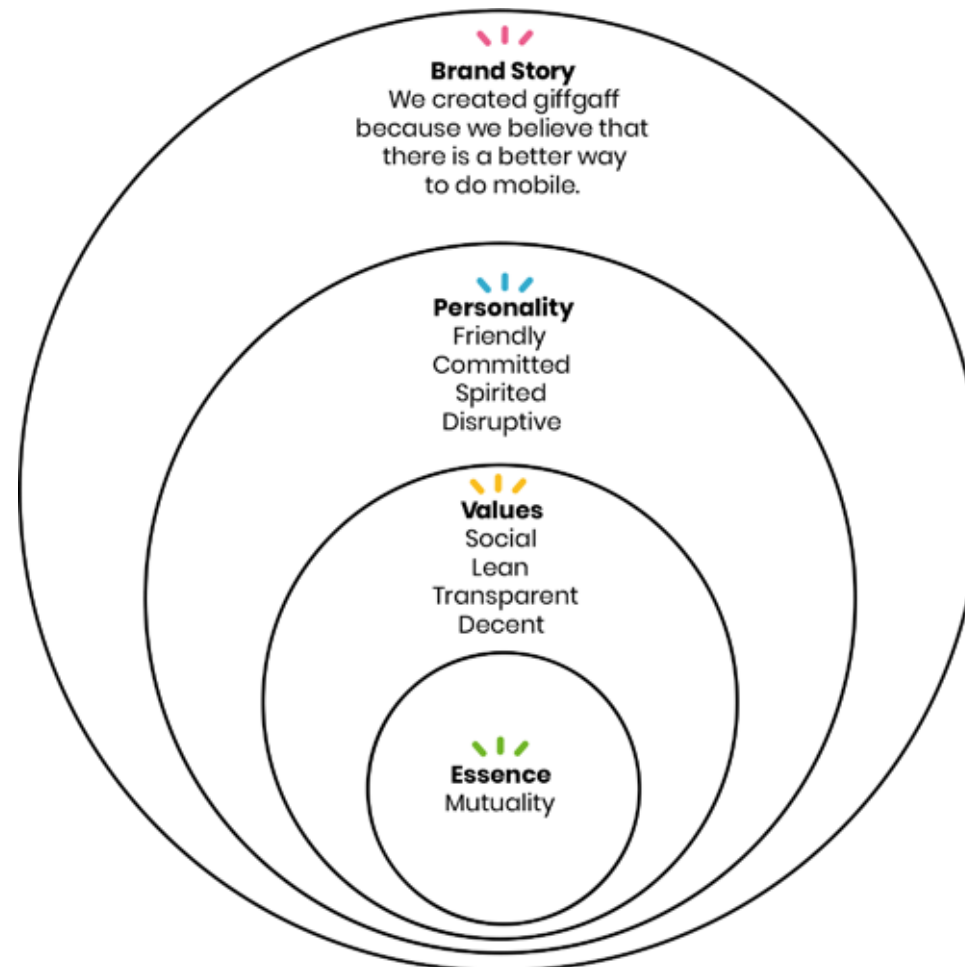
We are the new way of doing things, and it’s just the start. Our ambition is endless.



Our Brand

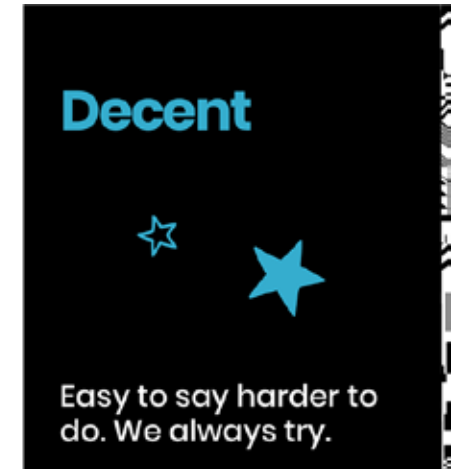
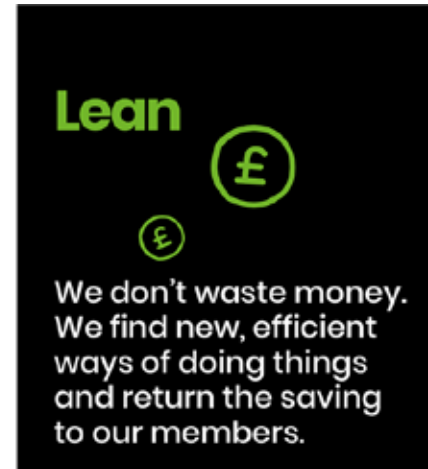
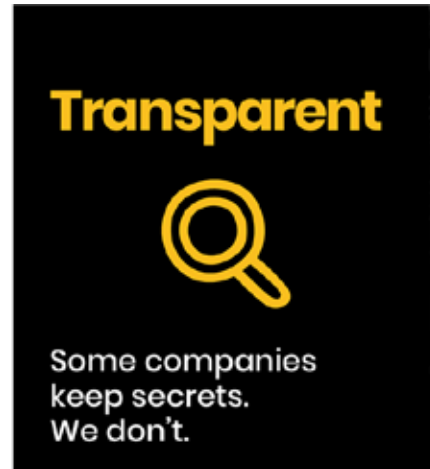
We'll go through everything in more detail on the pages that follow... but think of giffgaff like an artichoke, full of layers.

From our story on the outer layers, to our personality, values and core essence on the inside.

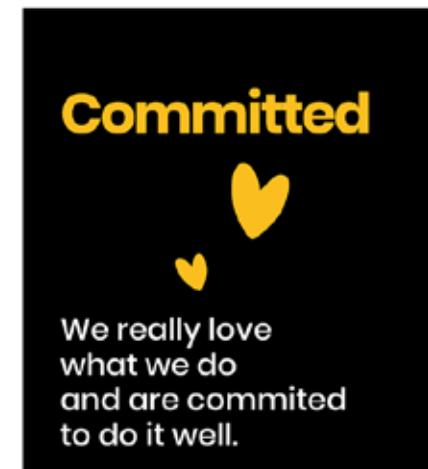
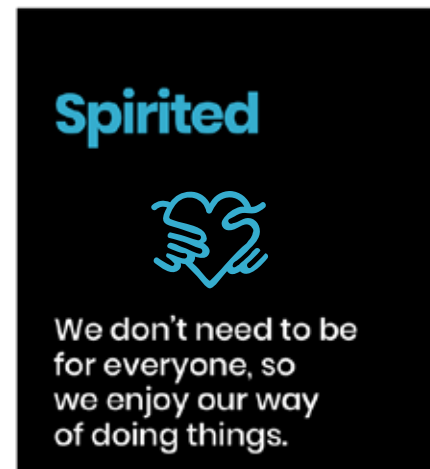
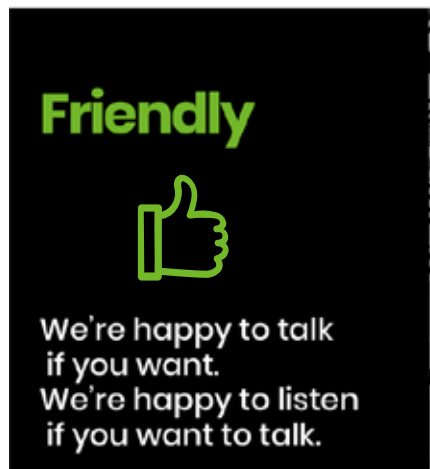


Brand Values and Personality

How we do things (our brand values)



What we're like (our brand personality)



Brand Essentials

Do's and Don'ts

Do's



members

We don't say customers



giffgaff


Correct



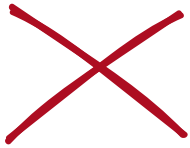
and

We use the word 'and' not
ampersand symbols

For more information on tone of voice, please visit giffgaff.design.

[Click here to get to giffgaff.design](https://giffgaff.design) 

Don'ts



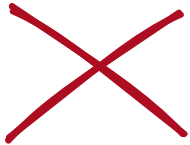
!

We don't use exclamation marks



&

We don't use ampersand symbols



■ ■ ■

Use only when grammatically required and there's no alternative option



customers

We say 'Members'



Giffgaff GiffGaff

Incorrect

Incorrect



We don't tend to use animals

goodybags

Click here to get to giffgaff.design 

Example of goodybag assets:





Logos

Master Logo Variants

Logo Usage

There are two variations of our logo. The accompanying description explains where the correct logo should be applied.

[Click here to find logo assets](#) 

Full logo:



giffgaff Full Logo usage:

- Used on end card videos
- YouTube videos
- Print and digital advertising
- “the mobile network run by you” must be legible
- The white divider line lock up must always be included

Shortened logo:




giffgaff Shortened Logo usage:

- Facebook, Instagram and Twitter posts
- When the strap-line copy is no longer legible, please remove and use only the giffgaff logo

Outlined Logo Variants

Logo Usage

You can also use the outline logo versions when appropriate. Use this when the black box isn't relevant. We also have this variation in white, we use this mainly for photography images.

[Click here to find logo assets](#) 

Full logo outline:



giffgaff Full Logo usage:

- Used on end card videos over photography
- YouTube videos
- Print and digital advertising
- “the mobile network run by you” must be legible
- The divider line lock up must always be included
- Advertisement print
- Available in white

Shortened logo outline:



giffgaff Shortened Logo usage:

- Facebook, Instagram and Twitter posts over photography
- When the strap-line copy is no longer legible, please remove and use only the giffgaff logo
- Available in white

Clear Space and Minimum Size

Logo Usage

In order to stand out, the giffgaff logo must be of a certain size with a minimum amount of clear space surrounding it.

The space around the logo must be a minimum of 10% of the overall logo. Width shown below.

100% (full logo width)



100% (shortened logo width)



Things to Avoid

Logo Usage

It is important to be consistent with our logos, so please do not edit or distort it.



Don't
Rotate the logo from its original position.



Don't
Use any less than 100% opacity on the logo.



Don't
Stretch or reshape the logo.



Don't
Animate the logo.



Don't
Apply additional effects to the logo.



Don't
Change the colour of any part of the logo.



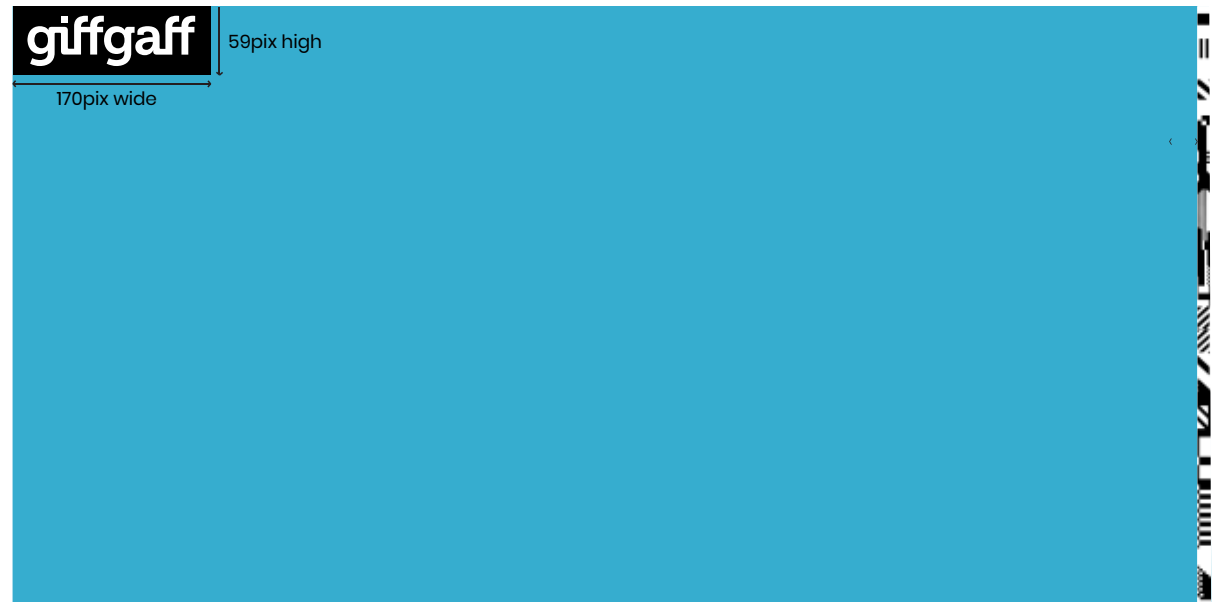
Don't
Move or rescale individual elements of the logo.

Master Logo Positioning

In instances the 'Run by you logo' is too small to read, use the giffgaff shortened logo.

[Click here to find social templates](#) 🔍

Social example:



Master Logo with outlined logo

This is used for end cards on videos or photography.

- White logo needs to be legible on an image
- Overlay logo on a darker area

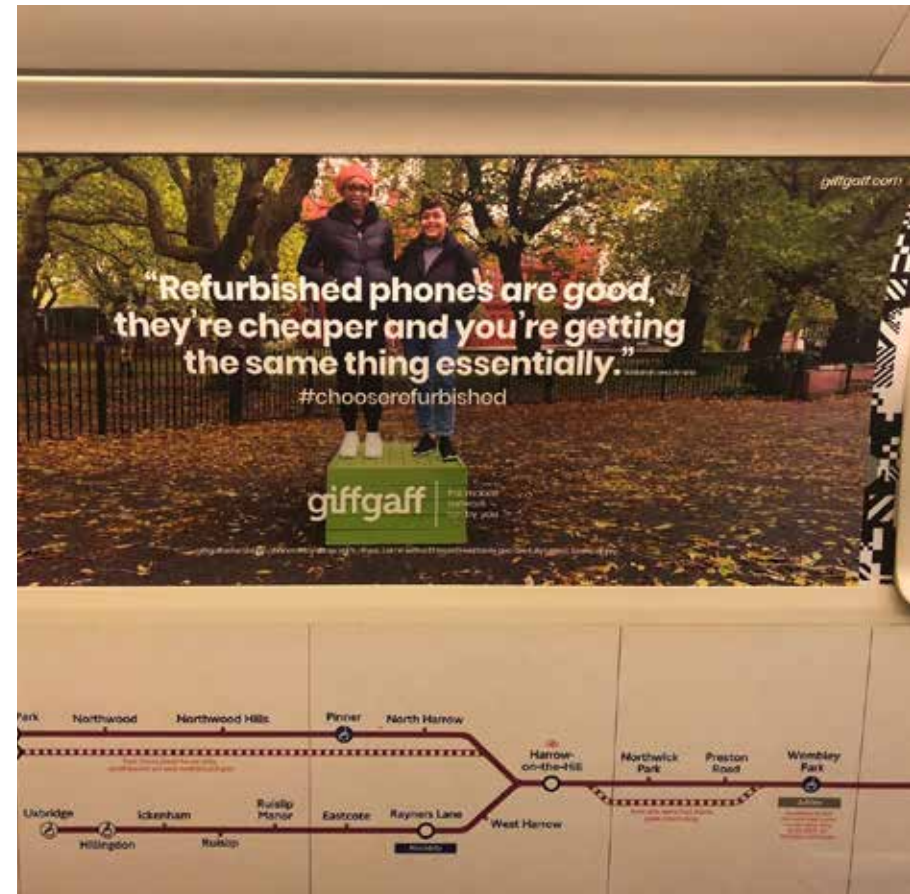


Master Logo with No Box

Bus advertisement:




Tube car panel:



Logo on Instagram Stories

If you need to use a logo please use the version below in this position.

[Click here to find logo asset](#) 

Logo here



Digital Noise

Digital Noise

Below is the giffgaff brand Digital Noise asset.

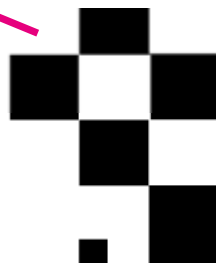
The Digital Noise can be used in 2 ways:

1. Original black and white form
2. Black only (overlaid on a colour)

[Click here to find Digital noise asset](#) 🔍



You can crop sections to work in your design



You can scale sections up or down

Used in its original black and white

Black only (overlaid on colour)

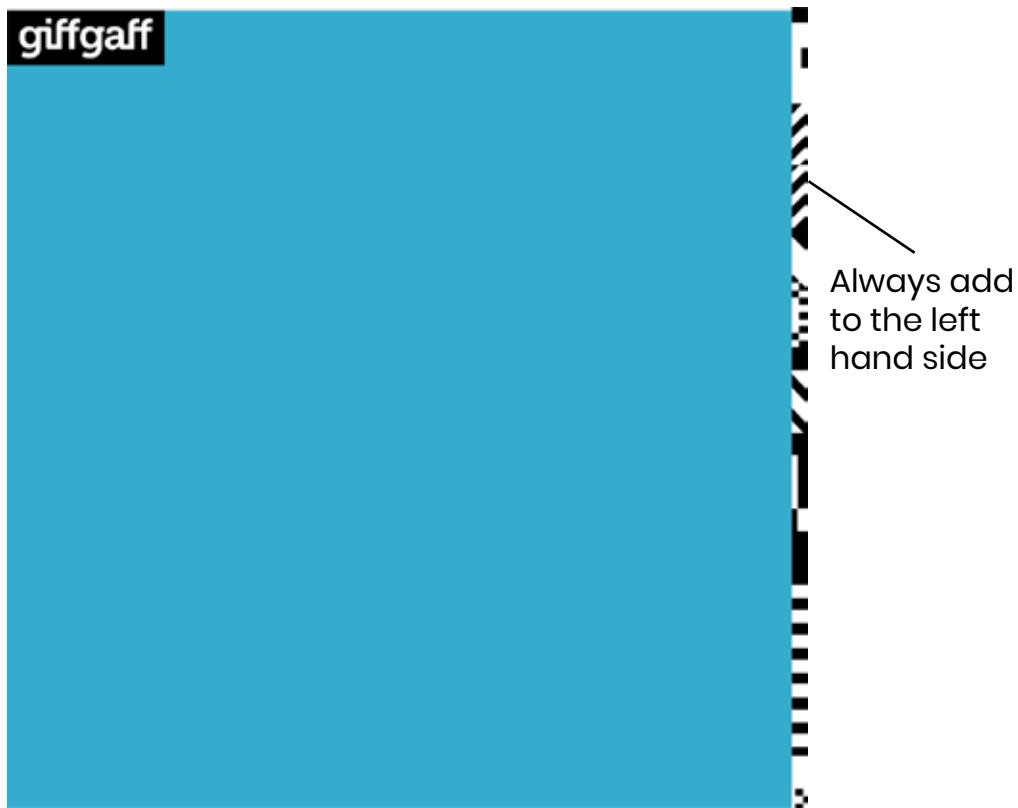


Use of Digital Noise strip

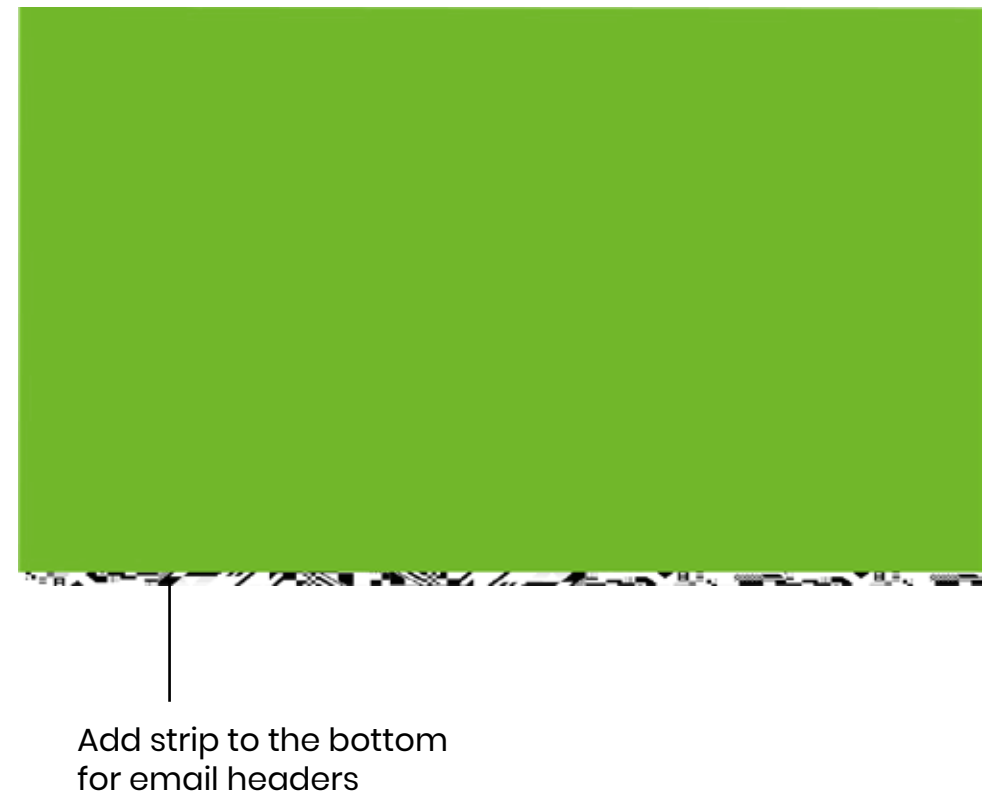
The digital noise can be scaled up or down. The strip should always be on the left hand side unless it's for an email header.

[Click here to find Digital noise strip](#) 

Digital Noise example zoomed out:



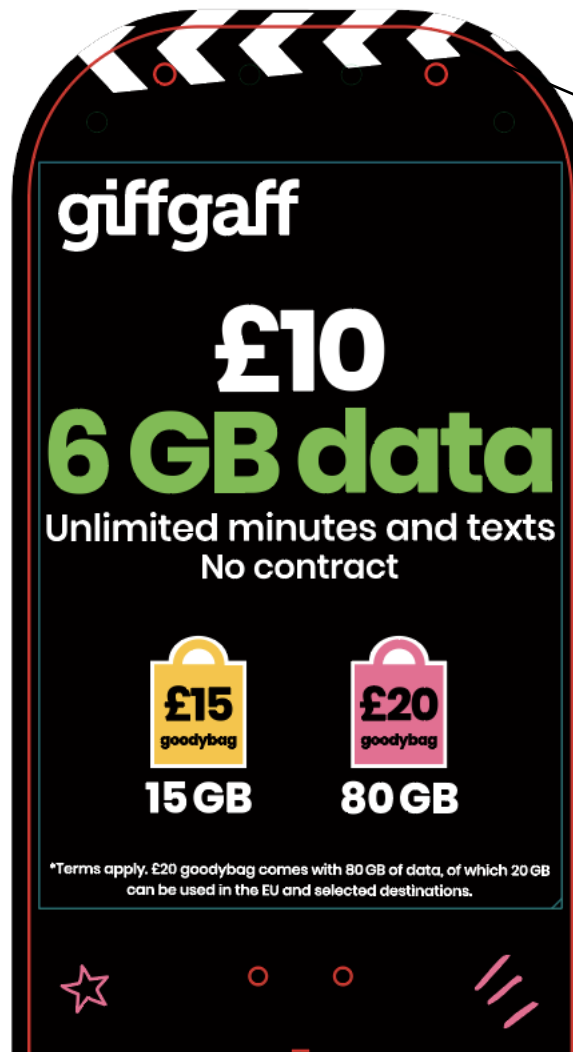
Digital Noise example for email:



Other Uses of the Digital Noise

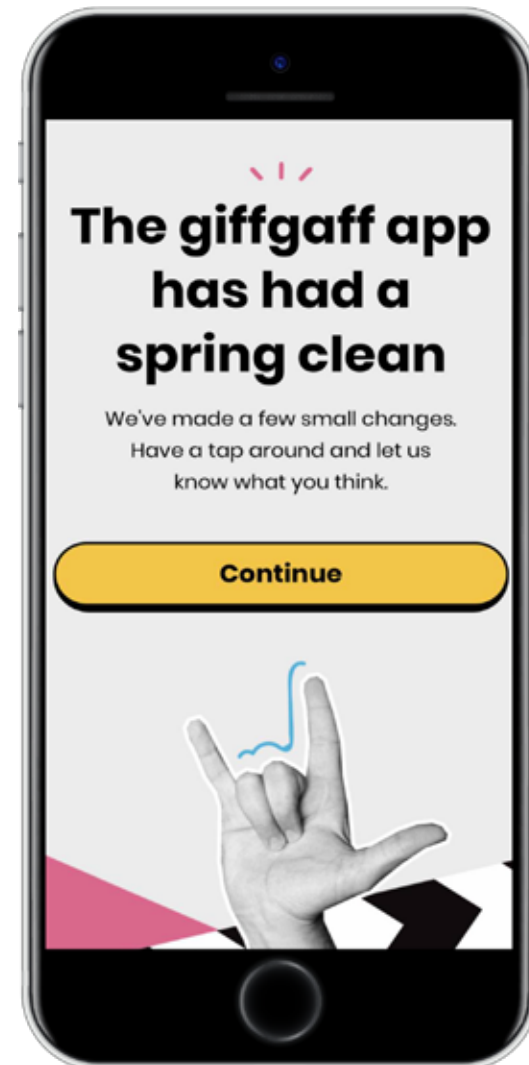
The Digital noise can also be enlarged as part of the background for a more graphic approach on posts.

Example of Point of Sale design:



Example of when you can't use the Digital noise strip in the first instance

Example on the App:

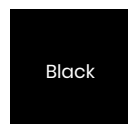


Colours

Brand Colour Palette and Accessibility Rules

Below is our colour palette along with text colour contrast ratios that pass the WCAG 2.0 level AA standard. e.g If we are using the light pink background, or light blue background we would use dark text. If we are using the dark-pink background, then white text would pass for accessibility.

Core.

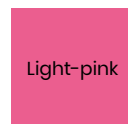


RGB: 0, 0, 0
CMYK: 40, 40, 40, 100

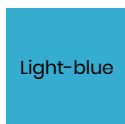


RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Primary. Use in first instance. Mainly used for design backgrounds and doodles.



RGB: 235, 95, 142
CMYK: 0, 75, 16, 0
HEX: #EB5F8E



RGB: 53, 173, 206
CMYK: 70, 10, 15, 0
HEX: #35ADCE



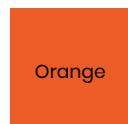
RGB: 114, 183, 42
CMYK: 61, 1, 100, 0
HEX: #71B42A



RGB: 252, 195, 30
CMYK: 1, 26, 90, 0
HEX: #FABF1F

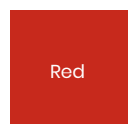
Use black copy on these colours

Secondary. Use for goodybags only.

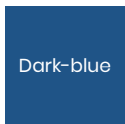


RGB: 234, 91, 37
CMYK: 1, 75, 90, 0

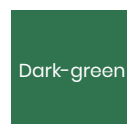
Use black copy on this colour



RGB: 214, 0, 0
CMYK: 16, 96, 100, 6



RGB: 0, 82, 183
CMYK: 95, 72, 23, 7



RGB: 0, 115, 73
CMYK: 81, 33, 80, 20

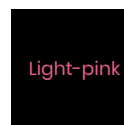
Use white copy on these colours

Do not use white text on coloured backgrounds

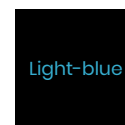
This does not pass accessibility



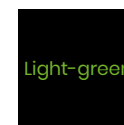
Primary and secondary colours on black and white and white backgrounds pass accessibility



RGB: 0, 0, 0



RGB: 0, 0, 0

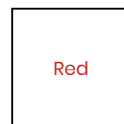


RGB: 0, 0, 0



RGB: 0, 0, 0

Use these colours on black



RGB: 214, 0, 0



RGB: 0, 82, 183

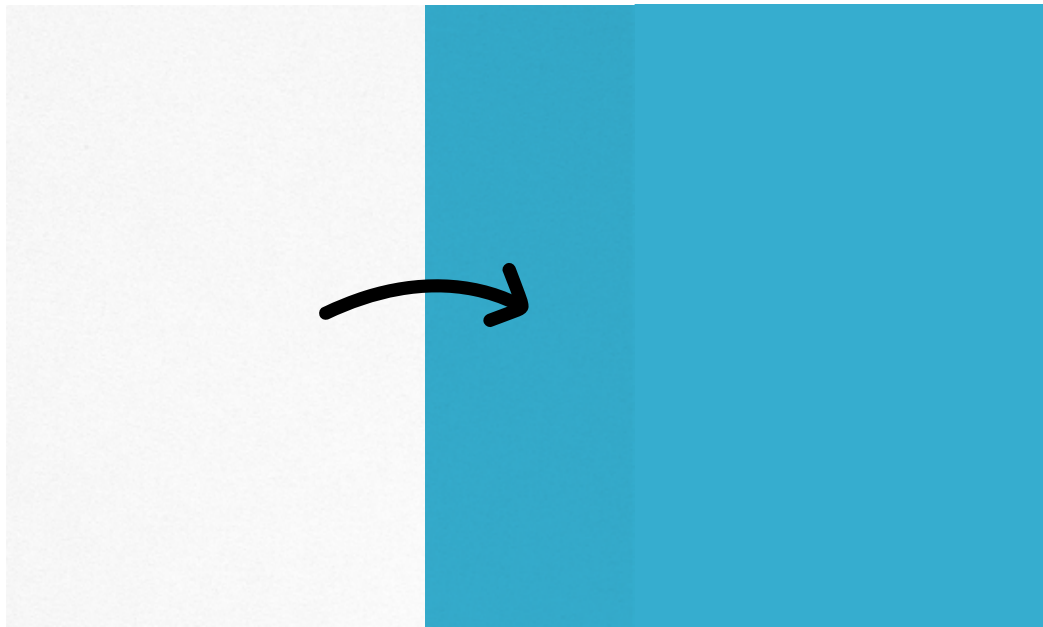


RGB: 0, 115, 73

Solid Colour with Soft Texture

We have created a soft paper texture option to add a slight texture. A good example of this is shown below on an OOH ad.

[Click here to find soft texture asset](#)



2019 OOH ad example

Colour Usage in Design

When creating a social post we use a maximum of 5 colours consisting of:

- 1 or 2 core colours at all times (black and white)
- Maximum of 3 colours from our primary colour palette
- Skin tone colour does not count as 1 of the 5 colours maximum – please ensure you showcase diversity when creating designs

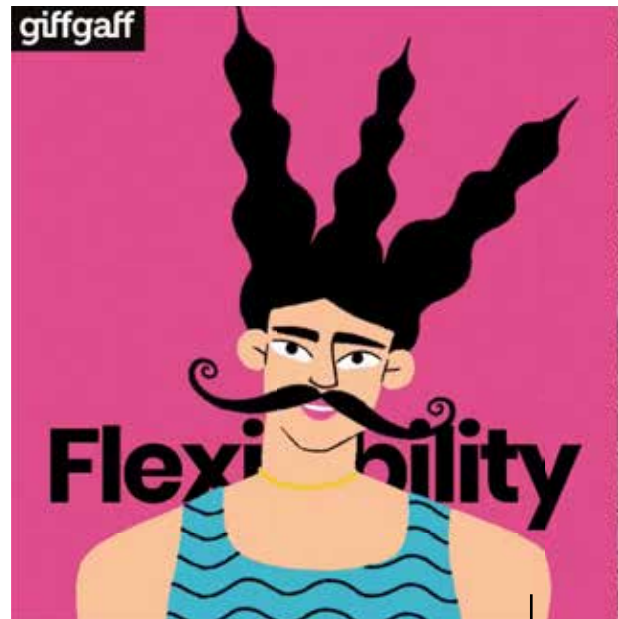
Copy in the design to be in black or white.

Colour copy can only be used on a black background.

More examples can be found on our social channels.



2 x Core colour (black and white)
3x Primary colour (yellow, blue and green)
2 x Skin tones



2 x Core colour (black and white)
3x Primary colour (yellow, pink and blue)
1 x Skin tone



2 x Core colour (black and white)
3x Primary colour (orange - halloween related, pink and green)



Fonts


Fonts

'giffgaff' is the giffgaff font used for all key messages.

Headlines are in giffgaff Bold.

Sub headings are in giffgaff Medium.

Body copy are in giffgaff regular.

[Click here to find fonts](#) 

See example for reference

giffgaff — giffgaff Bold

The mobile network run by you — giffgaff Medium

Come join us — giffgaff Regular

Example of Kerning and Tracking

This is an example of how we use kerning at giffgaff.

We would suggest that you use this as a guide for when you use different text weights.

giffgaff

Title Kerning
example, example

Subheading Kerning
example, kerning example

Body copy kerning example, copy
kerning example, kerning example,
kerning example, Kerning example,
kerning example, kerning example,
kerning example

Kerning between title text — 27pt

Kerning between title and subheading — 12pt

Kerning between subheading text — 22pt

Kerning between subheading and body copy — 14pt

Kerning between body copy text — 17pt

Tracking -45 for headings

Tracking 0 for Subheadings


Tracking 0 for Body copy



Doodles

Examples of Doodle Line

We use the 5pt round brush stroke for our doodles.

[Click here to find doodle assets](#) 



Doodling on Imagery

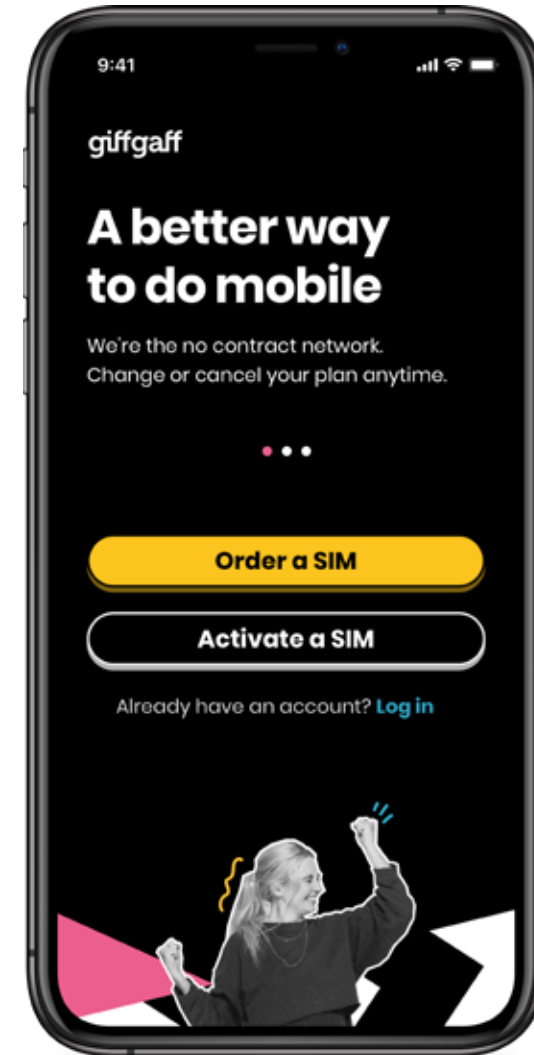
Only doodle on stock imagery and not on commissioned photography.

Use with purpose. They should be additive to your design. Can be used to show motion.

Example on social:




Example on the App:



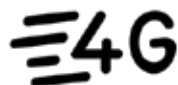
Doodle Icons

We have a bank of existing icons in this style. These icons can be found at giffgaff.design under 'Icons'.

[Click here to get to giffgaff.design](https://giffgaff.design) 



360 view cube



4G



Agent person



Arts paint palette



Basketball active



Burglar theft



Chevron down



Chevron up



Chevron right



Chevron left



Conversation -
Speech Bubbles



Coverage signal



Credit card



Cross Large



Cross close



Data world map



Diamond premium call



Free delivery



Gift



Goodybag icon



Link



Magnifying glass



Medal hero



Phone call

Social

Social channels

Please check our social pages to see our most current and up to date design styles we use as a brand.



Twitter: @giffgaff



Instagram: @giffgaffmobile



Youtube: @giffgaff



Facebook: @giffgaffmobile



LinkedIn: @giffgaff



Pinterest: @giffgaffmobile



Video

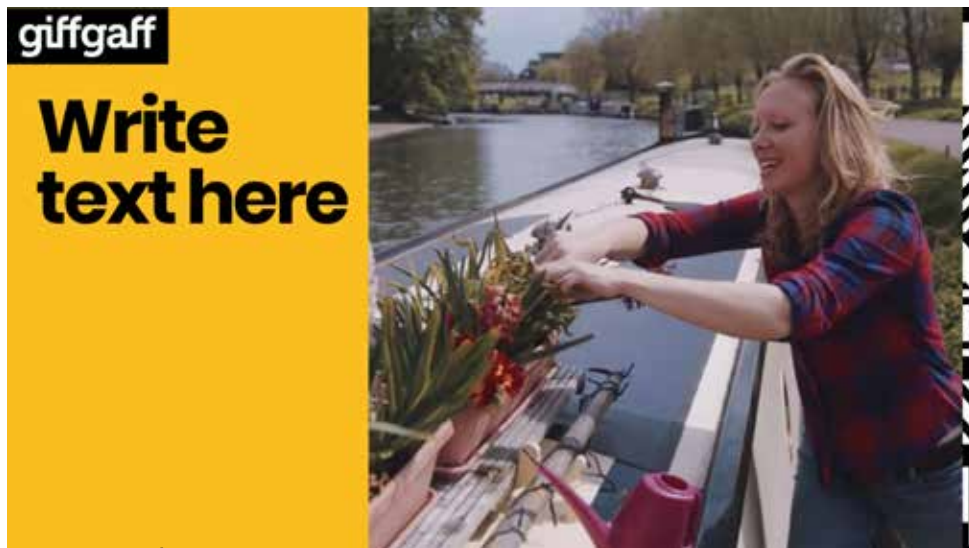
Thumbnail and End frame

Used for Youtube and other social platforms

We have a set thumbnail design where the text is on the left hand side with a coloured background. The logo, colour and digital noise are essential. The end frame should be black with the full logo and digital noise. Please check our social platforms for up to date examples.

[Click here to get thumbnail template](#) 

Thumbnail:



Can pick between any primary brand colours: Light-Blue, Light-green, Yellow or Light-Pink

End frame:



Displaying Subtitles

Used for when we display subtitles in videos

We have different ways to display subtitles depending on the video type and the amount of space we have for text.

Video examples:



- Medium giffgaff font
- Full black box (bigger video)



- Medium giffgaff font
- % opacity black box option for tighter social cropped videos


UGC (User Generated Content) Video:



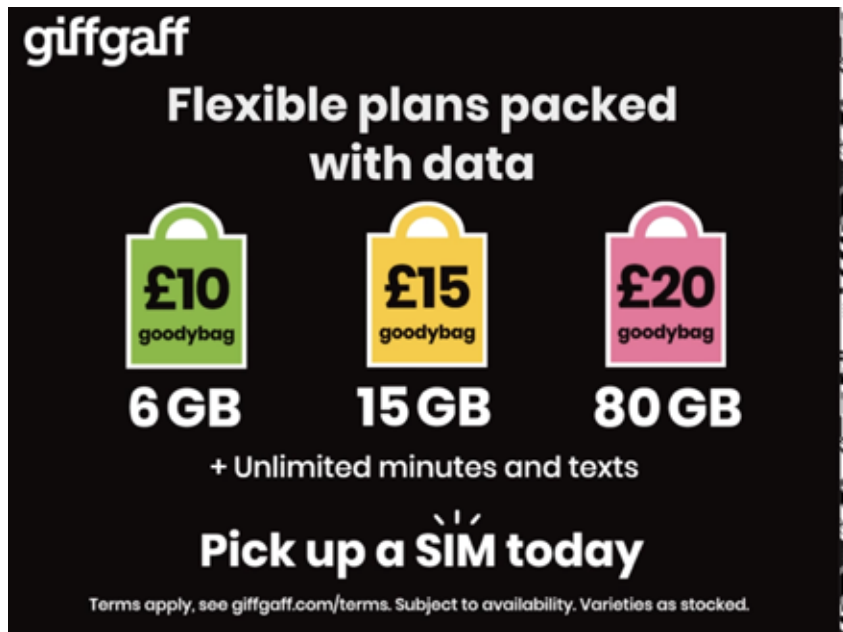
- Big bold text in white with a slight drop shadow
- Text animates in to pull out key phrases in place of subtitling the entire video.

Animation styles

We have a few examples of how we animate text and images at giffgaff. Have a look at a few examples on the link below to see our style.

[Click here to see animation examples](#) 

Point of Sale animation:



TV/ Social Advert 2020:





Photography

Black/White Photography

We only use black and white images as a brand

Disrupt the black/white photo by applying the film grain filter to give the photo texture.

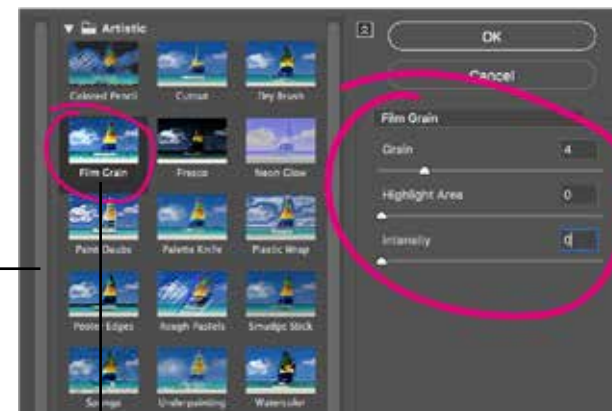
Note: This filter on imagery works well for websites and in print.

Original:



Make the image Black and white on photoshop

With Film grain:



These values are a good guide to creating the right film grain look.

Filter Gallery in Photoshop:
Artistic Folder – Film Grain.

Cutout Photography

How to create our cut out style

We use this style for all our black and white images.

1. Cut out the image



2. Add a white cut out shape behind



3. Add colour overlay if appropriate



4. Add coloured doodles if appropriate



Remember to use
max 3 different
colours overall

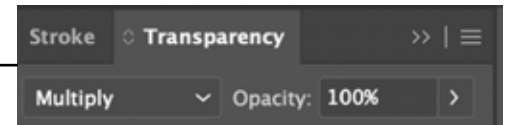
Applying Colour Overlay

Below are ways to do this.



Colour overlay on non cutout photography: Use a max of 3 primary colours when overlaying colour.

Examples of colour overlay on cutout photography:



Available in Illustrator and Photoshop:
Transparency > Multiply > 100% Opacity

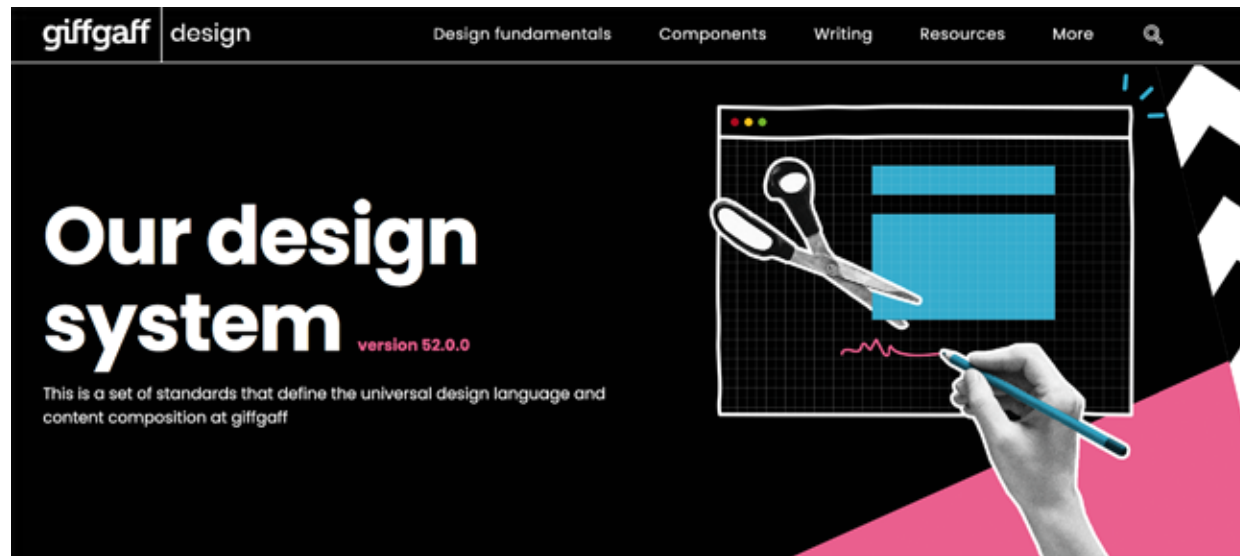


Web Design

Design System

Please visit our design website for up to date guidelines for web design.

www.giffgaff.design



 **Design fundamentals**

Contacts and Resources

Any questions?

Please contact the Brand/ Advertising team. We'd love to hear from you.



Advertising/ Brand:

Alexa@giffgaff.co.uk

Rayelle@giffgaff.co.uk



Design:

Branddesigncrew@giffgaff.co.uk