

# Working with the Age UK brand

Design guidelines for Age UK Brand Partners

Version 1 | June 2019

Draft



# Contents

## Our brand

We're the Age UK brand 3

## Design elements

Brand Partner logos 4

Logo formats 5

Logo clear space and minimum size 6

Logo size and positioning 7

Colour palette 8

Our fonts 9

Setting our fonts 10

Typography: using block colour 11

Typography: quote icon 12

Typography: principles in print 13

Photography 14

Our icon set 15

## Visual examples

Promoting services 17

Engaging with stakeholders 20

Keeping supporters up to date 21

Recruiting and recognising volunteers 22

Stationery, signage and livery 23

Get in touch 24



# The Age UK brand

Our shared brand is a valuable asset for the whole network, and has become widely recognised in our communities. It is trusted by millions of older people, their carers and their families.

The elements that make up our brand design – logo, fonts, colours and photography – are what makes our brand distinctive.

These guidelines contain some simple rules about how to use these elements, examples of how they can be used, and some of the templates that are available on Brand & D1 for you to use.

**Our shared brand is a valuable asset for the whole network.**



# Brand Partner logos

Age UK Brand Partner logos consist of the life loop, Age UK and a geographical descriptor.

These elements have been specially drawn and are always used together as shown. Their sizes and position relative to one another are fixed.

**No other elements eg straplines should be added to the logo, and an original master artwork should always be used.**

Master logo artworks are available from Brand Hub.



# Logo formats

## Printed applications – use .ai files

Colour, white, and black .ai format logos are available for printed applications. These can be scaled up to any size without losing quality.



### Age UK Anytown Logo CMYK C.ai

For printing on coated paper



### Age UK Anytown Logo CMYK UC.ai

For printing on uncoated paper



### Age UK Anytown Logo White CMYK.ai

For printing on darker backgrounds where the colour logo isn't legible

*NB. The grey box is for illustration purposes only and does not print.*



### Age UK Anytown Logo Black CMYK.ai

For use where colour printing isn't available eg black and white newspaper ads



### CMYK 5 Spot Colour.ai

Only for spot colour applications eg balloons, tshirts and some signage

## Digital applications – use .png files

Colour and white .png format logos are available for digital applications eg websites and ppt presentations.



### Age UK Anytown Logo RGB.png

For all digital applications with white or light backgrounds



### Age UK Anytown Logo White RGB.png

For digital applications with darker backgrounds where the colour logo isn't legible

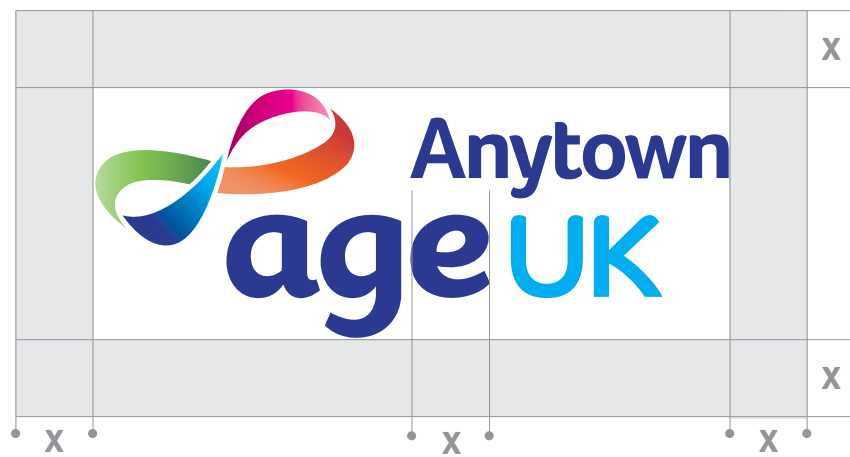
*NB. The grey box is for illustration purposes only and does appear on screen*

# Logo clear space and minimum size

## Logo clear space

To ensure prominence and legibility, our logos are always surrounded by a minimum area of clear space. The clear space must remain free of other elements, such as type, icons and graphic devices.

The minimum area of clear space is shown here by the grey shaded area containing the Age UK Anytown logo. The construction of this box is based on the width of the 'e'. The shaded area and keylines are not visible and do not print.



## Logo minimum size

It is recommended that the logo never be reproduced below 10mm or 28 pixels high.

However, in some digital and printed applications where space is restricted – for example our mobile website or branded pens – it may need to be smaller.



# Logo size and positioning

For consistency across our brand there are preferred sizes for standard formats.

In print, our logo usually sits top left, but on adverts and on envelopes, it can sit bottom left if necessary. Use the borders and measurements shown.

The measurements below use the width of the 'Life loop' and 'Age UK' as shown on the right, these are not inclusive of your geographical descriptor.

## Using the logo on standard print formats

**A1** - 141mm logo / 24mm border

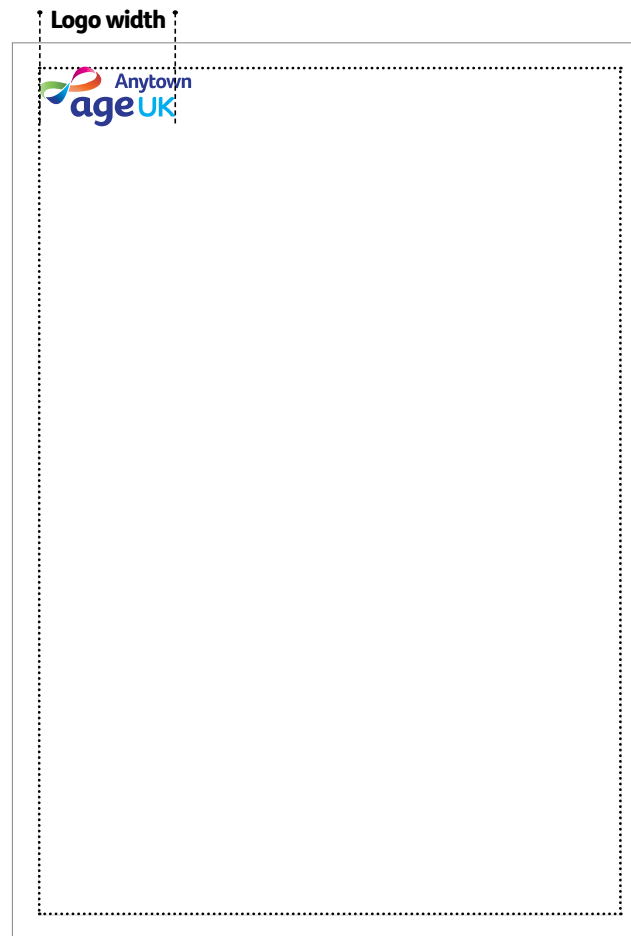
**A2** - 99mm logo / 17mm border

**A3** - 70mm logo / 12mm border

**A4** - 51mm logo / 9mm border

**A5** - 39mm logo / 6mm border

Scale these measurements up accordingly for larger formats.



Standard print items such as posters and reports use the logo top left.



Some applications such as adverts and envelopes can use the logo bottom left. Contact Partner Marketing for guidance.



Our websites and HTML emails use the logo top left.

# Colour palette

Our colour palette is a core part of our brand, and is used to add impact to our designs.

Accessibility is an important part of our brand. The darker colours are best for legibility so please avoid using the light green, orange and yellow for text online and below 20pt bold in print as they do not meet accessibility standards.

Try not to use more than three colours on one design. It is also important to use lots of white space to ensure the creative is balanced.

## Dark blue

CMYK coated  
**100.95.5.0**

CMYK uncoated  
**100.95.20.10**

Pantone coated  
**2746**

Pantone uncoated  
**2756**

RGB  
**20.23.96**

Hexadecimal  
**14.17.60**

## Mid blue

CMYK coated  
**100.0.0.40**

CMYK uncoated  
**100.44.22.3**

Pantone coated  
**7705**

Pantone uncoated  
**7705**

RGB  
**0.125.173**

Hexadecimal  
**00.7D.AD**

## Sky blue

CMYK coated  
**100.0.0.0**

CMYK uncoated  
**100.0.0.0**

Pantone coated  
**Process cyan**

Pantone uncoated  
**Process cyan**

RGB  
**0.174.239**

Hexadecimal  
**00.AE.EF**

## Dark purple

CMYK coated  
**82.98.19.8**

CMYK uncoated  
**73.100.16.6**

Pantone coated  
**269**

Pantone uncoated  
**269**

RGB  
**85.34.93**

Hexadecimal  
**55.22.5D**

## Mid purple

CMYK coated  
**70.100.2.1**

CMYK uncoated  
**51.100.0.25**

Pantone coated  
**2603**

Pantone uncoated  
**2603**

RGB  
**115.73.140**

Hexadecimal  
**73.49.8C**

## Plum

CMYK coated  
**0.100.0.40**

CMYK uncoated  
**36.100.33.11**

Pantone coated  
**676**

Pantone uncoated  
**676**

RGB  
**158.0.94**

Hexadecimal  
**9E.00.5E**

## Pink

CMYK coated  
**0.100.0.0**

CMYK uncoated  
**0.100.0.0**

Pantone coated  
**Process magenta**

Pantone uncoated  
**Process magenta**

RGB  
**203.0.122**

Hexadecimal  
**CB.00.7A**

## Dark green

CMYK coated  
**100.0.100.0**

CMYK uncoated  
**100.0.100.0**

Pantone coated  
**347**

Pantone uncoated  
**347**

RGB  
**0.166.81**

Hexadecimal  
**00.A6.51**

## Light green

CMYK coated  
**50.0.100.0**

CMYK uncoated  
**51.1.98.0**

Pantone coated  
**376**

Pantone uncoated  
**376**

RGB  
**109.156.45**

Hexadecimal  
**6D.9C.2D**

## Orange

CMYK coated  
**0.75.100.0**

CMYK uncoated  
**0.70.100.0**

Pantone coated  
**166**

Pantone uncoated  
**1665**

RGB  
**237.89.19**

Hexadecimal  
**ED.59.13**

## Yellow

CMYK coated  
**0.40.100.0**

CMYK uncoated  
**0.42.99.0**

Pantone coated  
**130**

Pantone uncoated  
**116**

RGB  
**251.173.24**

Hexadecimal  
**FB.AD.18**

These colours do not meet accessibility standards for text. Use with care.



# Our fonts

We use FS Me as our main font, supported by Foco Age UK Italic and Arial.

## FS Me

This font was designed to improve legibility for people with cognitive difficulties, and is clean and modern with a warm personality. It is available as a web font so we also use it for page titles and headings online.

## Foco Age UK

Distinctive and friendly, this can be used for headings, pull quotes and key statements. It should never be used in body copy.

## Arial

When it's not possible to use either FS Me or Foco Age UK (in a PowerPoint document or letterhead copy for example) we use Arial. We also use Arial or Helvetica Neue for body text online.

Legibility and accessibility are very important to us, so it's essential that the typographic principles set out in this section are followed carefully.

Buy FS Me at [www.fontsmith.com](http://www.fontsmith.com)

⌂ < 08?0A=4A 0A 4C 6K 064D. Q 60. ° 64C  
Foco Age UK.

## FS Me

AaBbCcDdEeFfGgHhIi  
12345678!@£%&?+}

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Use light or **heavy** weights.

## Foco Age UK

AaBbCcDd  
12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Use italic or **bold italic** weights

## Arial

AaBbCcDd  
12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Use regular or **bold**

# Setting our fonts

To make both of our fonts look their best we set the leading and tracking of both to a certain amount.

## **FS Me**

To aid legibility, body copy should be set at a minimum of 11.5pt on 14.5pt leading and always left aligned.

FS Me should be tracked to a standard -20 (optical), but can be tracked back more if setting very large text.

For online use, please match to the tracking set out above.

## **Foco Age UK**

The leading can be decreased to create a more visually appealing block of copy if the ascenders and descenders don't clash and the legibility isn't compromised.

Foco Age UK should be tracked to a standard -20 (optical), but can be tracked back more if setting very large text.

Foco should never be used in body copy, but can be used for short paragraphs, quotes etc.

**Please remember to turn all ligatures off.**

**We track  
FS Me to  
a standard  
-20 (optical)**

---

*We track  
Foco Age UK  
to a standard  
-20 (optical)*

# Typography: using block colour

Using block colour under type gives our headlines impact and keeps text legible on photographic backgrounds.

When using this treatment make sure the block colour follows the line breaks of the copy, the blocks need to step in and out depending on the length of the line as shown on this page.

The colour of the blocks should complement the background image. Only one colour should be used for colour blocks (the tints on the right are just as a demonstration for how to construct the blocks).

A mixture of FS Me light and heavy can be used within the copy for headings to create interest and emphasis if required.

**We're here to  
help local older  
people**

**Together, we can** x  
help everyone **make** 2<sup>1/3</sup>x  
**the most of later life**



**We believe everyone should have someone to turn to.**

That's why we're here for:

- Service one
- Service two
- Service three

Because no one should have no one.

[ageuk.org.uk/anytown](http://ageuk.org.uk/anytown)  
0000 000 000

 Anytown  
ageUK

Registered charity number XXXXXXXX. ID8806299 12/14

# Typography: quote icon

Our quote icon can be used to highlight key information and add visual interest.

It can be used at any size, just make sure they're in proportion to the other elements on the page, and please don't flip or rotate it. Avoid using more than about 12 words in the quote graphics as they become hard to read.

Please don't use too many quote icons in your design. One per page is usually enough. Use single quotation marks at the start and end of quotes.

For added interest, use a combination of FS Me light and heavy to emphasise words.



# Typography principles in print

This page illustrates some basic typographic principles and hierarchy of information.

This is just a guide of how to use our typefaces and is flexible depending on what material is being designed.

Text should be aligned left and only centred when using the quote icon devise.

**Body copy** is set in FS Me to 11.5pt on 14.5pt. Two columns are used here but think about the size and format of your design. One column is recommended for dementia friendly materials.

**Quotes** can be set in FS Me or Foco Age UK Italic at body copy size or larger.

**Key information** can be pulled out in FS Me heavy for emphasis.

**Together, we can help everyone to make the most of later life.**

*Se nullam, ut qui cus et denihit eatur modipsam, offic testi optatati into officae el ma vero occaese catiae ommissim voluaptatur aut il ium repudaepudis consequi.*

Et et aut vene volorit quis eostoreperum essunt ratiis dolupta et explam, te cuptasit accusda eculantem ent litat vendaecum aspeliquas doluptae que seque que mo maioria simustr umquamendant et fugitia dendentium simolo venima ium delesse ditempo reheni dem re et unte porehen tenet, nimoluptati repedit, voluptat fugit experum, qui officit quibus, tem volent.

*'Fuga. Il magnisto que expliquas maionectia ilis voluptu stiuntio. Haritatio ipis sin persist et quia quiantis accab ium eostrumet volorio vollatem imodige nditin remquis moluptur, aut fugit et assuntia in ex eumquia sperfer aeceratur alis aut quibust eossinctis ullenetus.'*

**XX%**

qui andis doluptatia dolor atias ne repersperro qui ipic to tectectetur

Ulloren digenem rerum re nus doluptatia nonsequiae coribus, solupta nonsed estrum la dus audandi tatatum aborerem aut laborem ut que consed qui andis doluptatia dolor atias ne repersperro qui ipic to tectectetur auda quiatur?

**Peratiandi**

Quid quate vel maio exces reroreped quos nobitate coreperi dit, valorerrum delibus, occatur? Ucitatia valore si optasped untores totaepellecto omnihilis maximag nissunt mos asperit aecatemperum facerepel.

**Fact file**

Et et aut vene volorit quis eostoreperum essunt ratiis dolupta et explam.

te cuptasit accusda eculantem ent litat vendaecum aspeliquas doluptae que seque que mo maioria simustr.

**Japanese dots** can be used as page headers or footers, or as a device to break up copy. They should always be set to 1pt.

**Headline paragraphs** can be set in FS Me light or heavy or Foco Age UK Bold Italic.

**Intro copy** can be set in FS Me light or heavy at 14pt on 16pt or larger if needed.

**Subheads** can be set to 11.5pt on 14.5pt or 14pt on 16pt.

**Break out boxes** can be used to highlight key information. Always ensure your choice of text size and colour is legible. The tint should be set at 10% for legibility.

# Photography

Our photography is designed to show our supporters and service users how we help older people make the most of later life, and focuses on the positive outcomes of our work.

This photography can be used widely across our communications and is particularly suited to promoting our services and the positive impact of our work with older people.

This photography is natural, positive and empowering. Whether portraits or snapshots of real-life scenarios, our photography feels truthful, optimistic and above all, honest.

A selection of images can be found on Brand Hub for you to use.



# Our icon set

We use icons to add visual interest to our designs, to help communicate facts and statistics, and as graphic devices where a photograph isn't appropriate.

We have developed an icon set that can be coloured and scaled according to the piece you are designing. These can be used alone, or paired together with copy or a pull out quote as needed.

A selection of icons are available on Brand Hub.



'We're here to help local older people'



# Visual examples

Here are some examples that show how our brand elements work across a range of media.



# Promoting services

**Northamptonshire ageUK** Guide to services



**Helping local older people to love later life**

Warm, engaging headline

When promoting services, try to combine practical information with engaging stories and images to bring the services to life. The real-life stories should focus on positive outcomes and how the network's services can transform people's lives.

## Welcoming first paragraph

**We're Age UK Northamptonshire and our goal is to enable older people across the country to love later life.**

We believe that your later years can be fulfilling years. Whether you want to live well into old age or you're going through tough times, we're here to help.

### A Little Help

Sometimes all you need is a little help to get you back on your feet. We can support you to regain your independence.

Through A Little Help, we may be able to assist you in ways that allow you to remain independent at home and even reduce the need for hospital or residential care admissions. Aimed at people who are at risk of losing independence, our service will try to find simple solutions to meet your needs. You can access this service through your GP surgery.

### Home Care

Age UK Northamptonshire provides a Home Care service for older people in Northamptonshire, offering help with domestic tasks.

The services include:

- General housework
- Internal cleaning of windows
- Laundry
- Light local shopping
- Changing beds
- Ironing

The scheme employs domestic care workers who are security checked and supervised by Age UK Northamptonshire. Call **01604 611 200** to find out more.

2



**We are an independent charity dedicated to working with local older people**

Please support us: I would like to support Age UK Northamptonshire. I would like to donate: £15  £25  £50

My preferred donation £..... to Age UK Northamptonshire

Name .....

Address .....

Postcode .....

Tel .....

Email .....

Signed ..... Date .....

**Gift Aid Declaration. Please tick box if applicable**

Yes, I want Age UK Northamptonshire to treat all donations I have made for the last four years prior to this year, and all donations I will make from the date of this declaration until I notify you otherwise, as Gift Aid donations. I confirm I pay an amount of UK income tax and/or capital gains tax to cover the amount that all charities and Community Amateur Sports Clubs will reclaim on my donations in the tax year 2013/2014.

*giftaid it*

Please complete and return this form with your cheque made payable to Age UK Northamptonshire to the address below or donate online at [www.ageuknorthamptonshire.org.uk](http://www.ageuknorthamptonshire.org.uk)

**Thank you for your support!**

Data Protection Act 1998: Information is not shared with third parties but by completing this form you are agreeing to Age UK Northamptonshire using and keeping information about you. We will also let you know about our products, services, special offers and opportunities. By providing your email address and/or telephone number you're agreeing to receiving information unless you indicate otherwise by ticking this box. You may unsubscribe from our communications at anytime.

Appealing for support



### Lifetime activities

Our Lifetime Activities can enable people to maintain a good quality of life, build new friendships and learn new skills. Activities are designed to help people remain fit and active for longer.

If you would like a full list of the events we offer, please call **01604 629 595** or keep up-to-date with courses by visiting [www.ageuk.org.uk/northamptonshire/activities—events](http://www.ageuk.org.uk/northamptonshire/activities—events)

### Business Directory

The Business Directory service is designed to connect older people with trustworthy traders and businesses. For your peace of mind all businesses are checked and agree to abide by a customer charter. We can help put you in touch with businesses including plumbers, builders, electricians, roofers, solicitors, and many more. This service is offered throughout the entire county and is available to anyone of any age.

Access the directory by phone **0800 044 3646** or online [www.subdnorthamptonshire.co.uk](http://www.subdnorthamptonshire.co.uk)

### Toenail Cutting Service

Something as simple as cutting your own toenails and looking after your feet can become much harder or sometimes impossible as you get older. Poor foot care can lead to mobility difficulties, poor balance, a loss of confidence and longer term health conditions.

Our service is available at our toe nail cutting clinics and in your own home. Home visits cost £20 and £15 in our clinics. By appointment only please call **0845 677 2220**.

To find out more about our services and to learn about how we can help you, call our Service Advice Team. Call us on **0845 677 2220**. Lines are open Monday to Friday 9.00am–12.00 noon or visit us at [www.ageuk.org.uk/northamptonshire](http://www.ageuk.org.uk/northamptonshire)

7

# Promoting services



**We believe everyone should have someone to turn to.**

That's why we're here for:

- Service one
- Service two
- Service three

Because no one should have no one.

[ageuk.org.uk/anytown](http://ageuk.org.uk/anytown)  
0000 000 000

 Anytown ageUK

Registered charity number XXXXXXXX ID8805299 12/14

## Home services title editable

### Handy person, home help, nail care & gardening

We offer a range of practical services for everyone living in our region, especially those in later life.

For more information please call  
**XXXXXX XXXXXX**  
or visit [xxxxxxx@ageukanytown.org.uk](mailto:xxxxxxx@ageukanytown.org.uk)  
[ageuk.org.uk/anytown](http://ageuk.org.uk/anytown)

 Anytown ageUK

ID8805372 08/15



 Anytown ageUK

## Our Services

We provide a wide variety of services including:

- **Care and Support Service**
- **Choosing the Right Care**
- **Dementia Information, Support & Carers Assessment Service**
- **Money and Benefits**
- **General Information and Advice**



## Handyperson Service

A service to help you maintain your home and garden – regardless of age

For more information, call  
**01234 567 890**  
or visit [ageuk.org.uk/anytown](http://ageuk.org.uk/anytown)



Brand Hub has a selection of editable templates to help you promote your services.

# Promoting services: dementia friendly template

 Anytown  
ageUK

## Support for people living with dementia



## Picati bere eum quatectem fuga lam eum nonserunt ulparuptat

**Evelit, nis doluptate placcus**  
Volorep errorro conse et quodior reribus, sequo ipsum ut dolupta epratur escium exeri corepro te et vel essimi, que doluptati vendi voluptaquam dolupta pro oditibus ut dolor sequi que soluptatis duntur eproreriatur mo cullatur, sum as et volorepro cum derecat.

**Unt quidusa niet et fugiaep**  
Erehenda quo quide solorisit ullaccum as ea nihilla ut aerundae plaut min preptis il ipiders persped icienderum et eius pro quaspercit sequidi volore coreicime eosa volum.

## Picati bere eum quatectem fuga lam eum nonserunt

### Evelit, nis doluptate placcus

Volorep errorro conse et quodior reribus, sequo ipsum ut dolupta epratur escium exeri corepro te et vel essimi, que doluptati vendi voluptaquam dolupta pro oditibus ut dolor sequi que soluptatis duntur eproreriatur mo cullatur, sum as et volorepro cum derecat.


### Unt quidusa niet et fugiaep

Erehenda quo quide solorisit ullaccum as ea nihilla ut aerundae plaut min preptis il ipiders persped icienderum et eius pro quaspercit sequidi volore coreicime eosa volum. Te que doluptati vendi voluptaquam dolupta pro oditibus ut dolor sequi lorum ipsum dolor mit et sans.




Brand Hub has a dementia friendly leaflet template which you may choose to use to promote services. Its clean, clear design and single columns of text makes it easier to read for people living with dementia.

# Engaging with stakeholders



## Annual Report 2013-14

Working locally for positive choices in later life




**Wellbeing team**  
The team delivers support with a specialist focus, often working closely with the key worker from the Weyfinger Team, and deal with c. 3,130 referrals in the year. The support is sometimes short term, but often over their medium or longer term. Wellbeing is delivered through focus in a number of key areas:

**Practical support**  
A range of practical help is focused on assisting people to live independently in their own home for as long as possible. This includes Handy help, Gardening, Shopping, Pension collection, Money Management and Digital Inclusion. Support can range from a one off Handy Help job such as fixing a broken lock to delivery of financial advice over a few weeks to a long term shopping or pension collection service providing weekly support.

**Easy Shop made 12,500 calls and processed 6,256 orders.**

**Easy Shop made 12,500 calls and processed 6,256 orders.**

**Tackling and reducing Social Isolation** was a particular focus for the year. The range and capacity of activities were increased and led to 29,025 personal and telephone contacts. This included individual assistance to people who needed support to enable them to engage with activities in their community. For example timely counselling, emotional support, mobility and walking practice and confidence building to help the person get past barriers to independence. It also included regular face to face or telephone befriending service for people who are housebound. Delivery included:

**Befriending Services 5,483**  
Mobility support to over 872 people  
348 new referrals  
Health Checks 368 people assisted  
Emotional support 3,646

**Personal support and placement**  
The Placement service provides specialist and experienced information, advice and support to people, their families or carers, already in or considering long term care. Around 175 people were assisted in the year with 125 actual placements and the service was preparing to return to focusing on Hospital Discharge following the success of a tender for 2014.

**Social support**  
Social support delivers a variety of opportunities from group activities to individual support to engage with social and other activities. For example, the Out and About Service provides a great selection of social groups and activities such as singing groups, friendship groups, pub lunches, 747 Tai Chi sessions were provided in various venues and the Travel Club provides trips. New activities are being added regularly.

**Careers**  
Careers are supported in many ways across the organisation from being part of all services to specifically targeted support. Careers support provides experienced staff to enable carers to have assistance or a reliable break from their caring responsibilities; this can be a regular visit or an ad-hoc when required. It provides a bespoke service to meet the needs of the individuals. Time for Careers provides short term support for carers to take a break, holiday, or attend work or training course.

For example in targeted services alone over 400 people benefited with 4,991 hours delivered.

**Day services**  
Working with 10M Solutions the Age UK Stockport service provides a range of day services from full day building based sessions to short, one or two hour groups and activities based in local communities. Over 500 sessions were delivered in the year. A lot of time and energy went into preparing to meet Day Services into a new Age UK Stockport associated company called Step Out Stockport which successfully launched on the 1st April 2014.

**General support**  
Nearly 21,000 people benefited through a number of information, activities and events throughout the year, including around 3,000 general enquiries. For example the AGM, 1 October Older People's Day celebrations and the new annual Winter Warmth Days. The Winter Warmth work has been greatly enhanced by bringing in external funding, including some with assistance from the Council team. The quarterly free Stockport Age Magazine also an important part of keeping people informed and in touch as they know we are there if needed.

**7**

Using icons to add visual interest



"You made us feel like we mattered. You really listened, worked very quickly and with such professionalism. Marvellous."

### Supporting Delivery for effective, efficient and quality services

To support our vision, mission and values we stated our aims for 2014/15 are:

- To positively involve and engage with local older people, communities, commissioners and all stakeholders to ensure added value and continuous improvement in all we do.
- To provide accessible and quality services responsive to present and future needs and wishes of local people.
- To provide individuals with proactive support to enable choices about the quality of their own lives.
- To maintain and develop strong community and strategic partnerships to represent, influence and improve opportunities for people in later life.
- To manage and develop the organisation to be effective, financially secure and fit for purpose, including ensuring that quality is everyone's responsibility.

**Quality & Standards**  
A Quality Policy based on the organisations core values underpins all the work. Quality is assessed at all levels through policy, procedures and also through a number of externally assessed and accredited quality marks. All feedback goes through the ISO a committed Quality team with workers from across the organisation to ensure potential issues are proactively identified. The most awards maintained in 2013/14 were ISO Internally recognised standards ISO 9001 Quality and ISO 14001 Environment with UKAS accredited accolades. In addition the organisation continues to maintain the Investors in People award and was preparing for the undertaking the new Quality Commission backed Age UK Quality Standard during 2014.

**Volunteering**  
Volunteering is an essential part of our support to older people and work in many different roles in the community, both off or directly with clients. They not only make many of our services possible by giving their time freely but they also work differently by bringing a community perspective. To maintain our appreciation and commitment to volunteers the

**20**



**Volunteers are an essential part of our support to older people.**

**Information Governance**  
The organisation also made a solid commitment to ensuring a high level of Information Governance as a key part of the quality promises to our clients and stakeholders, particularly around confidentiality and protection of privacy. The highly regarded International standard ISO 27001 first achieved in August 2012 was reaffirmed during the year.

**Service Standards**  
In addition to organisational standards some individual services have to look to their own quality standards to ensure the best. The Social Inclusion / Befriending Service successfully maintained the Befriending and Mentoring Approved Provider Standard (BMS). The Handy Help Scheme also maintained the rigorous Foundations Healthcare Quality Mark. Achieving the Foundations standard also enables automatic entry onto the government backed national Health Director.

Feedback maintained at 99% evidences the success of the commitment. "Valued 5 Stars", "So appreciative of the prompt service", "So professional", "Extraordinary workers, beyond my expectations", "helpful, kind and knowledgeable", "really first class".

**11**

Using the quote icon to pull out key statements

# Keeping supporters up to date

## Welcome to our first newsletter

We are really pleased to bring you the first Age UK Sunderland newsletter for older people in Washington.



As this year marks Washington's 50th Birthday we will be looking to celebrate the lives of older people in the local villages and ensure there are lots of opportunities for older people to enjoy Washington and everything it has to offer. You will find this newsletter is packed with lots of information on activities in your local area and where you can seek support and

information for any issues you may have.

A thank you to Sunderland City Council, the Washington Area Committee and local Councilors for funding the production of this newsletter.

**Alan Patchett**  
Director  
Age UK Sunderland



## Age UK Sunderland are here for you

A friend when you need it.



Do you or a relative need support but are not sure where to turn? Age UK Sunderland has a dedicated member of staff based in Washington who can help you or a relative - whether it be you need advocacy, you are lonely or are looking for a new hobby or interest.

Please contact Hazel Young - Washington Area Officer  
**Genao Rent Office**  
The Galleries  
Washington NE38 7SD  
t 0191 416 8608  
e washington@ageuksunderland.org.uk

**Opening hours**  
9.00am-5.00pm  
Monday-Friday.  
Home visits can also be made by arrangement.

## Fun activities in Washington

We are really pleased to bring you the first Age UK Sunderland newsletter for older people in Washington.



### Lunch and a natter

There are over 20 local lunch clubs in Washington run by local Washington people. There are groups that meet in Branspeth, Lambton, Blackfell to name just a few. All clubs are different but most enjoy a hot, 2 course home cooked lunch and different fun activities. If you would like to find out about the local clubs in your area please do contact Hazel Young on **0191 416 8608**.



To find out more about our various **lunch clubs** call **0191 416 8608**.

### Bowling in Washington

**Usworth - bowls club**  
Bowling is good for you and you may be good for bowling. Why not give it a try. For your free introduction ring **0191 416 8081** and we will be pleased to welcome you to Usworth Park. Park Opens on Saturday 3 April at 1.30pm. Please come along and try it.



### Washington glebe - bowls club

If you are at home - feeling lonely with no one to talk too then come along to the Bowls Club at Washington Glebe - we are always looking for new members whether they have played or are new beginners. Our green is on Gosmere Terrace behind the JPL School and our season starts 19 April. For more details call Trevor Jacey **0191 416 4337**.



### Washington 50+ Forum

The Washington 50+ Forum meets roughly every 2 months to tackle issues affecting older people in the local areas including transport, quality of care and other issues that older people bring to the Forum. Working with Age UK Sunderland officers we try to take forward the issues and help find solutions to make Washington age friendly! The next meeting will be on 23 April. For more information and to attend please contact Elaine Jones, 50+ Forum Coordinator on **0191 514 1131**.

We look forward to seeing you there.

The forum can make sure **your voice is heard!**

## Healthy mind, healthy you

Why not try the huge variety of activities and groups in your local area.



### Washington Mind

In June 2013, Washington MIND moved to their new premises in Columbia, The Life House, Gosmere Terrace, Washington, NE38 7JF. As well as being a base for our core activity, which is mental health provision, we now are working with our partners to be able to offer a full range of wellbeing activities and services such as arts and crafts, meetings of the local WI, complementary therapies, learning and training opportunities and exercise sessions to name but a few! Please pop along anytime to find out more about what is on offer!

Try the range of wellbeing activities and services provided in your local area.

If you would like to run an activity or service from our new building please give us a call on **0191 4178043**.

### Wellbeing website

[www.wellbeinginfo.org](http://www.wellbeinginfo.org) is a wellbeing website which is there for the people of Sunderland. It is an online guide which was designed to give advice and information about how to keep

your mind and body healthy and contains a directory of local wellbeing services. In January 2014 there were almost 12,000 visitors to the site - you can be part of it! A range of simple tips on how to keep your mind and body healthy.

This website was developed and is maintained by Washington Mind, a local mental health charity. As an organisation, we know how important it is for individuals to engage with activities and services within their communities - This can increase both physical and emotional wellbeing as well as giving them a sense of connection and pride in the area they live. Please go to [www.wellbeinginfo.org](http://www.wellbeinginfo.org) for more information and to access all the support!

### HOPS Wellbeing Service

HOPS runs a Tai Chi for Beginners at Washington Mind in Columbia every Thursday 10-11am and is a free class funded by the Men's Health Project. Tai Chi is a gentle exercise class and can help improve balance and mobility, all are welcome and you can join anytime.

Tai Chi classes are a gentle way to improve your balance and mobility.

Regular Wellbeing Classes are held weekly at 30, Boler Park Rd, Sunderland. These include Yoga, Tai Chi, Chi Kung, Meditation and Singing for Health and Happiness.

Complementary therapies are also available with a special offer of 15% off for Over 50s on the first visit and include Massage, Aromatherapy, Reflexology, Shiatsu and Reiki. For details call **0191 5483722** email [info@healing-sunderland.org.uk](mailto:info@healing-sunderland.org.uk) or visit [www.healing-sunderland.org.uk](http://www.healing-sunderland.org.uk)

### Wearside Women in Need Support Group

Wearside women in need run a group for older women who have or are experiencing domestic violence. Please call our 24/7 helpline for more information about the group or if you need advice about domestic violence.

Don't hesitate to ask for help.

It's never too late to start again. It's never too late to get help. Call our helpline on **0800 046 5555**.

Showing how we help people make a positive change



Newsletters reach a large local audience and combine real life stories, information and advice as well as local activities to help everyone make the most of later life.

Short, engaging articles to draw the readers attention.

# Recruiting and recognising volunteers



**no one  
should  
have  
no one**

Please help the millions facing later life alone.  
**Volunteer to raise money or help with our services.**

**Anytown  
ageUK**

IDB8C5299 12/14

**Croydon  
ageUK**

## Volunteer this winter

Retirement is the perfect time to apply your talents to a brand new environment. You can take this exciting challenge on with us.



To sign up to volunteer, or for more information contact  
**020 3701 3264**  
[www.ageuk.org.uk/croydon](http://www.ageuk.org.uk/croydon)

Registered charity number 1581513  
IDB805360 08/15



**Anytown  
ageUK**



**Lets help older  
people keep warm  
this winter**

**There could be 24,000 extra deaths among older people this winter, many due to living in cold homes**


For more information call us or go online  
**01732 454 108**  
[www.ageuksevenoaksandtonbridge.org.uk](http://www.ageuksevenoaksandtonbridge.org.uk)

10B805318 08/15




Brand Hub has a selection of editable templates to help with volunteering.

# Stationery, signage and livery



Anytown  
ageUK

---



Anytown  
ageUK

**Name Surname**  
Job Title  
t 0XXX XXXX XXXX  
e name@ageukanytown.org.uk  
Address line one,  
Address line two POSTCODE  
www.ageukanytown.org.uk

---

**Age UK Anytown**  
123 High Street  
Anytown  
Anyshire AB12 3CD

t 01234 567 890  
e info@ageukanytown.org.uk  
www.ageuk.org.uk/anytown

Chair: John Smith  
Chief Officer: Jane Smith


©2008-2015



Local Partners  
ageUK

XXXX XXX XXX

XXXX XXX XXX




London  
ageUK

**We're here to help more people love later life**

**We're Age UK London**

As we grow older we all face new challenges but that doesn't stop us from wanting a fulfilling, independent later life. Age UK London is passionate that everyone should have the opportunity to be able to make the most of later life, whatever their circumstances, wants and needs.


**Together, we can create a world where everyone can love later life.**



## Opening hours

<b>Monday</b>	09:00 am - 05:30 pm
<b>Tuesday</b>	09:00 am - 05:30 pm
<b>Wednesday</b>	09:00 am - 05:30 pm
<b>Thursday</b>	09:00 am - 05:30 pm
<b>Friday</b>	09:00 am - 05:30 pm
<b>Saturday</b>	09:00 am - 05:30 pm
<b>Sunday</b>	Closed all day

Free text box to detail bank holiday opening hours, for example.




Brand Bank has a selection of editable stationery templates. Signage and livery will need to be designed as bespoke pieces by your local supplier.

# Get in touch

We hope you'll find these guidelines inspiring, clear and easy to use. But if you need any further help or information on any aspect of our design please get in touch.



**Partner Marketing**  
Tavis House  
1-6 Tavistock Square  
London WC1H 9NA



Email **partner.marketing@  
ageuk.org.uk**



Call us on  
**020 303 31217**



To access our online  
template system visit  
**brandhub.ageuk.org.uk**



Visit our hub at  
**brandpartnersdigitalhub.  
wordpress.com**