

# HS2 REBELLION

A detailed black and white illustration of an oak leaf with its stem and veins, positioned behind the 'HS2' text.

## HS2 REBELLION

# Brand Identity Guidelines





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# COLOUR SPECIFICATIONS



# 99d2dc



# edd7b7



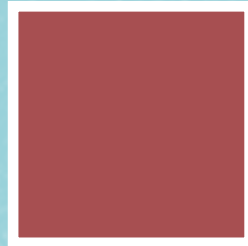
# e3e545



# f26222



# 4d795e



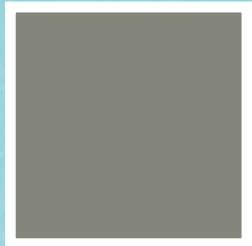
# ab5051



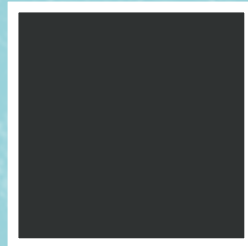
# 476b8d



# 846d89



# 86897e



# 313535

## Colour Choices

The colour scheme for the HS2 Rebellion branding is autumnal as it has it represents nature, woodlands and fallen leaves which are all themes of this environmental movement.

All of the colours work well together so that they can be mixed and matched for a variety of social media posts and signage.

There is a good mix of light and dark colours so that any colour can be used as a background with one of the other opposing colours to be used for the text. Black and white can also be used



# TYPEFACE FAMILIES

Three typefaces are used in the HS2 Rebellion brand guidelines. Ombudsman Stencil, League Gothic and Westfalia.

## OMBUDSON STENCIL

ABCDEFGHI

0123456789

!@£+%&\*()

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Ombudson Stencil is a bold font that makes a statements which is why it is only used for call to action posts and announcements on social media and signage.

## League Gothic

League Gothic is a clear and easy to read font that can be used in all social media posts and print-outs. It has less urgency than Ombudson Stencil so it is not used for titles in call to action posts.

ABCDEFGHI

0123456789

!@£+%&\*()

abcdefghijklmnopqrstuvwxyz

## WESTFALIA

ABCDEFGHI

0123456789

!@£+%&\*()

ABCDEFGHIJKLMN OPQRSTUVWXYZ

Westfalia is a fun and friendly typeface that can be used in nature appreciation posts and anywhere that the stencil font does not suit.



# TYPOGRAPHY IN USE

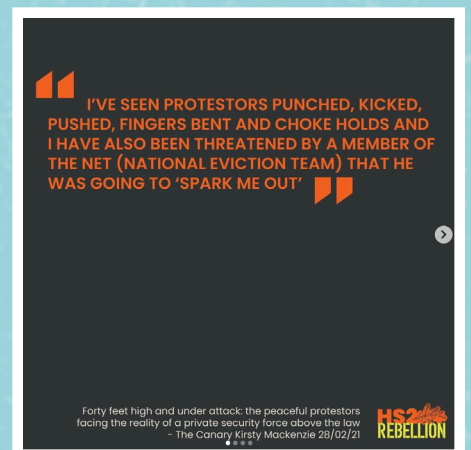
## Call to Action

Ombudson Stencil would be used for titles or short posts. League Gothic would be used for any additional information.



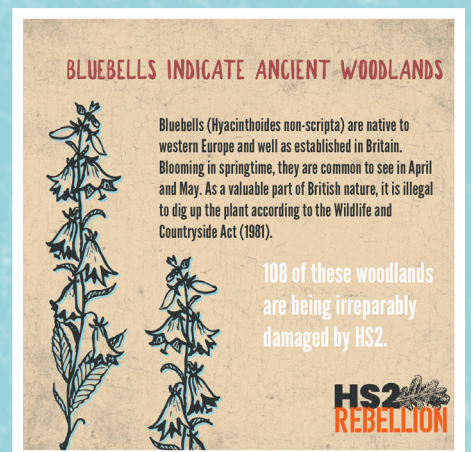
## Informative Posts

League Gothic is used for less urgent, less formal or more informative posts. A combination of League Gothic and Westfalia or just League Gothic on its own is best for these posts.



## Nature Appreciation

A combination of Westfalia and League Gothic would also be used for posts about trees, creatures, general wildlife and plants in relation to the effects of HS2.





# LOGOS

## Full Logo

The logo is made up of 'HS2' written in Poppins ExtraBold, 'Rebellion' written in Ombudson Stencil and a leaf graphic created in Illustrator from a photo. 'HS2' and the leaf always match in colour and 'Rebellion' is written in another. The most commonly used logos have the dark grey HS2 and leaf but either part of the logo can be any of the colours from the brand colour specification.



## Shortened Logo

The shortened logo says 'HS2R'. As above, 'HS2' is Poppins ExtraBold and the 'R' is Umbudson Stencil. The 'R' is always written in a different colour to 'HS2' and the leaf so that it stands out. This logo can be used as a profile picture on any social media platform.





# BACKGROUND STYLES

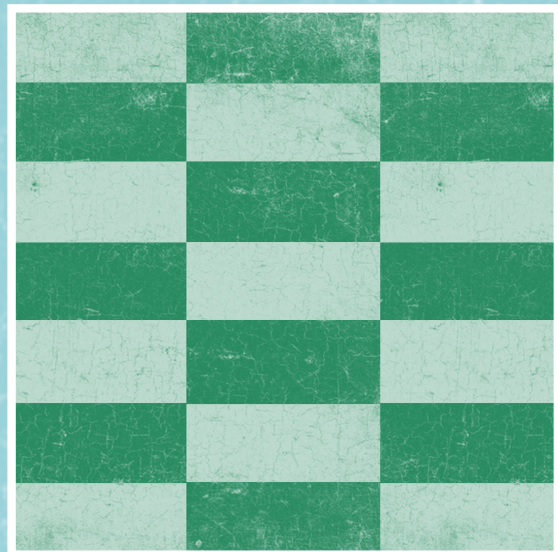
## Background Shapes

Call to action posts can have large simple geometric patterns as the backgrounds based on simplified versions of caution signs. It is best to make these shapes or patterns with two colours only as more than that could be distracting.



## Background Textures

A grunge texture can be placed over the background images which gives it a more organic look. The grunge texture can be made from one or both of the colours in the image, with a white texture or a dark grey one if the background colour is light.





# ILLUSTRATION STYLES

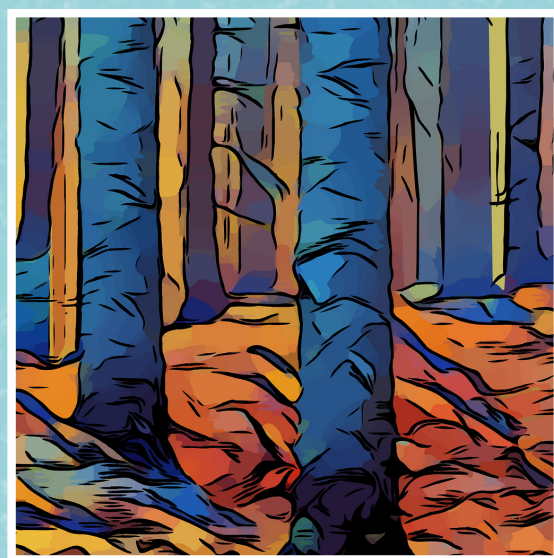
## Stencil Style / Wood Block Print

One style of illustration is simple shapes that look like stencils. These are best for making announcements, the layout for these posts are simple with only a few figures, no overly complicated backgrounds necessary.



## Sketch Style

For the nature appreciation posts or images of protestors etc, a more sketch-like style is appropriate. The specifications for this style is dark outlines and lower saturation in the colours. These images should look rough and sketchy to look less corporate and more natural.





# MESSAGES TO CONVEY

## OUTRAGE

Show people the truth of what is happening with HS2 and why they should be angry. This includes the felling of trees, destruction of habitats, impact on the environment and all the animosity that HS2 has shown towards anyone in their way.

## ENCOURAGE

Encourage people to take action in any way they are capable, whether that's to sign petitions, contact their MPs, join in the protests or to simply share our posts with others willing to take a stand. The main goal is to spread the message as wide as possible.

## EMPOWER

Demonstrate that change can happen by sharing all of the good news as it comes in. People need hope in order to join a cause. If the campaign seems endlessly powerless there'd be no reason to try.

## INSPIRE

Expose the online audience to all of the wildlife and plant life that matters so much to the people that care about this cause. Help others to see everything we would lose if the destruction of woodlands and creatures continues.