

Our Brand Line is unique to us and gives our visual communications a distinctive style. The style of our Brand Line has been taken from the line under the ampersand in our logo.

It can be used below images and above or below text and other elements to highlight and add emphasis.

Try not to overuse the Brand Line, use it sparingly and consistently.

Please see the [following page](#) for guidance on creating our Brand Line.

For examples showing our Brand Line in use, please see [pages 54 to 66](#).

OUR BRAND LINE



“

I have found Crohn's and Colitis UK to be very supportive as a charity and their information invaluable. Becoming a member is one of the best things I have done since being diagnosed. ”

Vicky, 31
Diagnosed with
Ulcerative Colitis in 2011

£ **19,288**

Sleep disturbance
in patients with
Inflammatory
Bowel Disease.

Dr. John Potokar,
University of Bristol

MY CROHN'S AND COLITIS CARE YOUR GUIDE

HOW WE CAN HELP YOU

These instructions are for professional designers only. For instructions on creating our Brand Line in Microsoft Office applications, please see the following page.

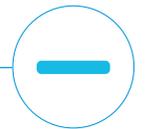
It is a distinctive shape and therefore care should be taken not to distort it when expanding or reducing it. Please make sure you follow our instructions below carefully.

Our Brand Line has been created as an Illustrator EPS file as part of our assets, please contact our Communications Team at enquiries@crohnsandcolitis.org.uk.

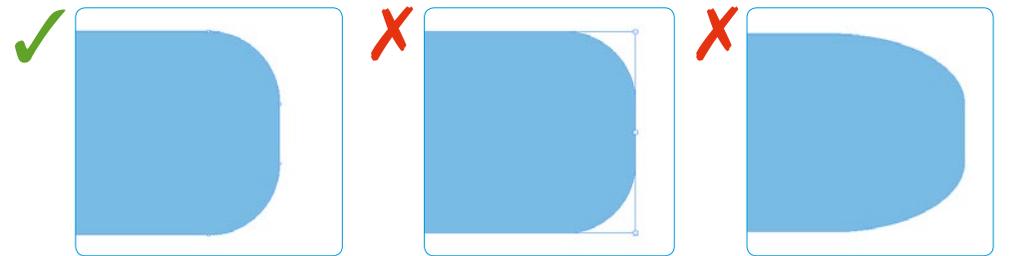
CREATING OUR BRAND LINE (PROFESSIONAL)

The depth of the Brand Line in your communications should match the depth of the line within the logo you have used. This ensures that the Brand Line is in proportion with the rest of the elements in your design.

CROHN'S & COLITIS UK



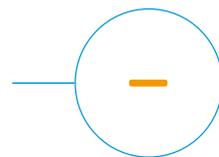
When extending or reducing our Brand Line, do not use the black arrow tool to select and drag it, instead use the white arrow tool to select the four points at one end and then drag these points to the correct length, otherwise you will distort the shape.



Be careful not to distort

Make sure the depth (height) of the Brand Line is consistent throughout. The length can differ depending on it's use.

CROHN'S & COLITIS UK



£100

EQUIPMENT FOR VITAL RESEARCH

“ I get so much more out of my appointments when everyone knows my history. ”

Tom, 27
Diagnosed with Crohn's Disease in 2011

The instructions below are for instances when it's not possible to use our Brand Line asset, for example if you are working in a Word or PowerPoint document.

We show you how you can create a rounded 'keyline' which replicates our Brand Line as closely as possible and can be used to the same effect.

These instructions are for MS Office 2010 and Mac 2011 version.

MS Office templates can be requested from the Communications Team at enquiries@crohnsandcolitis.org.uk.

CREATING OUR BRAND LINE (MICROSOFT OFFICE)

Step 1

Under the 'Home Tab' in the 'Insert' section you'll see a 'Shapes' icon, click this and then select 'Lines and Connectors'. Select the plain line option with no arrows, it should be the first option. Once selected click on your page and drag the line to the required length. You can adjust this afterwards.

Step 2

Now you can start to format the line. There may be a default 'Drop Shadow' under the line, you'll need to delete this if there is. Then go to the 'Format Tab', under 'Shape Styles' select 'Effects' then 'Shadow' and then click 'No Shadow'.

Step 3

To adjust the depth (weight) of the line, click on the 'Line' icon under the 'Format Tab', then select 'Line Effects'. Under 'Weights and Arrows' you'll see a section which says 'Weight' and select 4pt, this should be the closest weight to use for an A4 document. If you're using a larger or smaller logo, adjust the weight accordingly to match.

Step 4

Now to create the rounded ends. Under 'Line Effects' in the same 'Weights and Arrows' window used previously you'll see a section called 'Cap Type', click this and then select 'Rounded'.

Step 5

Now select the colour you want. Again in 'Line Effects' under 'Solid' you will see a section called 'Colour', click here and you'll see the Crohn's & Colitis colours available. Select the colour you wish to use. (If you are not using one of our templates then please use the RGB colour breakdowns that are in our colour palette, see [page 26](#)).

Step 6

Last but not least, position where you want it to go and then adjust the length by clicking on the line and then dragging to your required length.

The same guidance for use and positioning of the brand Line still apply, see [page 39](#).

CROHN'S & COLITIS UK



In addition to our Brand Line we also use a dotted keyline in our publications. It's main use is to separate sections of copy, especially when producing very copy heavy publications.

It can also be used to separate or highlight pull-out stats. The dotted line helps to break information up into more digestible pieces or to distinguish different sections within a page.

The dotted line used in these guidelines separates the introduction text from the Illustrative guidance below it.

For other examples of the dotted line in use, please see [pages 54 to 66](#).

THE DOTTED LINE

InDesign (Professional)

Create a line on your page and then set your stroke style to 'Dotted' do not use Japanese Dots.

The weight of the line is 2pt for A5 to A3 size, however adjust the weight according to your proportions, especially for smaller or larger pieces of communications.

Microsoft office

Follow the guidelines for creating the rounded keyline on the previous page. In 'Line Effects' under 'Line Style' you'll see a section called 'Dashed'. Click this and select the second option which should then change your line to a round dotted line.

The depth (weight) of this line doesn't need to match the logo, it should be about half the depth. So if your rounded keyline (Brand Line) is 4pt, select 2pt for the dotted line.

Examples

management of your condition. Your care should take account of your age, views and beliefs and the things that are important to you, including studying, working, socialising, having a family and family life.

WHAT DOES THIS MEAN FOR ME?

You should feel confident to talk to your IBD team about the broader aspects of your life and how these may affect your decisions about your own care choices.

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SECURED
TREATMENTS

**HELPED SECURE ACCESS
TO UNDER-THREAT
TREATMENTS**

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