

**ENOUGH.**

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All brand assets detailed within this guide can be downloaded at the link below or each individual link at the relevant section.

All organisations intending to partner with the Enough campaign – whether private sector, public sector, or charitable – should first get in touch with the team at **Enough@homeoffice.gov.uk**. Please note all co-branded materials must be approved by the Enough campaign team before they are published.

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[Download all brand assets here](#)

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**OUR BRAND.**

**Enough was created to drive societal change – to show that the public at large is united in condemnation of violence against women and girls and they are taking collective steps to put an end to it. It simultaneously drives the public to take positive action and communicates to perpetrators that their behaviour will not be tolerated.**

## tone of voice.

Our remit is to establish a new social norm where violence against women and girls (VAWG) is not tolerated. Our role is threefold:

- To motivate individuals to challenge the behaviour.
- To educate on what constitutes VAWG.
- To support victims.

Our tone of voice across all communications is always empowering, optimistic, and proactive. That said, we can flex our tone depending on the role the campaign is playing.

### Challenge.

As a brand, we believe that collective power can change society for the better. When seeking to drive individuals to act, our tone becomes more direct, confident, and active, asserting a sense of empowerment.

### Support.

It is imperative that Enough supports victims. When we are speaking to victims our tone of voice adopts a reassuring and compassionate approach. We retain the simplicity of our communications but recognise victims require empathy and reassurance. We create room within our communications to reflect the choices available to victims.

### Educate.

Driving long-term change means educating and empowering younger generations to recognise and reject VAWG behaviours. When engaging these audiences, our tone of voice is positive, motivating and understanding, providing clear and relevant guidance.



The brand name 'Enough' when written out should always be typed out in Title Case (capitalise the first letter only).

# BRAND ASSETS.

## RULE OF THREE.

Three is a magic number. Across writing, music, photography, nature and beyond, the number three holds a special place in making things work.

Enough uses the rule of thirds throughout the brand, starting from our logo. The logo is tilted on a 3° angle, to add dynamism and movement to our brand. It shows that the time to act is now, and saying Enough is about standing up and changing the rules.

The 3° angle is a brand asset in itself. It is used throughout our brand visuals, from logo, to type, to photography.

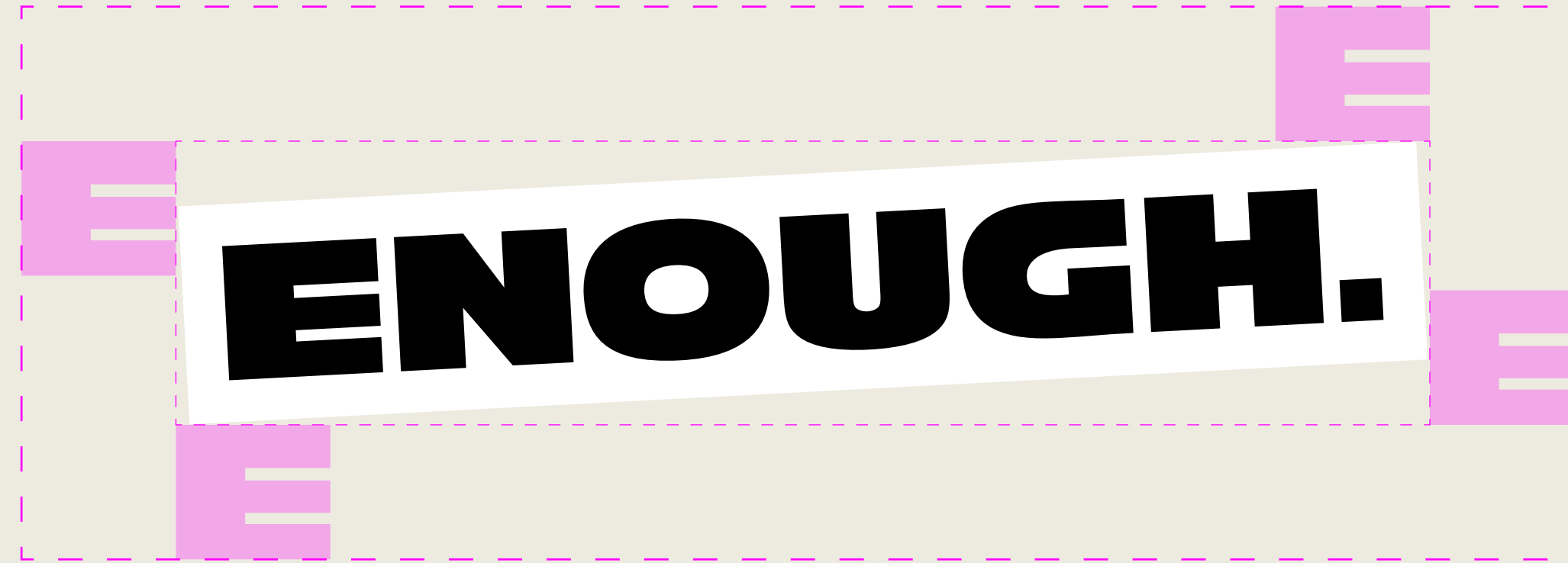


## OUR LOGO.

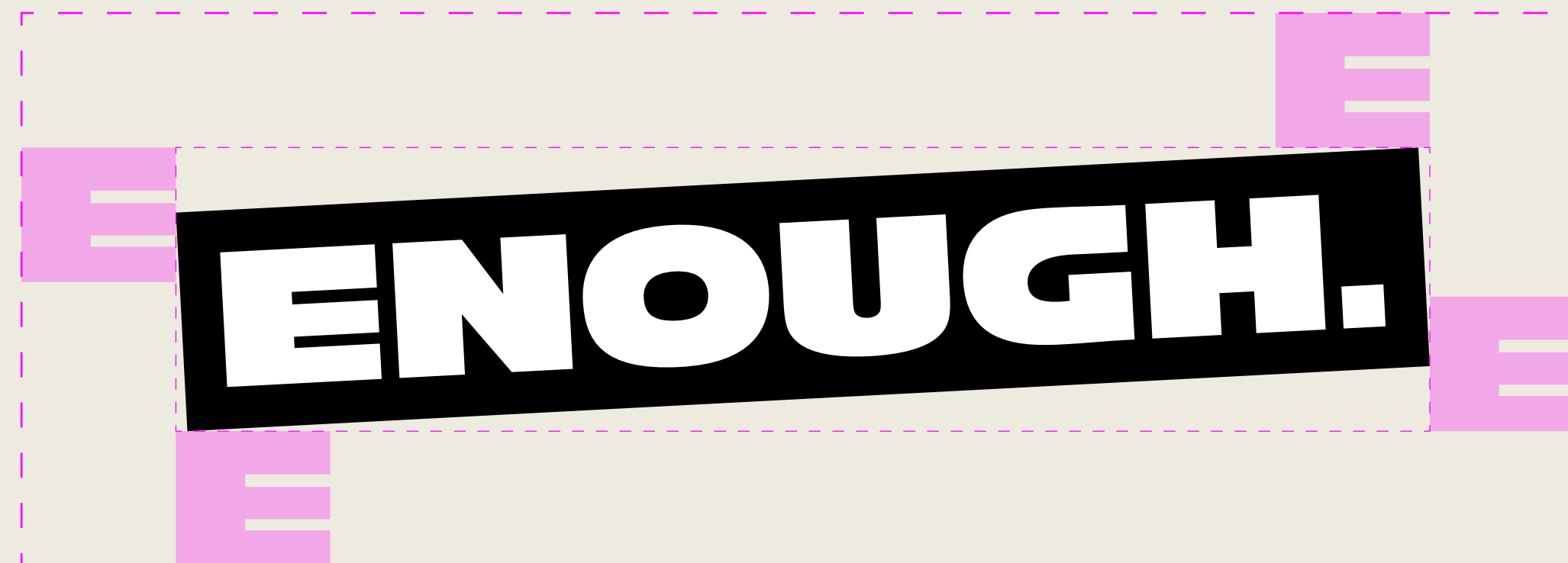
The 'Enough' logo is the focal point of our campaign. The logo should always be front and centre in any layout.

In order to ensure this is always the case, we have a safety area all around the logo which all other elements within the layout must not encroach upon.

The only exception to this rule is when the logo is used as part of the headline (more information on this on the next page).



Safe zone around logo.



Safe zone around logo.

**Minimum logo size in digital:**  
75x16px

**Minimum logo size in print:**  
25x5.7mm



[Download logos here](#)



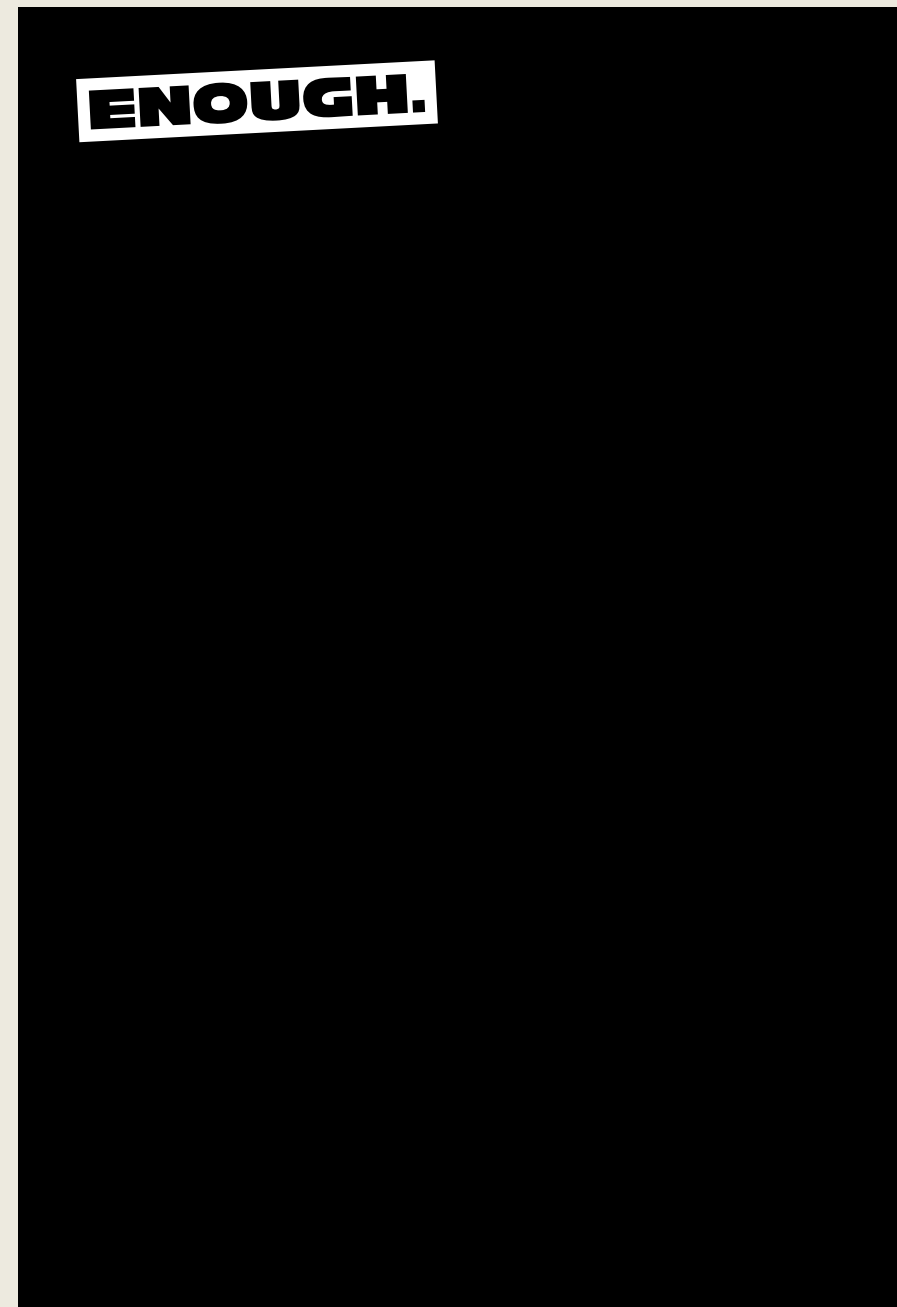
## LOGO : PLACEMENT.

In order to further ensure our logo is always used correctly, we have detailed three primary ways for it to appear within all layouts.

Using the logo as the start of the communication. It's the first thing you see and it sets the tone for the whole execution.

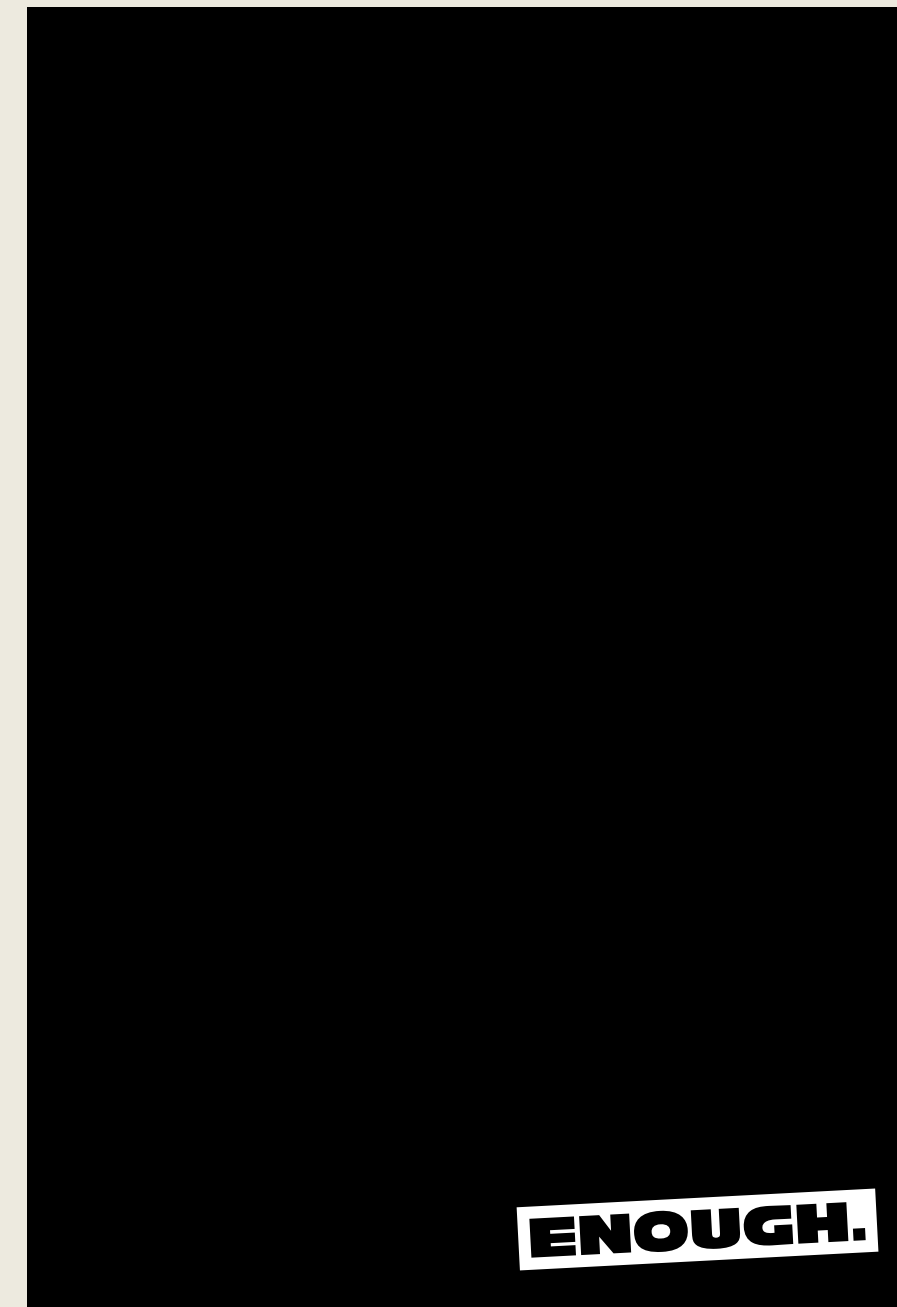
Using the logo as the sign off - the final full stop in the campaign messaging. This emphasises the brand sentiment and core beliefs.

Having the logo interact with the headline. This evolves it from just a brand logo to an indispensable tool within our campaign messaging and headline delivery. It forms part of our tone of voice and speech, cementing the Enough brand.



### Top left corner.

The logo is the first thing you see, enhancing the impact of the brand.



### Bottom right corner.

The logo is the last thing you see, ensuring a strong sign off.



### Locked up to headline.

The logo interacts with the headline, making it an essential part of the messaging.

**The logo height must be at minimum half of the headline character height.**

**The logo safe space can be ignored in this instance.**



If the logo is seen on its own, such as in an endframe, it can be placed anywhere within the layout (within safety guides allowances).

## LOGO : DON'Ts.

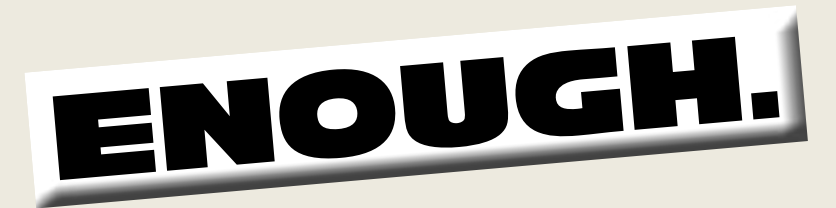
Here we have outlined some ways to **not use** our logo. The main take away is: please don't alter it in any way!



**Don't** rotate the logo in any way



**Don't** scale the logo in non-even ways



**Don't** apply any effects to the logo



**Don't** change the logo colours  
(use the secondary logo if necessary)



**Don't** edit the logo in any way, or  
remove the box around the logo.



**Don't** add any graphics or  
subheads to the logo

## LOGO : LOCKUPS.

Further to our main logo, we also have lockup options for instances when the brand needs a little more context.

All rules regarding safe space, logo placement and logo don'ts also apply to these lockups. (See previous pages in this section for more information).

### Endline lockup.

Option of the logo with the endline locked up.



### Website lockup.

Option of the logo with the website locked up.



## COLOUR PALETTE.

Our colour palette sets the brand apart and encapsulates the Enough attitude.

We have a Primary Palette which consists of our three hero colours; black, off-white and teal. These represent the brand across all our communications, and should be used in the majority of circumstances.

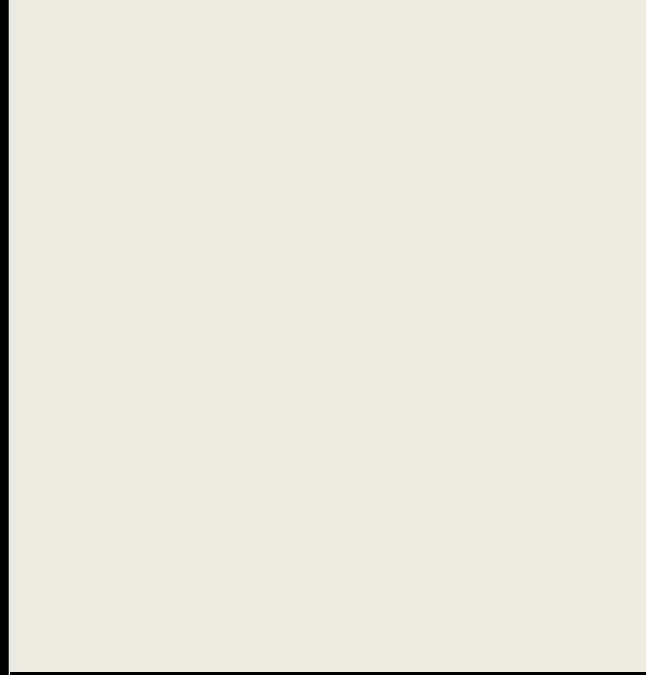
Teal, more than any other colour, represents our brand values and goals. As a colour it marries all the most remarkable aspects of blues and greens. Making it able to be both energetic and fresh, as well as calming and secure. This enables us to cover all bases of our brand interactions; from challenging Out Of Home campaigns to intimate one-on-one conversations.

Our Secondary Palette allows us to tailor our outputs across the three main Enough pillars. These should only be used within their respective pillar - see the next page for more information.

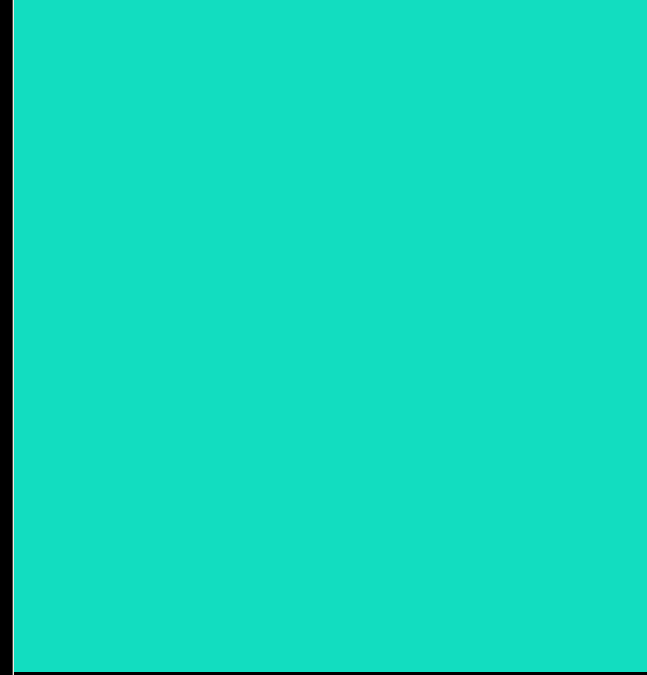
### Primary Palette.



**Black**  
C: 40 M: 40 Y: 40 K: 100  
R: 0 G: 0 B: 0  
000000




**Off-white**  
C: 6 M: 5 Y: 11 K: 0  
R: 237 G: 234 B: 223  
EDEADF

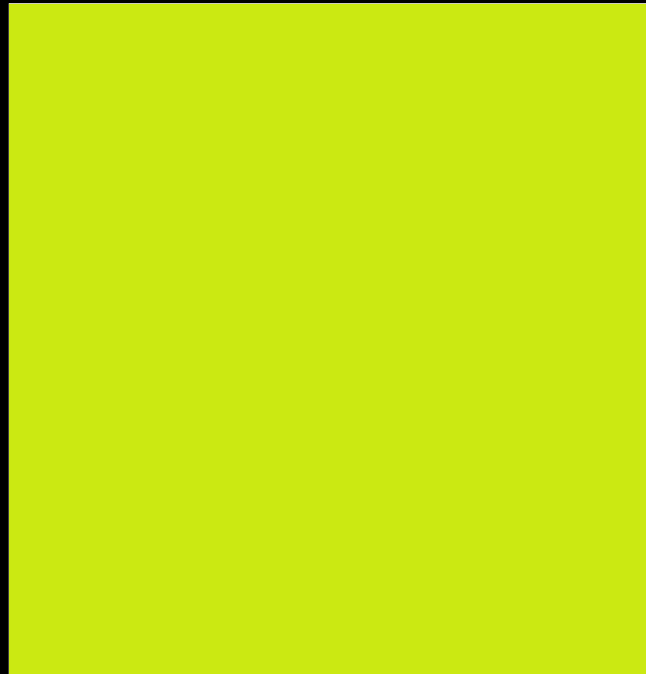


**Teal**  
C: 63 M: 0 Y: 37 K: 0  
R: 18 G: 221 B: 192  
12DDC0

### Secondary Palette.



**Purple**  
C: 56 M: 50 Y: 13 K: 1  
R: 131 G: 128 B: 173  
8380AD



**Green**  
C: 26 M: 0 Y: 100 K: 0  
R: 203 G: 233 B: 18  
CDE912

## COLOUR : IN PILLARS.

When using the palettes within pillar communications, we have created a separate hierarchy for each pillar, to bring out the best in each of our brand colours.

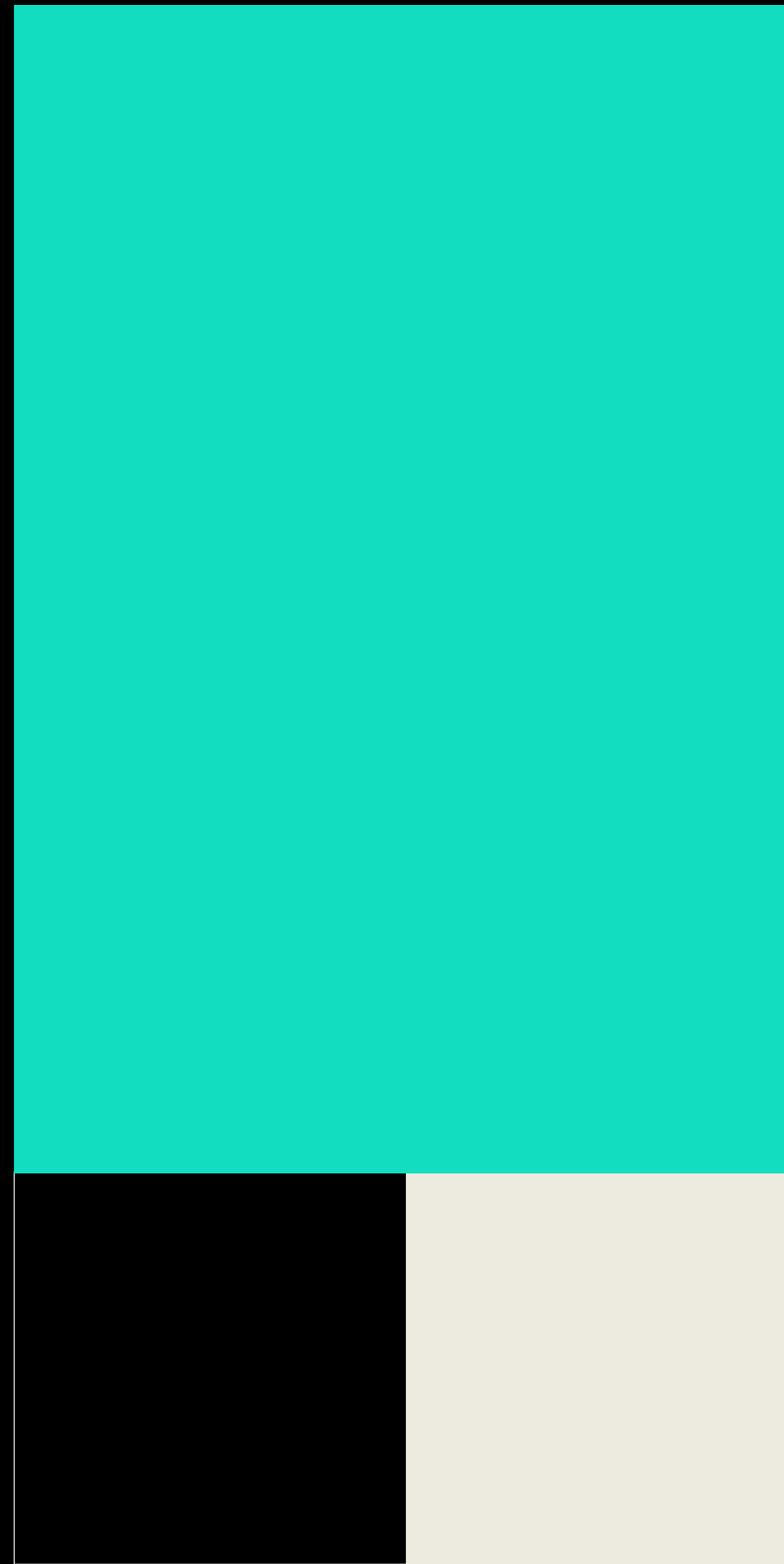
The Primary Palette remains present across all pillars, but takes a back seat to the main pillar colour.

Teal is used as the main colour for the Challenge pillar. Its properties make it the perfect colour for bold, standout messaging.

Purple takes the front seat in the Support pillar. It has greater calming and safe qualities than other options and promotes a more steady, welcoming conversation.

Green is used in the Educate pillar. This pushes our brand into a more youthful, forward-thinking space. It permits the brand to engage younger audiences much more successfully.

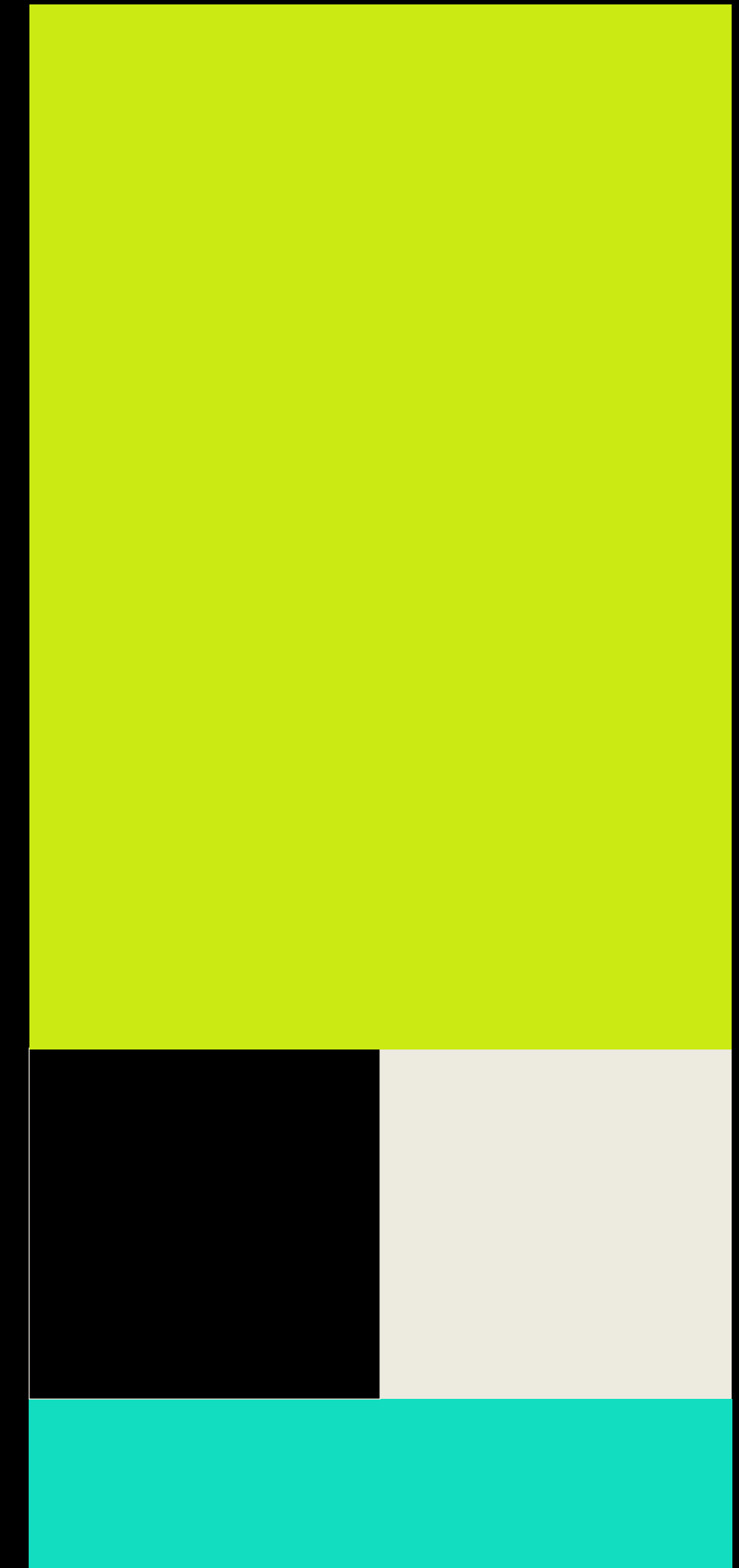
### Challenge.



### Support.



### Educate.



\* Also used in master and mixed comms.

## COLOUR : ACCESSIBILITY COMBINATIONS.

On this page we have outlined the accessibility-permitted colour pairings. All our colours have been tested for maximum accessibility coverage across all mediums and circumstances. Please do not use any other combination of colours in any piece of communication.

**BLACK TEXT**

WCAG AAA

**BLACK TEXT**

WCAG AAA

**BLACK TEXT**

WCAG AA

**BLACK TEXT**

WCAG AAA

**OFF-WHITE TEXT**

WCAG AAA

**TEAL TEXT**

WCAG AAA

**PURPLE TEXT**

WCAG AA

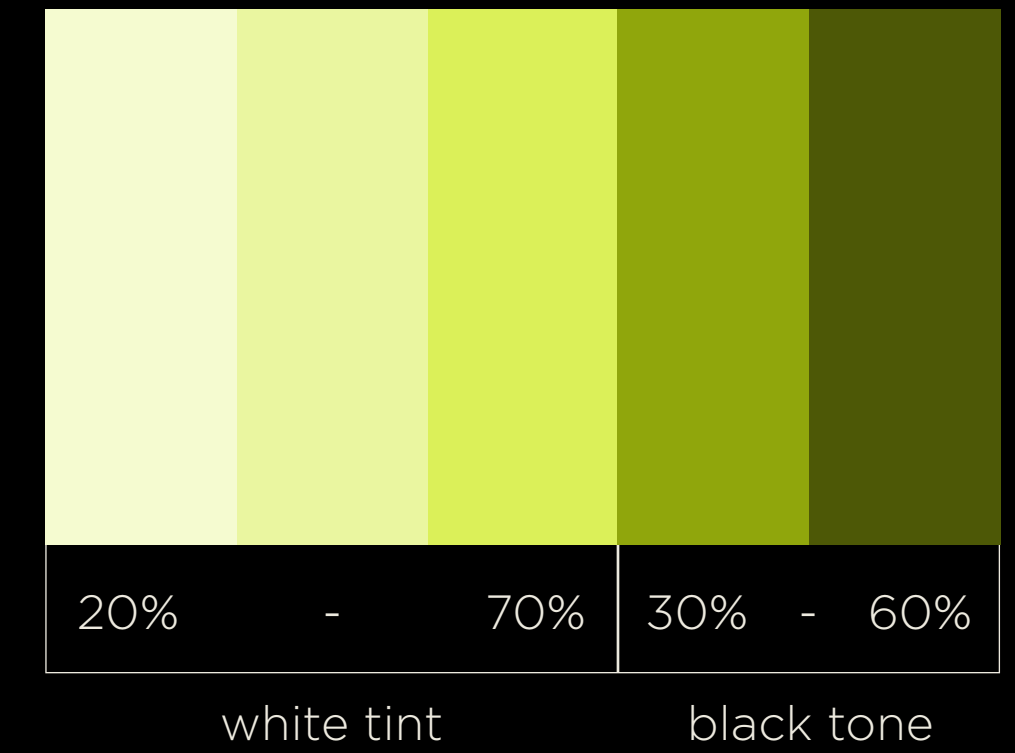
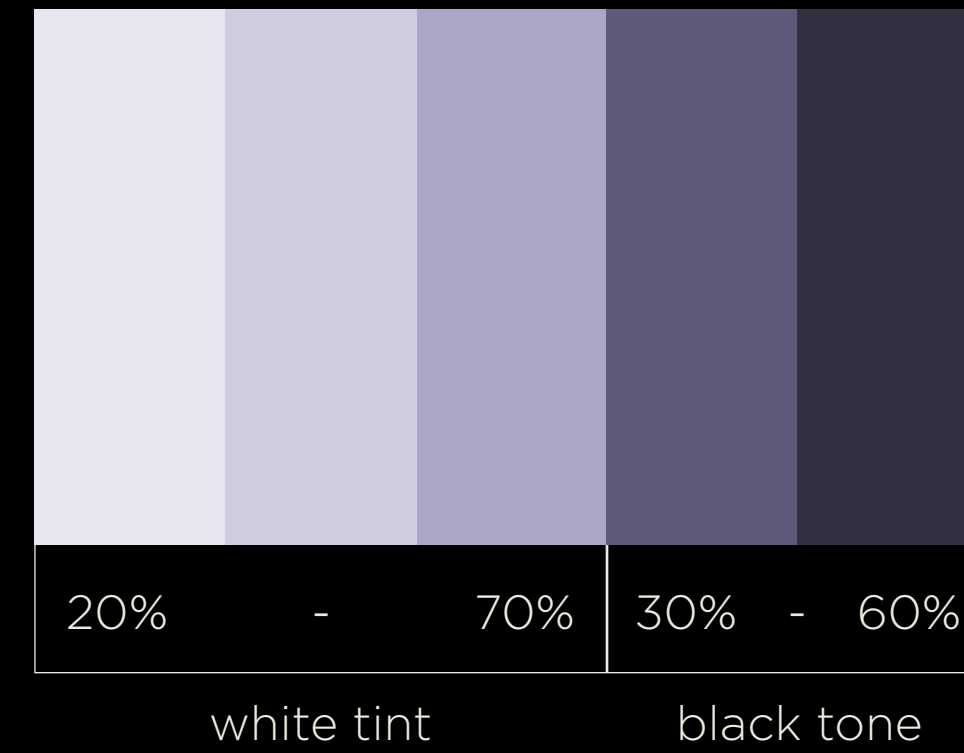
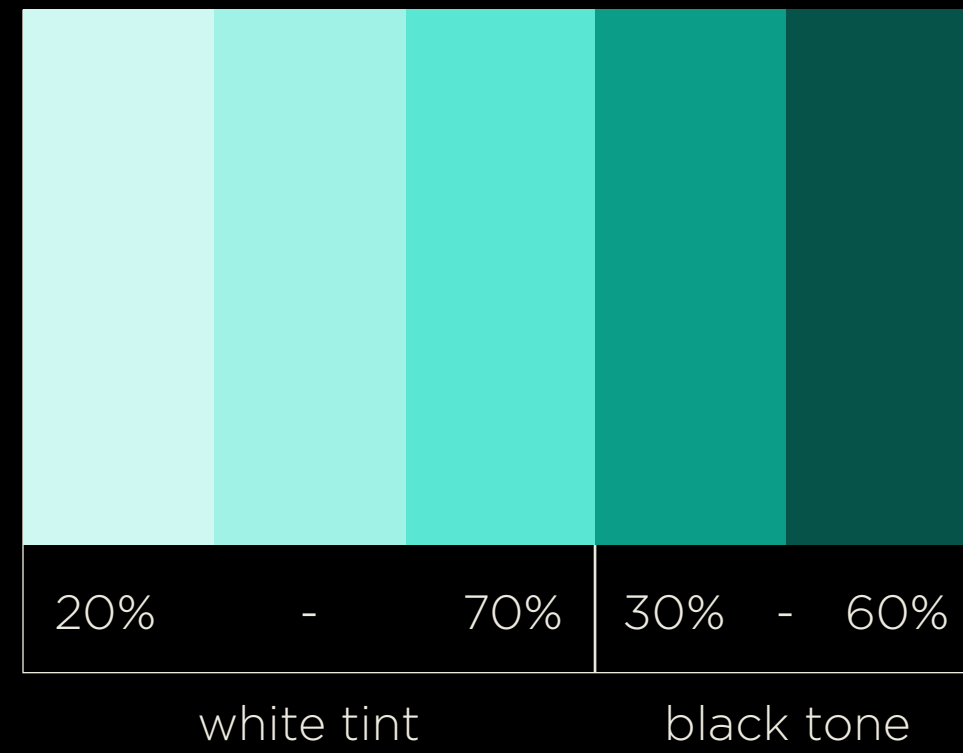
**GREEN TEXT**

WCAG AAA

# COLOUR : TERTIARIES.

We also have a tertiary colour palette and shades of our primary and secondary colours available to be used. However these should only be used in illustrations or in internal documents for graphs or icons, when a wider range of colour is required.

## Primary and Secondary tones.



## Tertiary Colours.

**Red**  
C: 3 M: 72 Y: 65 K: 0  
R: 234 G: 107 B: 88  
EA6B58

**Blue**  
C: 62 M: 14 Y: 5 K: 0  
R: 85 G: 177 B: 218  
55B1DA

**Magenta**  
C: 6 M: 65 Y: 14 K: 0  
R: 228 G: 122 B: 158  
E47A9E

**Yellow**  
C: 5 M: 3 Y: 78 K: 0  
R: 247 G: 230 B: 88  
F7E658

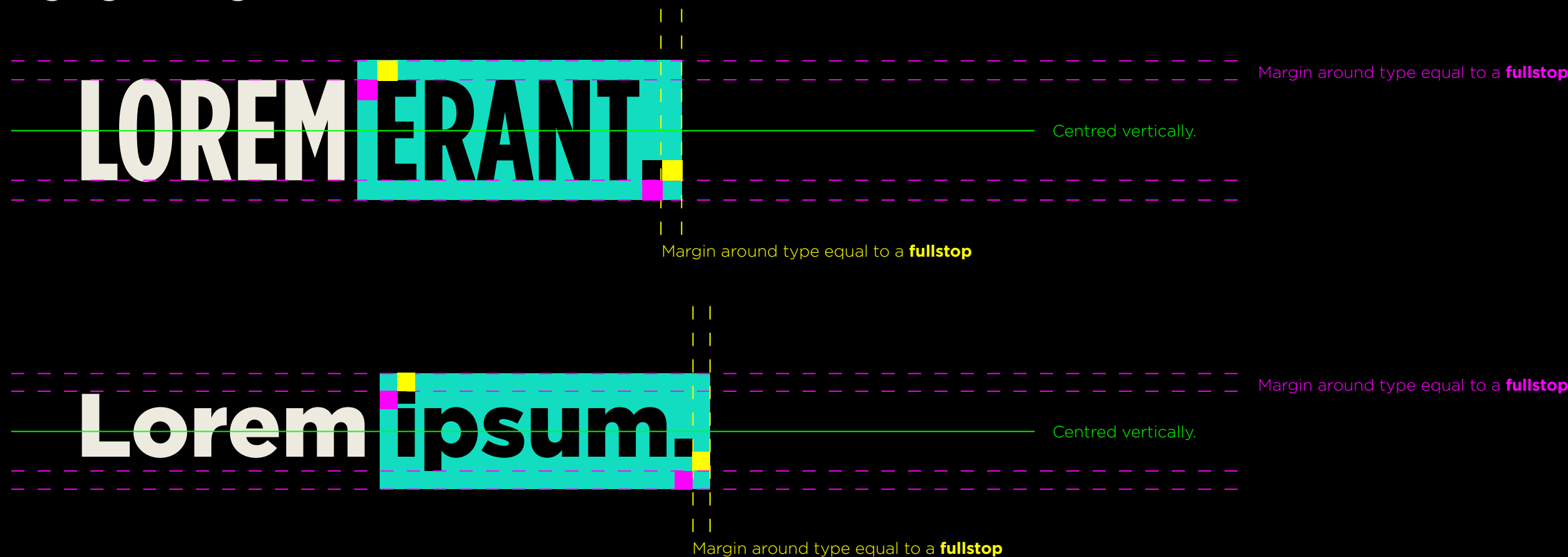
**Orange**  
C: 3 M: 53 Y: 76 K: 0  
R: 239 G: 141 B: 80  
EF8D50

## BRAND SHAPE : TYPE HIGHLIGHT.

One of the most distinctive parts of the Enough brand is our highlighting graphic. This can be used to highlight key words or parts of a headline to create more impactful visual messaging.

The highlight can be used straight or on the 3° brand angle.

### Highlight sizing.



### Straight highlight.

LOREM IPSUM DOLER **ERANT.**

### 3° highlight.

LOREM IPSUM DOLER **ERANT.**



## BRAND SHAPE : HOLDING DEVICE.

As a recognisable part of our brand language, the brand highlight can also be used to hold imagery or text.

This can be worked with the straight highlight or on the 3° angle.

### Image holding device.

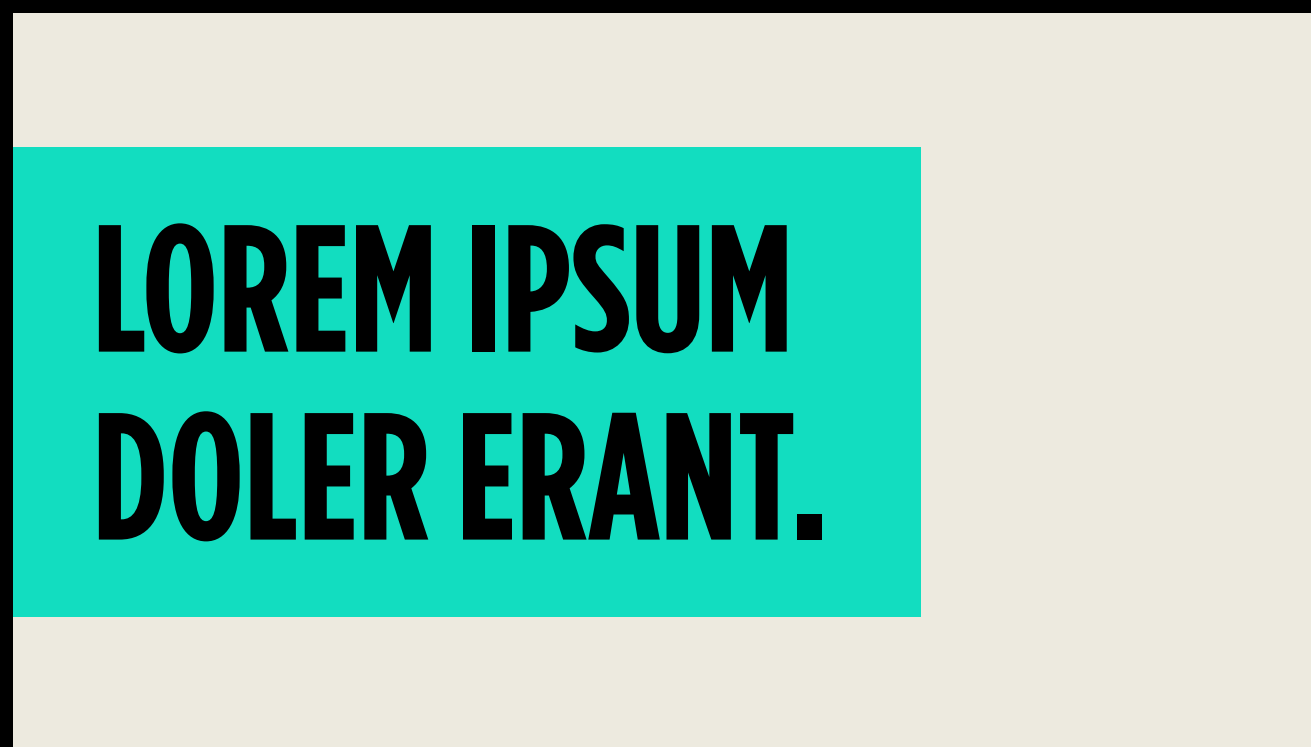


Straight.

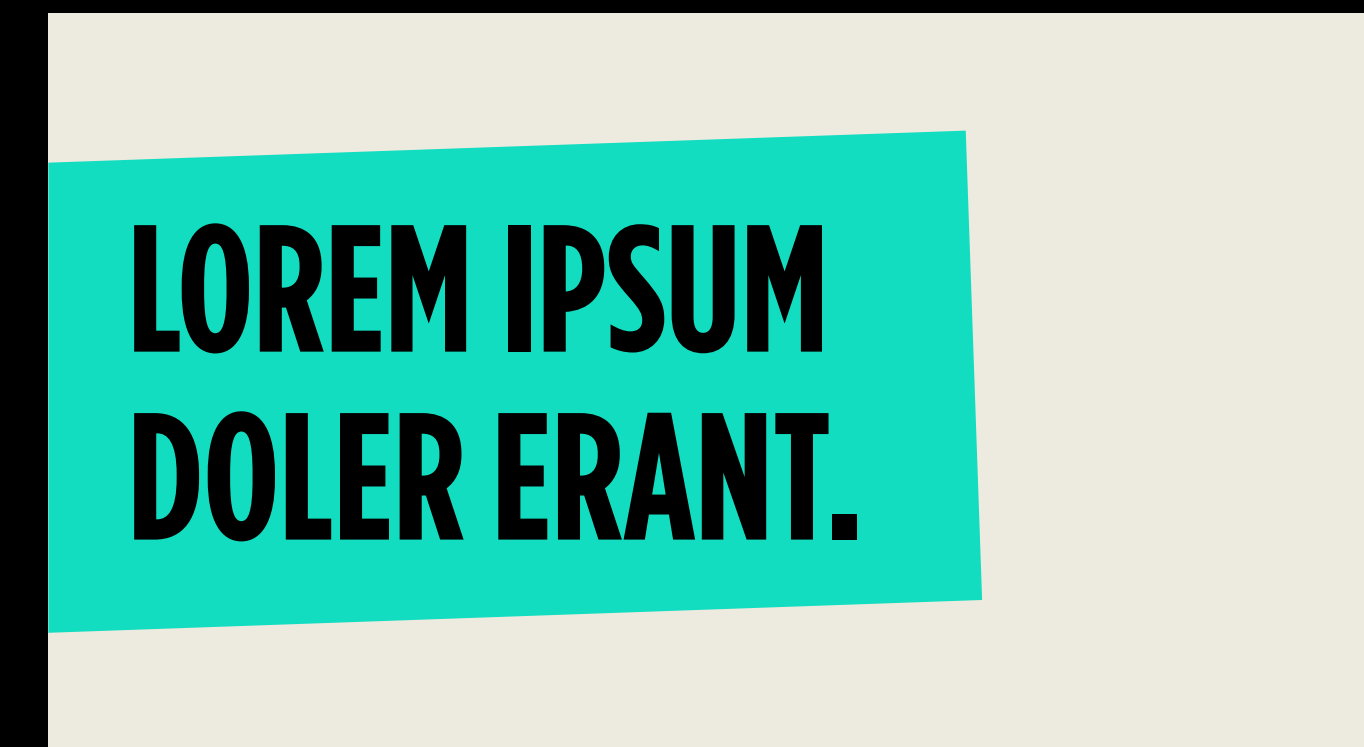


3° angle.

### Type holding device.



Straight.



3° angle.

## BRAND TYPOGRAPHY.

We use various cuts of Gotham as our brand type. Gotham is a highly visually accessible typeface with a multitude of weights and cuts, making it a perfect font for communicating the wide range of messaging of the Enough brand.

It can be used across headlines and body copy, in both upper and lowercase.

Only headlines should be used in all uppercase. Subheads, body copy, footers and Call To Actions (CTAs) should all use sentence case.

# Gotham

### Headline fonts.

## Gotham Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.

## Gotham Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.



**Only** use all Uppercase type for main headlines.  
**Do not** use all Uppercase for subheads or body copy.

### Body copy fonts.

## Gotham Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.

## Gotham Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.

## Gotham Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.

## BRAND TYPOGRAPHY.

We also use Gotham Condensed for large headlines, as this cut of the typeface allows us to employ a stronger, more hard-hitting tone.

It should never be used in lowercase and never be used within Support pillar communications, as it does not match the tone of that pillar.

# GOTHAM CONDENSED

**Headline font only.** (UPPERCASE ONLY)

---

## GOTHAM CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.



**Do not** use this font in the Support pillar comms, as the impactful nature of the typeface does not match our TOV within the Support space.

## TEXT ALIGNMENT.

It is important that the Enough brand is flexible and able to adapt to a wide range of media and mediums. To aim with this text alignment in a layout is variable depending on the design of the artwork.

### Left aligned.

**HEADLINE  
EXAMPLE **HERE.****

**Subhead example here.**

Body copy example goes here. Body copy example goes here. Body copy example goes here.

Call to action example **goes here.**

All elements (Headline, Subhead, body, CTA) in a design can be left aligned.

### Centred.

**HEADLINE  
EXAMPLE **HERE.****

**Subhead example here.**

Body copy example goes here. Body copy example goes here. Body copy example goes here.

Call to action example **goes here.**

All elements (Headline, Subhead, body, CTA) in a design can be centred.

### Right aligned.

**HEADLINE  
EXAMPLE **HERE.****

**Subhead example here.**

Body copy example goes here. Body copy example goes here. Body copy example goes here.

Call to action example **goes here.**

All elements (Headline, Subhead, body, CTA) in a design can be right aligned.



**Avoid** using more than two different alignments in a single layout.

## TEXT ALIGNMENT.

Using the 3° tilt on headlines and the highlight is an important part of building the brand visuals. Laid out here are ways in which this can work.

**All angled text should always sit on the 3° angle.**

### All straight.

**HEADLINE  
EXAMPLE **HERE.****

**Subhead example here.**

Body copy example goes here. Body copy example goes here. Body copy example goes here.

Headline with highlight is straight. Subhead and body copy also straight.

### Headline on angle.

**HEADLINE  
EXAMPLE **HERE.****

**Subhead example here.**

Body copy example goes here. Body copy example goes here. Body copy example goes here.

Headline, highlight and subhead are on the 3° angle. Body copy is straight.

### Highlight on angle.

**HEADLINE  
EXAMPLE **HERE.****

**Subhead example here.**

Body copy example goes here. Body copy example goes here. Body copy example goes here.


Highlight is on the 3° angle. Headline, subhead and body copy are all straight.

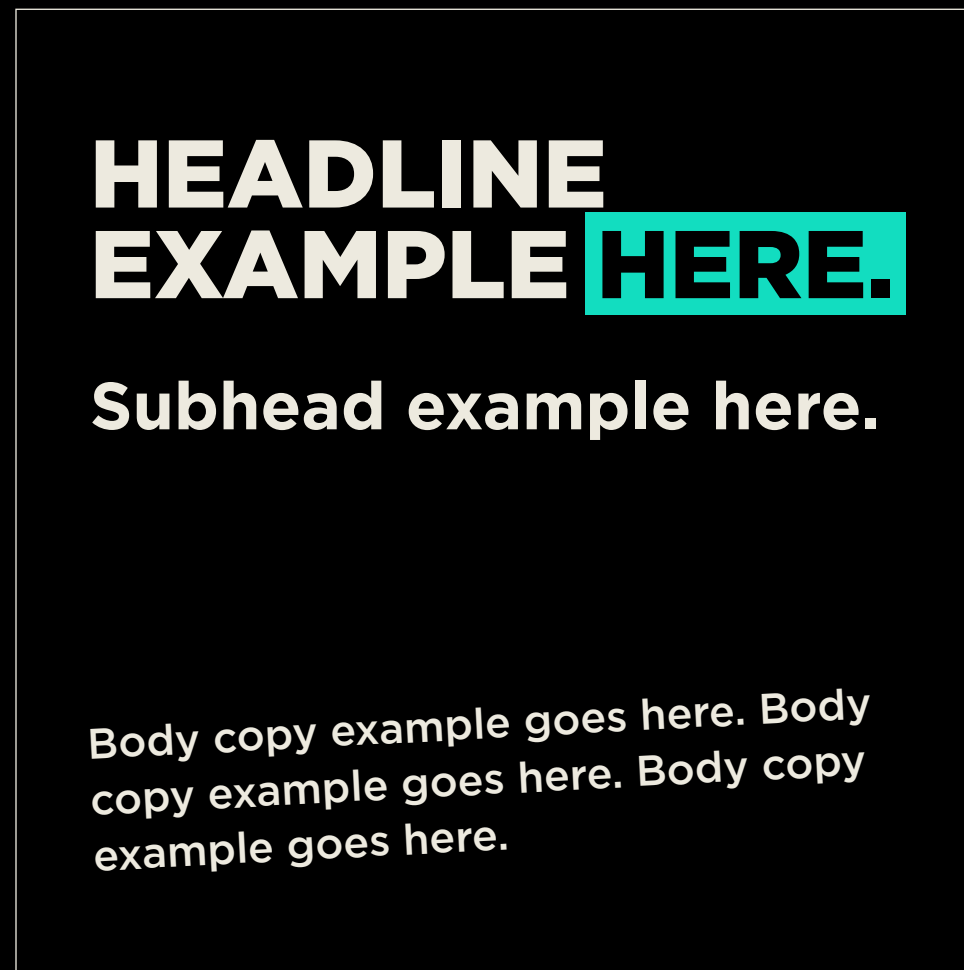


**Only** use angled highlight for large and short portions of text.

## TEXT ALIGNMENT DON'Ts.

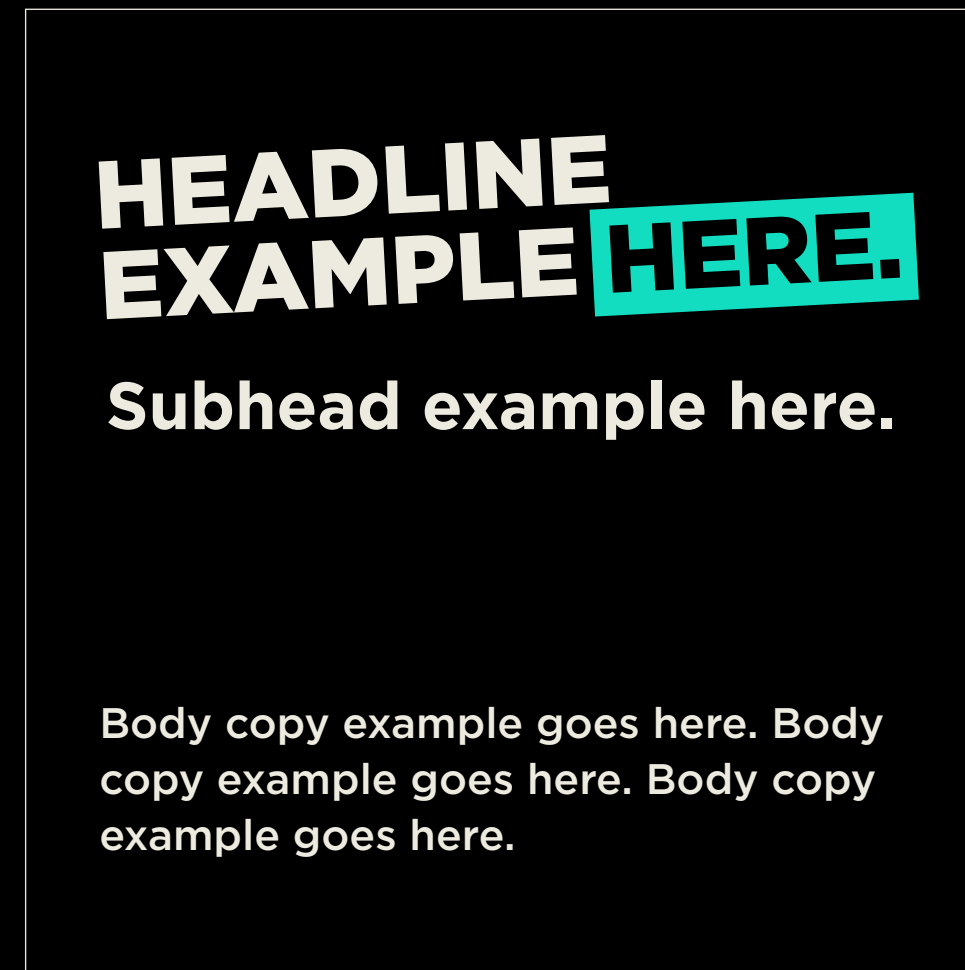
Here are some examples of text placements that are not permitted. Using any of these will impair accessibility and legibility of the messaging.

Angled body copy. 



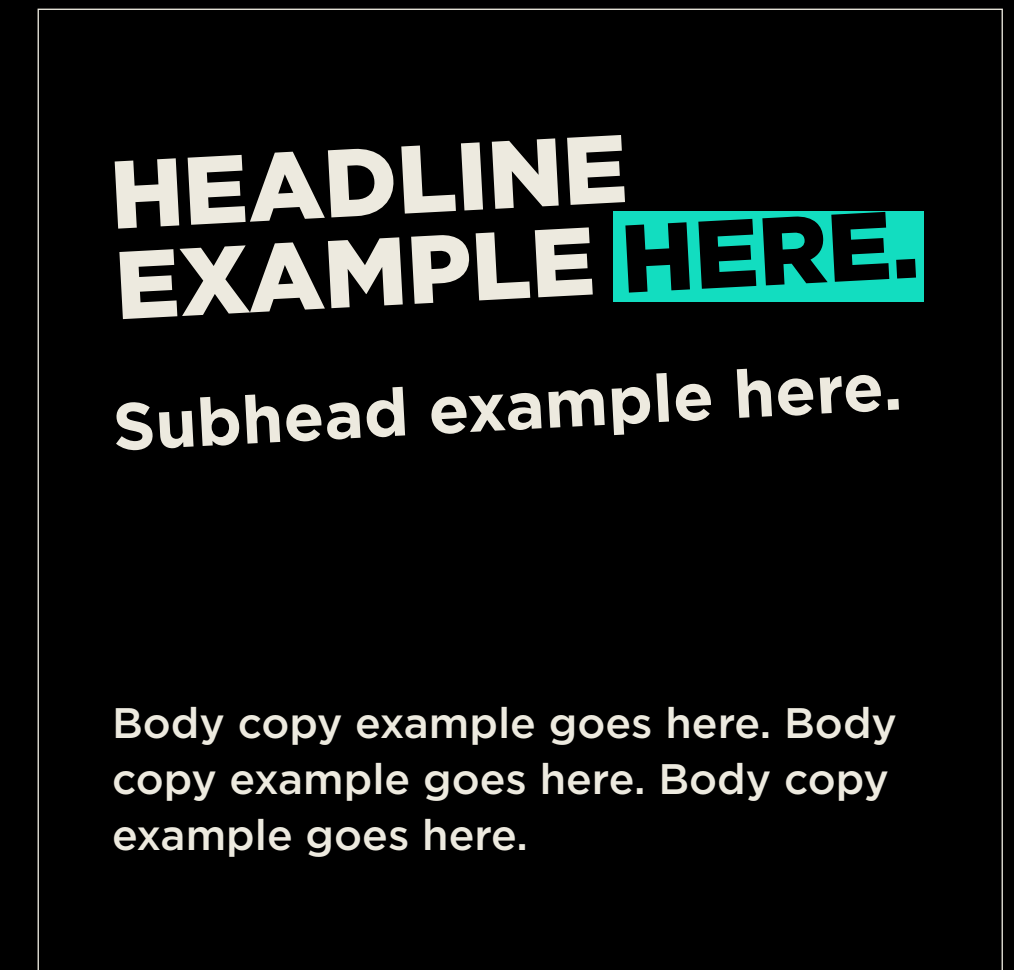
**Don't** angle the body copy.

Mixed angled headlines. 



**Don't** have the headline and subhead on different angles.

Straight highlight on angled type. 



**Don't** use the straight highlight on an angled type.

## THE STOP MNEMONIC.

As part of our toolkit to equip bystanders with the knowledge of how to safely challenge abuse, we have created a mnemonic to help remember the different options for intervening.

<b>S</b>	<b>ay something</b>
<b>T</b>	<b>ell someone</b>
<b>O</b>	<b>ffer support</b>
<b>P</b>	<b>rovide a diversion</b>



For more information on the meaning of STOP visit [here](#).

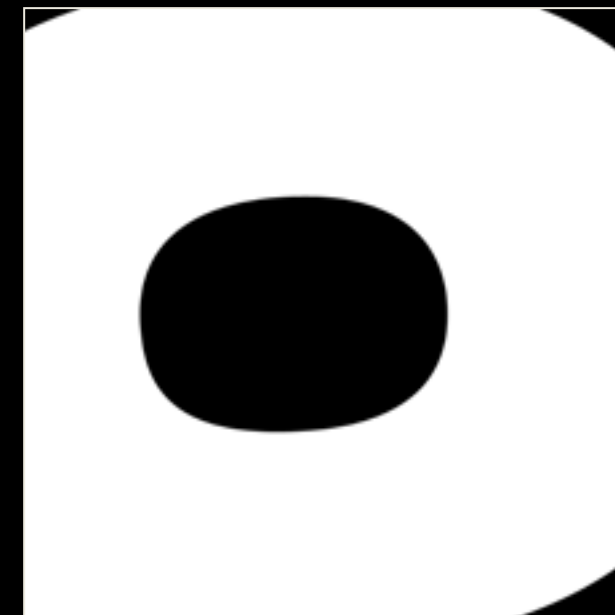
# MOTION.

We have created a range of motion templates covering how our logo, typography, transitions and highlight animate.

Please contact the Enough team if you'd like to learn more about our motion brand guidelines.

Listed on this page is what the templates cover.

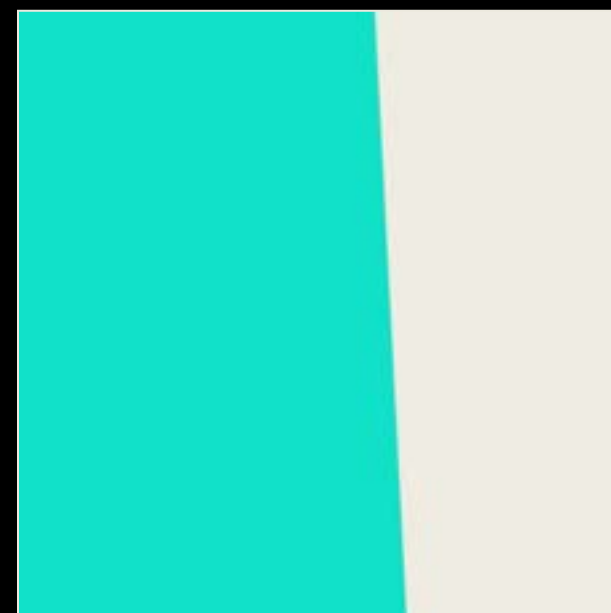
## Logo animations.



## Type animations.



## Transition animations.



## Highlight animations.





## PHOTOGRAPHY PRINCIPLES.

Photography can flex depending on the campaign, but our core principles always need to be considered when shooting or picking stock images. Our principles are split into three main elements.

# Always be authentic.

When choosing stock shots or photographers make sure that the images feel real and relatable, try and stay away from overly stylised stock shots that don't tell a true story.

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# Colour photography.

Our brand is full of colour, positivity and empowerment. In almost every case we should be using colour photography. Where possible we should look to pick out our brand primary and secondary colours. This might be a wall, t-shirt or piece of furniture.

---

# Aid comprehension.

Photography tells a story so we always make sure the images we choose or photographers we brief understand the importance of relaying the relevant message to the audience. It's important we paint an engaging and purposeful picture.

## ILLUSTRATION PRINCIPLES.

When using any type of illustration or icon, following these simple principles will ensure that we keep the brand presence strong even when using different styles of artwork.

# Always use brand colours.

Recolour artwork to use our primary and secondary palettes, use of darker and lighter tones is permitted.

---

# Aid comprehension.

Think about why we're using the illustration and make sure it helps the reader understand the idea and is relevant to the messaging.

---

# Not juvenile or patronising.

Don't use styles that feels like too childish, or too much like a cartoon as this may take away from the power of the messaging - see next page for examples.

# APPLICATION.

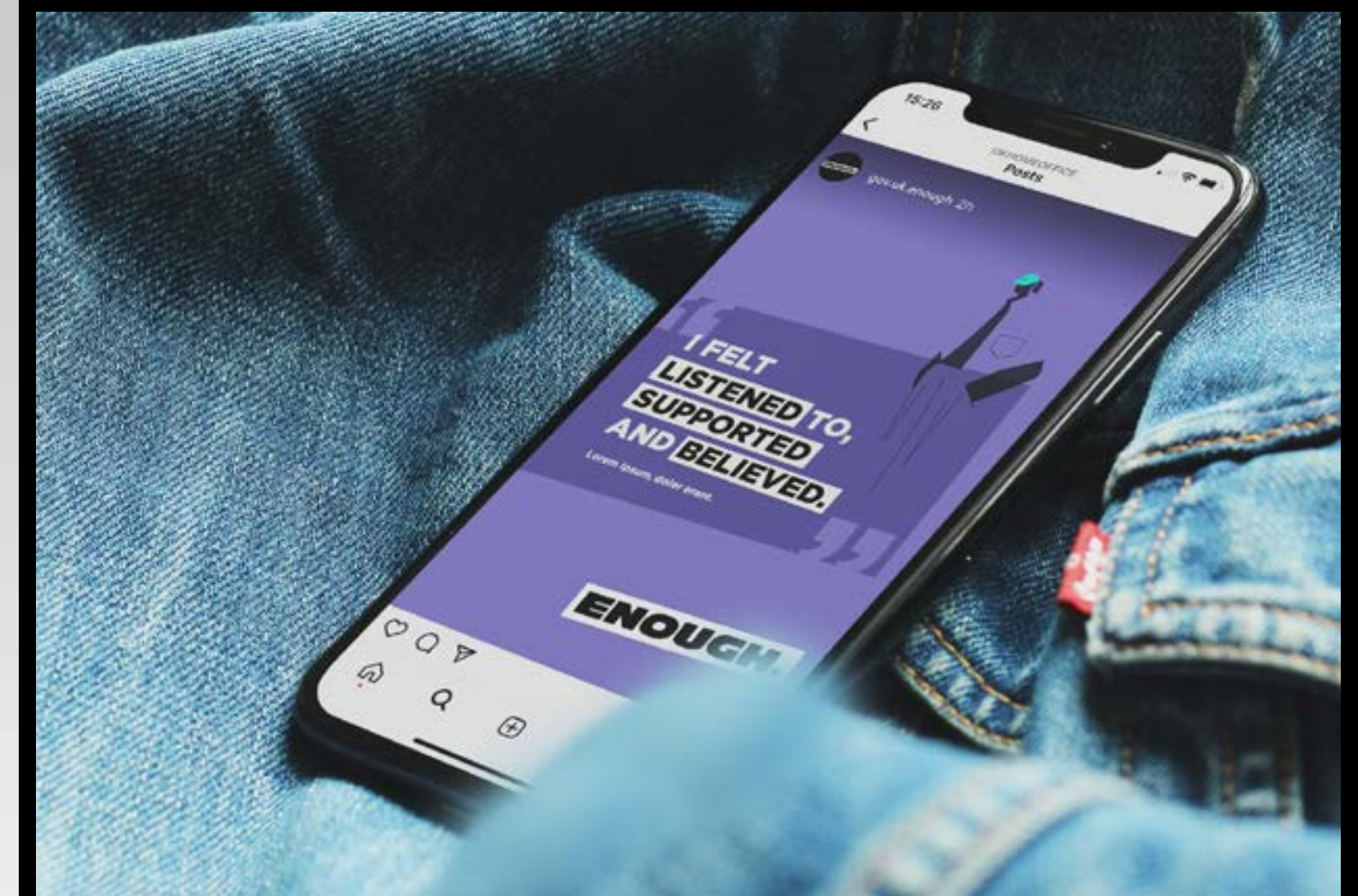
# CHALLENGE PILLAR.

Here are some examples of various executions within the Challenge pillar.



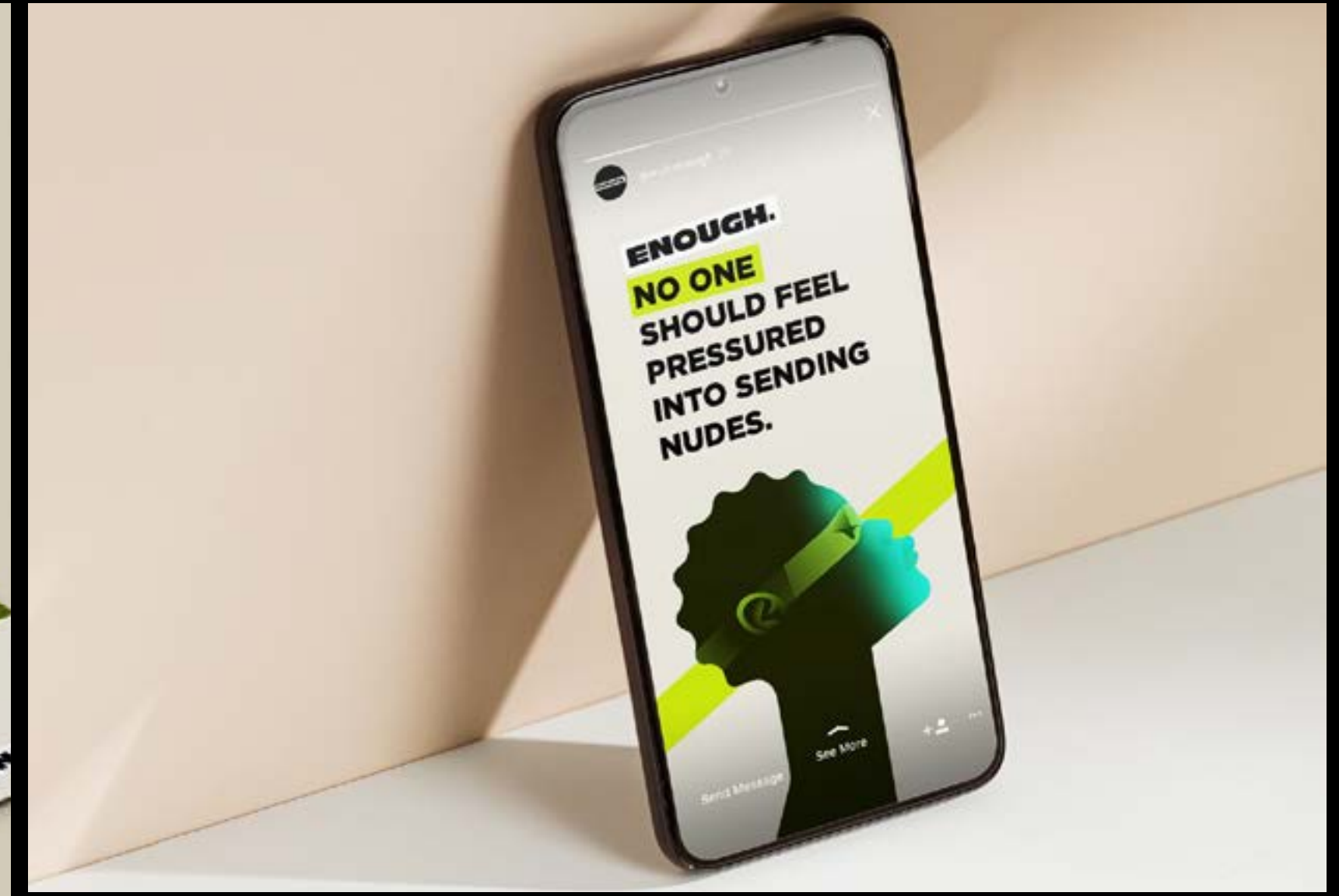
# SUPPORT PILLAR.

Here are some examples of various executions within the Support pillar.



# EDUCATE PILLAR.

Here are some examples of various executions within the Educate pillar.





# PARTNERSHIPS.



## PARTNERSHIP LOGO LOCKUPS.

When Enough is part of a partnership with a third-party brand, we use a slightly adjusted logo in order to show our support or relation with the accompanying brand.

All logo rules laid out in previous pages apply to these assets also. (see [here](#) for more information).

In partnership with

**ENOUGH.**

### Default lockup

Use this lockup across any partnership comms.

**ENOUGH.**

PARTNER LOGO

### Partner Logo lockup.

Option to lockup our logo with a third-party.

 [Download logos here](#)

In partnership with

**ENOUGH.**

**ENOUGH.**

PARTNER LOGO

## THIRD-PARTY BACKUP TYPOGRAPHY.

In case third-parties or partners do not have access to the Gotham typeface, we have implemented free alternatives that can be used instead.

Figtree is a Google font and is free to download and use [here](#)

# FIGTREE

### Headline fonts.

## Figtree Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ  
0123456789.

## Figtree Black

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ  
0123456789.



**Only** use all Uppercase type for main headlines.  
**Do not** use all Uppercase for subheads or body copy.

### Body copy fonts.

## Figtree Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ  
0123456789.

## Figtree Medium

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ  
0123456789.

## Figtree Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ  
0123456789.

## THIRD-PARTY BACKUP TYPOGRAPHY.

In case third-parties or partners do not have access to the Gotham Condensed typeface, we have implemented free alternatives that can be used instead.

Fjalla One is a Google font and is free to download and use [here](#)

# FJALLA ONE

Headline font only. (UPPERCASE ONLY)

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## FJALLA ONE REGULAR

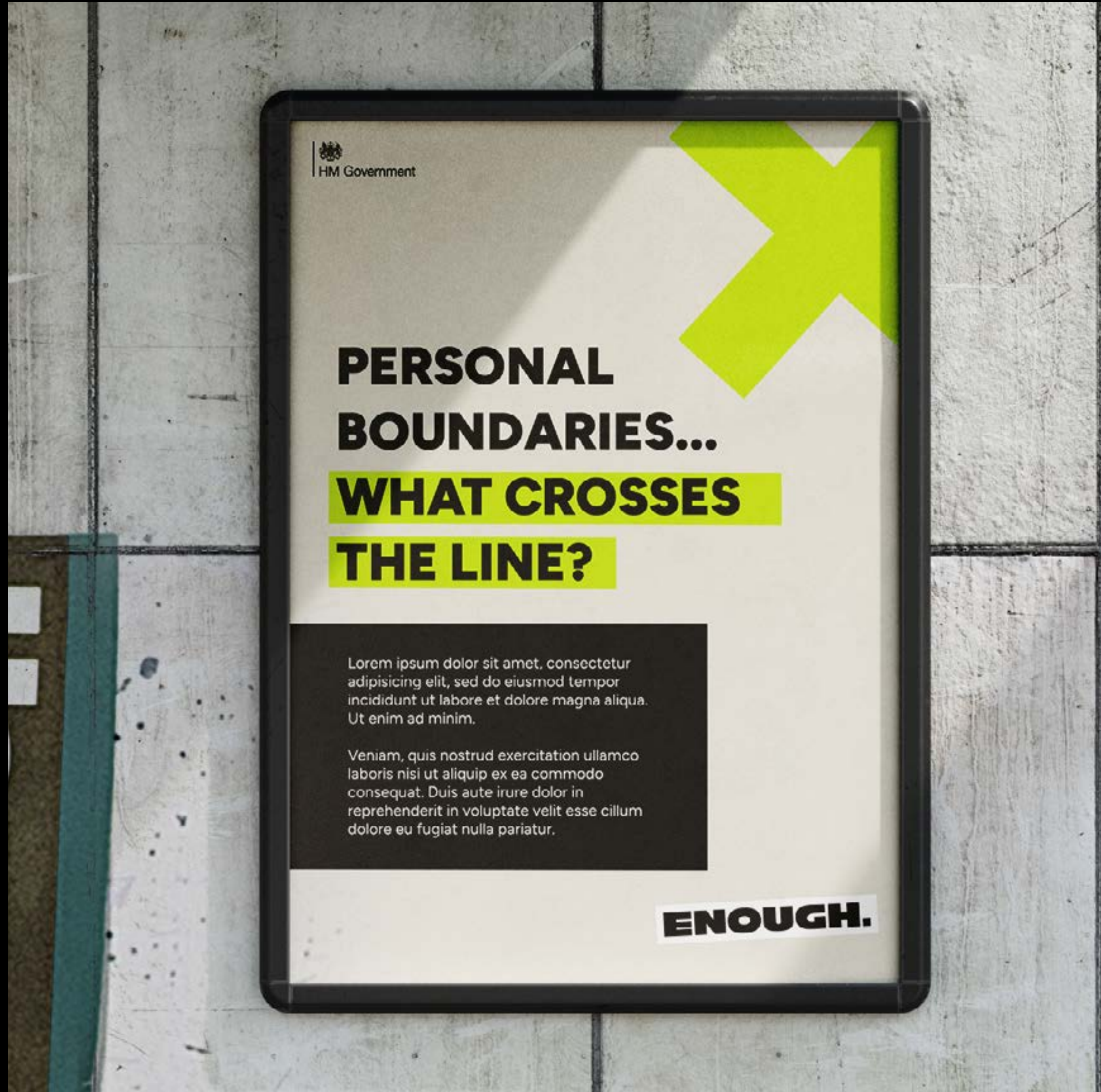
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.



**Do not** use this font in the Support pillar comms, as the impactful nature of the typeface does not match our TOV within the Support space.

## BACK-UP FONT EXAMPLE EXECUTIONS.

Here are some examples of third-party executions using the backup font.



# PARTNER-LED.

'This section is for partners who wish to use our editable assets.

- 'Please only add in your organisation's name and logo. Please do not amend or edit any other text or design elements.
- Please send to the Enough campaign team at [enough@homeoffice.gov.uk](mailto:enough@homeoffice.gov.uk) for clearance before publishing any creative.
- Please use our free-to-use back-up fonts in case of missing brand font licenses. (See pages 34-35 for more information).

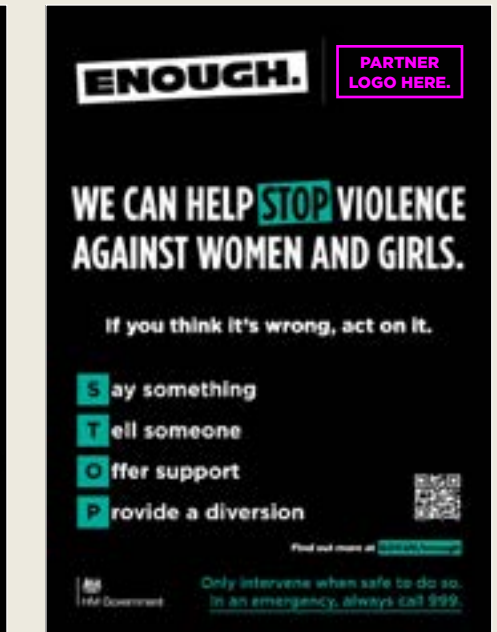
## Social templates.



## General poster templates.



## Partner poster templates.



Add your logo in the space outlined by the pink box above.

 [Download logos here](#)

## SECTOR-SPECIFIC WORK / CO-BRANDING.

The Enough team is always keen to explore sector-specific partnerships.

- They can lead on the creation of bespoke partnership assets that are tailored to specific sectors and their audiences
- If you would be interested in exploring a sector partnership, please get in touch with the campaigns team at [enough@homeoffice.gov.uk](mailto:enough@homeoffice.gov.uk) to discuss further.

The Enough team can also explore co-branded assets with existing campaigns.



## WELSH PARTNERS AND TRANSLATIONS.

All our brand guidelines work the same when applied in Welsh. However when we do partner work with Welsh organisations, we can look to translate existing assets upon request.

Any work created by our Welsh partners should be first sent to our Enough campaign team at [enough@homeoffice.gov.uk](mailto:enough@homeoffice.gov.uk) for clearance before publishing any creative.

We have listed out a few key translated phrases on this page for ease of use.

### ENGLISH

#### ENOUGH

If you or someone you know has experienced abuse, it is not your fault and help is available

If you see someone being harassed, there are ways you can safely help

- S**ay something
- T**ell someone
- O**ffer support
- P**rovide a diversion

In an emergency, always call 999

Supported by

### WELSH.

#### DIGON

Os ydych chi neu rywun rydych chi'n ei nabod wedi profi camdriniaeth, nid eich bai chi yw hyn ac mae help ar gael

Os gwelwch chi rywun yn cael ei aflonyddu, mae yna ffyrdd y gallwch chi helpu'n ddiogel

- S**ôn wrth rywun
- T**ynnu sylw at rywbeth arall
- O**sgoi bod yn ddistaw
- P**eidio cerdded heibio

Mewn argyfwng, ffoniwch 999 bob amser

Gyda chefnogaeth

# THANK YOU.

For more information please contact our team at [Enough@homeoffice.gov.uk](mailto:Enough@homeoffice.gov.uk)