

**choice
vot!ng**

Brand Guidelines



Effortless elections

Elections, polls, and referendums are an essential part of your organisation's administration. But that doesn't mean they have to be boring. Or tedious. Or complicated.

Choice Voting was born to solve a problem. Over 20 years ago, our founders were involved in an election with tens of thousands of potential voters – but only 800 voted. The reason? The paper ballots were simply too much hassle. We decided to create a digital platform that made voting easier for everyone. To give everyone a voice.

Today, with Choice Voting, you can set up an election in less than five minutes. For every new feature we add, every design we tweak, every bit of code we optimise, we first ask ourselves one question: will this make it easier for people?

Sophisticated simplicity, built into every byte.

The Logo

Our logo is our most valuable and important brand asset. This is how to best represent the logo & the Choice Voting brand.



Logo Anatomy

Our logo is a combination mark using a word and a symbol or logo mark. The combination gives flexibility as either or both can be used across a variety of applications.

When to use the logo

The logo should be used in any communication undertaken by Choice Voting. This includes internal and external communications.

The logo



The social media icon



Using our logo

Our logo has been designed to ensure it can be accurately reproduced and legible across all communications, digital and print. To achieve this it is essential to maintain a clear space around the logo and to apply minimum sizes.

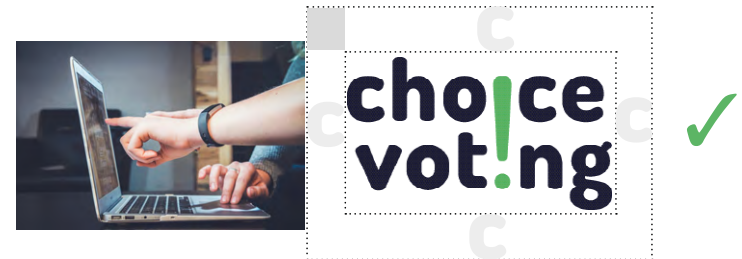
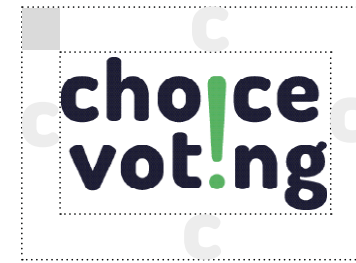
Our preference is for our logo to appear on the left with the name Choice Voting in full.

Clear Space

The logo should always be surrounded by clear space on all sides. This clear space should be a minimum of 5mm and this has been accounted for in the supplied logo files. The more clear space the better.

DO surround the logo with adequate space, leaving an appropriate margin, roughly the height of the 'C' as a guide. Think of the imaginary 'C' as an exclusion zone.

DO NOT squeeze the logo next to other objects, images text etc



Using our logo continued

Minimum sizes

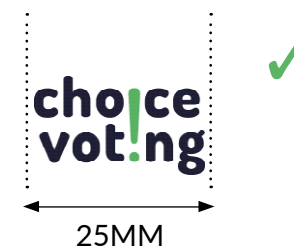
To preserve legibility, the logo should never be printed smaller than 25mm wide.

Also, please do not stretch or expand our logo. Maintain the correct proportions at all times.

DO use the logo big enough so all the elements are legible/visible. **DO NOT** shrink it below 25mm in its full format.

Use your best judgement, but if you can't read it, it's too small!

the minimum size



DO use the logo in its full and correct proportions at all times. **DO NOT** stretch it to different proportions.



Design System

As well as the logo, our brand is also comprised of typography styles. These should be applied across various touch points and collateral.

A hand is shown holding a green circular sticker. The sticker features the text "I Voted" in a white, serif font. The background of the image is a dark, blurred photograph of a hand holding a similar sticker.

I
Voted

Typography

When used thoughtfully, typography is a powerful brand tool that can add visual meaning to communication. Our typography has been chosen because it communicates clearly and is flexible in a wide range of situations.

The font we have chosen for the branding is Dosis, a google font designed by Impallari Type.

The typeface includes light, regular, medium, bold and extra bold weights. We have used extra bold for the logo and only recommend this font for headlines.

The secondary font for the website build and for all other marketing materials is Lato.

Dosis

Extra Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Lato

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Black ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Alternate everyday typography

As most Microsoft computers do not have the professional fonts used by designers, the recommended typefaces for everyday use are Calibri.

A 11pt minimum size of font should be applied on all documents with the option of larger sized font on request for the visually impaired.

CALIBRI

LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

ITALIC *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
012345678910

BOLD **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
012345678910

Colour palette

We have chosen to use three colours only in our brand identity to create and instantly recognisable brand.

Primary palette

The wording in our logo is made up of Dark Blue and the icon is green. These two colours make up our Primary Palette.

Body text should be in 100% black where possible.

Secondary palette

We have chosen to use a bright pink as a highlight but this should be used sparingly across both digital and printed media.

Primary palette

Dark Blue
CMYK: 93/86/45/57
RGB: 33/33/57 HEX: #212139

80%

60%

40%

20%

Green
CMYK: 66/0/75/0
RGB: 96/182/86 HEX: #60B656

80%

60%

40%

20%

Secondary palette

Shocking Pink
CMYK: 0/70/33/5
RGB: 241/72/162 HEX: #F148A2

80%

60%

40%

20%

Collateral

Collateral plays a key role in bringing a brand concept to life.

The business card examples shown are just the beginning. As new materials are created special care should be taken to maintain visual consistency to prevent the brand from being diluted.

Some examples where the branding should be applied:

- Documents - reports, policy documents, proposals and presentations
- Correspondence - letters, emails and newsletters
- Digital media - websites and social media
- Marketing materials, print, signage, exhibition design items



Email signature

An email signature template is available for your use.


You can create your own signature via the relevant preferences panel of your email settings.

Simply add your name and other information, such as your contact details and links to your social media accounts.



Choice Voting e-signature template

Use the signature in this template and easily customise it with your own details to create a professional Choice Voting branded email signature. Follow the instructions to use the template:

- Step 1:** Update the name, job title, email address and telephone to your own.
- Step 2:** Hover over the signature and click  to select all the elements in the signature.
- Step 3:** Select **Copy (Ctrl + C)**.
- Step 4:** Open Outlook and navigate to your preferences > Email Signature.
- Step 5:** Create a new signature and **Paste (Ctrl +V)** your details captured below in the body field.

Jason Hawkins
Executive Officer



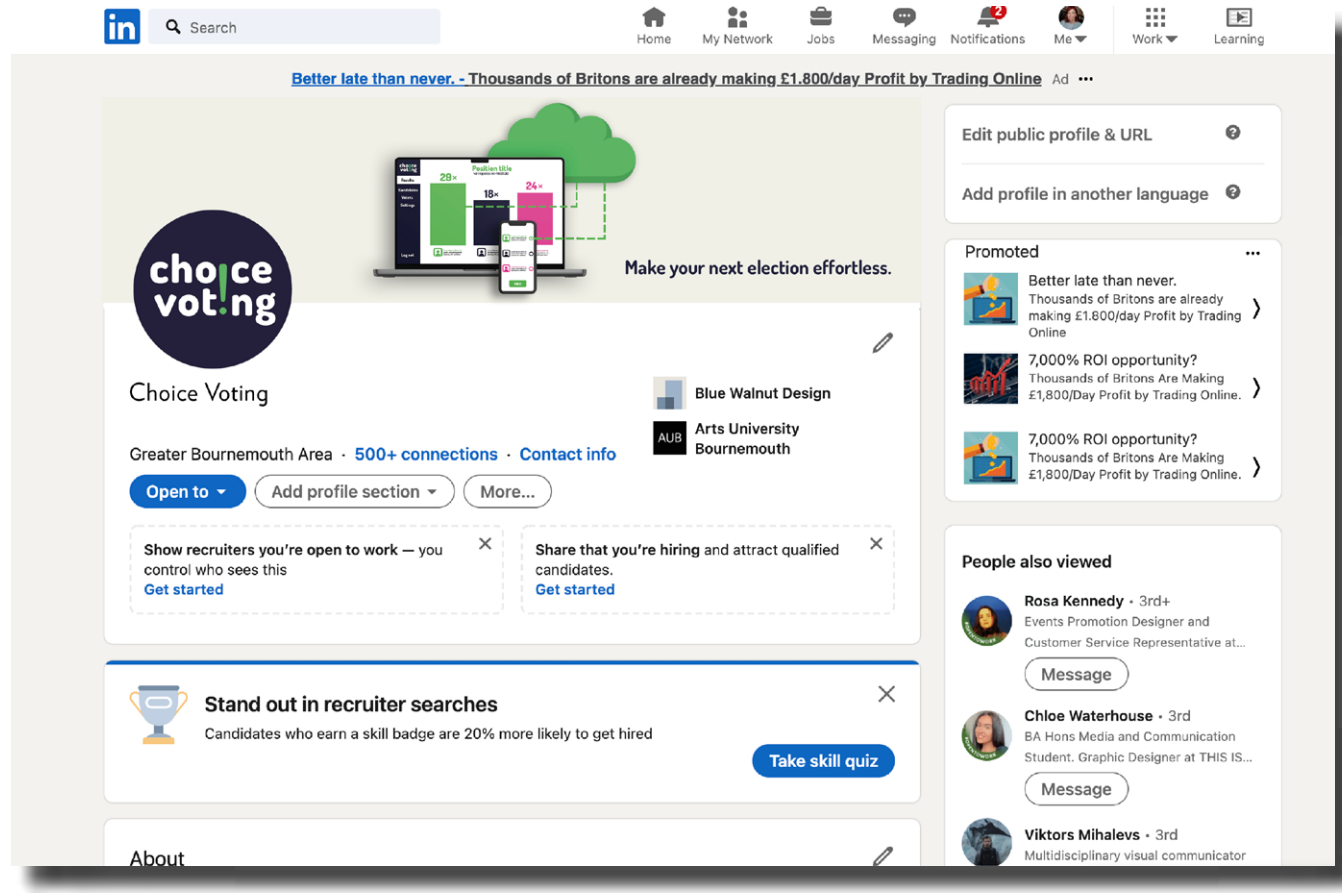
support@choicevoting.co.uk

Tel: xxxxxx

www.choicevoting.co.uk

Social media

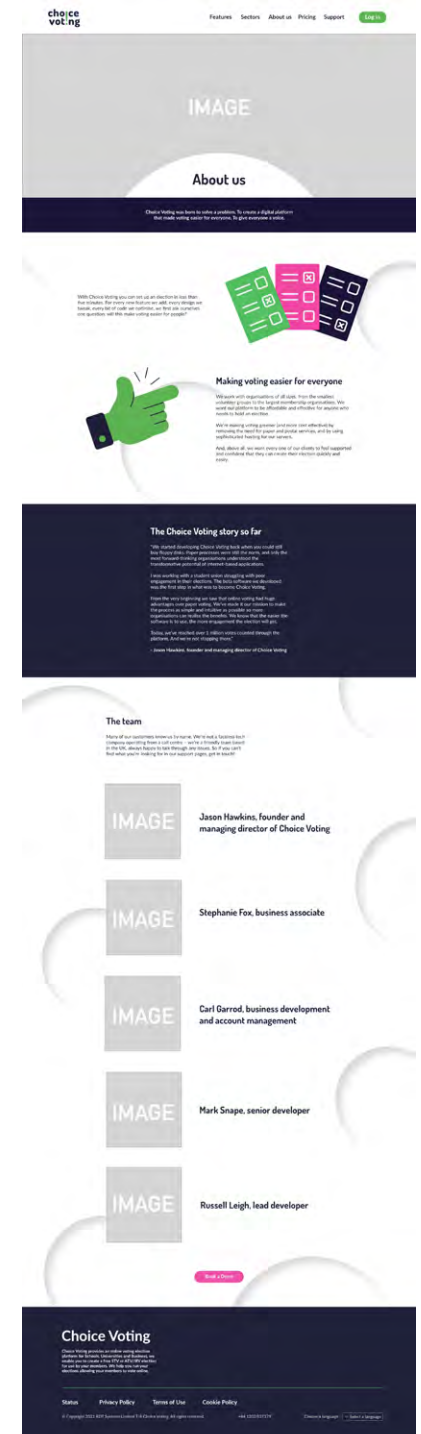
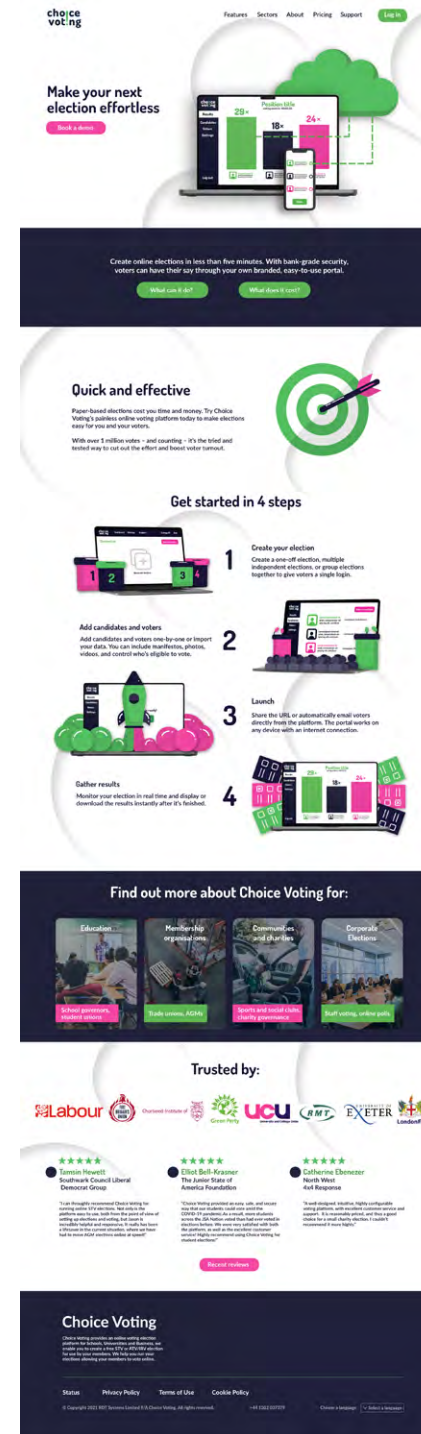
Illustrated is a sample mock up for LinkedIn using the social media icon as the profile image.



Website design

The website is still a work in progress but the files are available in Adobe XD format with the assets, illustrations and icons included in the design.

This is an example of the website design for desktop and mobile.



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Create school elections in 5 minutes

Make low turnout, high effort elections a thing of the past. Choice Voting is the platform you need to set up school elections online for maximum engagement, with minimal input from you.

Take effort out of elections

Setting up your election has to be done. But it doesn't have to be hard.

You can get started with Choice Voting in five minutes. Voting is simple on any device, so you can give everyone a low-effort ballot at their time.

Unlike some platforms, with Choice Voting, there's no need to learn about voting methods or spend hours tweaking settings. In just four easy steps, you'll be ready to go.

No more paper votes

Traditional school elections are expensive and time-consuming. And, despite the hours to spend on election stuff, many parents don't bother to return the forms.

Make life easier for everyone. With Choice Voting's online election platform, it's quick and simple for voters to have their say. And that's not to mention the environmental impact by cutting out all that printing and mailing.

Benefits to your school

- Cut costs
- Go green
- Improve turnout
- Engage parents, staff and students
- Set up in 5 minutes

- Parent governor elections**
Parent governor elections are important to your school but shouldn't have to be a chore. Choice Voting is trusted, safe, secure, and anonymous - make your elections online today.
- Staff and student surveys**
Improve engagement with staff and students by setting up regular polls for decisions that will affect them.
- Leadership elections**
Give students access to the software to help them learn about democracy. This raises control on your security is never compromised.
- Student head of year**
Encourage staff and students to make decisions and get more involved in school life by electing heads of year, prefects, or class representatives.

Used by:

[Book a Demo](#)

Choice Voting

Choice Voting provides an online voting election platform for schools, universities and businesses. We enable you to create a free ETV or ETVW election for use by your members. We have secure and flexible allowing your members to vote online.

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Mobile

choice voting

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Example illustrations for style

This is an example of the assets used in the design.



LOGO FILE FORMATS

You will see the logo files in various file formats for use in print, digital and for general internal communication such as Word and Powerpoint Presentations.

CMYK files are for print.

RGB files are for digital or for screen use.

This includes website design, social media and for Microsoft applications.

EPS files. (Need to be opened by a designer).

These are for large format design, banners, signage or for large printed media or advertising.

JPEG files are widely recognisable formats, to be used at the supplied size or smaller only to avoid pixelation or low resolution.

PNG files have a transparent background. These are to be used at the supplied size or smaller only to avoid pixelation or low resolution.



For more information on the use of our brand or access to our branded materials, contact

support@choicevoting.co.uk