TAKE FIVE
BRAND GUIDELINES

TAKE FIVE

TO STOP FRAUD™

Contents

Take Five logo

The primary Take Five logo exists in both
stacked and horizontal formats.

Stacked version

Horizontal version

Take Five logo variations

We have a number of logo types — a stacked version, a horizontal version and a roundel version.

This allows the logo to be flexible and work across a range of different applications.

The stacked and horizontal version of the logo should only ever be reproduced on a yellow background.

The roundel version should only be used for Take Five endorsement materials.

Descriptor lock-up
The descriptor text should always be set consistently. Please always use the artwork files provided and never recreate the text in different fonts.

Anatomy of the Take Five logo

Symbol

Descriptor

Roundel version

Black and white versions

Take Five variations

Strapline versions

We also have versions of the Take Five logo that are accompanied by our strapline *Stop, Challenge, Protect*.

Stacked and horizontal versions are available in a number of different colourways.

The yellow box versions should never be reproduced on a yellow background.

The white box versions should only ever be reproduced on a yellow background.

Please always use the artwork files provided and never recreate the text in different fonts.

Stacked black box version

Stacked yellow box version

Stacked white box version

Stacked black and white version

Horizontal black box version

Horizontal yellow box version

Horizontal white box version

Horizontal black and white version

Take Five logo variations

Stacked version

Logo size requirements
To maintain consistency in printed materials, preferred sizes of the Take Five logo have been established to create a visual standard and minimise variation.

30mm

40mm

60mm

6

Take Five logo variations

Horizontal version

Logo size requirements
To maintain consistency in printed materials, preferred sizes of the Take Five logo have been established to create a visual standard and minimise variation.

A5 and DL literature

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66mm

A4 literature

TAKE FIVE TO STOP FRAUD™

93mm

A3 literature

TAKE FIVE TO STOP FRAUD™

132mm

Take Five logo variations

Strapline stacked version

Logo size requirements
To maintain consistency in printed materials, preferred sizes of the Take Five logo have been established to create a visual standard and minimise variation.

A5 and DL literature

66mm

A4 literature

93mm

A3 literature

132mm

Take Five logo variations

Strapline horizontal version

Logo size requirements
To maintain consistency in printed materials, preferred sizes of the Take Five logo have been established to create a visual standard and minimise variation.

A5 and DL literature

TAKE FIVE
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STOP CHALLENGE PROTECT

85mm

A4 literature

TAKE FIVE
TO STOP FRAUD™

STOP CHALLENGE PROTECT

105mm

A3 literature

TAKE FIVE
TO STOP FRAUD™

STOP CHALLENGE PROTECT

125mm

Take Five logo clear space & minimum size

Required logo clear space
The logo must always be surrounded by an area that is entirely free of any other typography or graphic device. This clear space is defined by the size of the V from the word 'FIVE'.

Minimum size
Please do not reproduce the logo smaller than the sizes indicated.

Logo placement
Where possible, our logo should be positioned in the bottom right hand corner of any communication materials produced. However, due to the number of different formats and platforms that the logo will appear on, it may also be positioned elsewhere. The exclusion zone should always be considered.

The logo can also be used at a large scale, centred – on a poster or leaflet cover.

Stacked version

Clear space = 1 x cap height

Horizontal version

Clear space = 1 x cap height

Minimum size

10mm

20mm

28mm

56mm

Logo considerations

Below are some examples of incorrect usage of the stacked and horizontal logos.

Do not use the logo on a gradient background

Do not change the location of the symbol and the descriptor

Do not use the logo without the descriptor

Do not recreate the logo in another font

Do not alter the proportions of the elements of the logo

Colour palette and typography
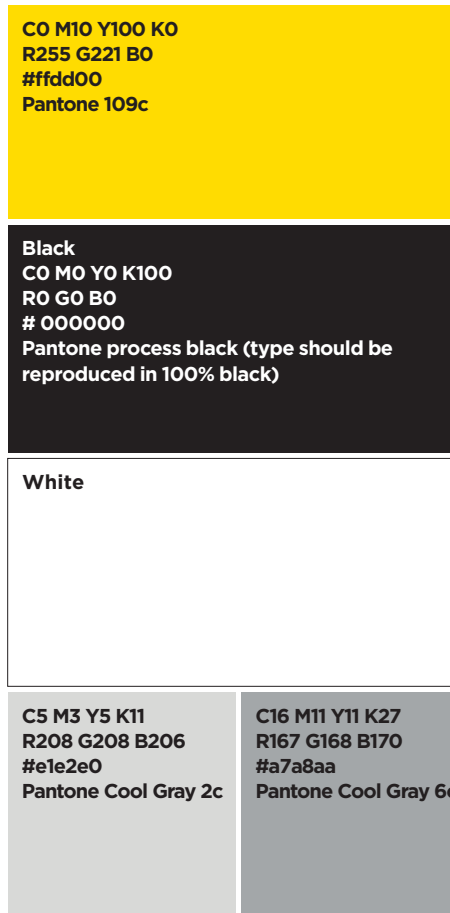
Colour palette

Yellow is our primary visual signature. It helps create standout and a sense of authority in everything we do. It should always be the prominent colour across communications.

Secondary colours consist of black and greys. Black is used for type and keylines.

PANTONE® is a registered trademark of Pantone, Inc. The colours shown in this manual are not intended to match the PANTONE colour standards.

Typeface

Our principle typefaces are Gotham Condensed and Gotham. They should be used on all Take Five applications. We also use the standard Microsoft font Arial Narrow in-house as a 'system typeface'. It should be used within electronic media such as Microsoft Word, PowerPoint, and as 'live' text on websites and emails.

C0 M10 Y100 K0
R255 G221 B0
#ffdd00
Pantone 109c

Black
C0 M0 Y0 K100
R0 G0 B0
000000
Pantone process black (type should be reproduced in 100% black)

White

C5 M3 Y5 K11
R208 G208 B206
#e1e2e0
Pantone Cool Gray 2c

C16 M11 Y11 K27
R167 G168 B170
#a7a8aa
Pantone Cool Gray 6c

Take Five copy typefacess

GOTHAM CONDENSED BOLD

Take Five copy typefacess

Gotham Bold
Gotham Book
Gotham Light
Gotham Light Italic

On screen headline typeface

ARIAL NARROW

On screen headline typeface

Arial Bold
Arial Regular

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Using our typeface

When setting headline text please observe the following guidelines.
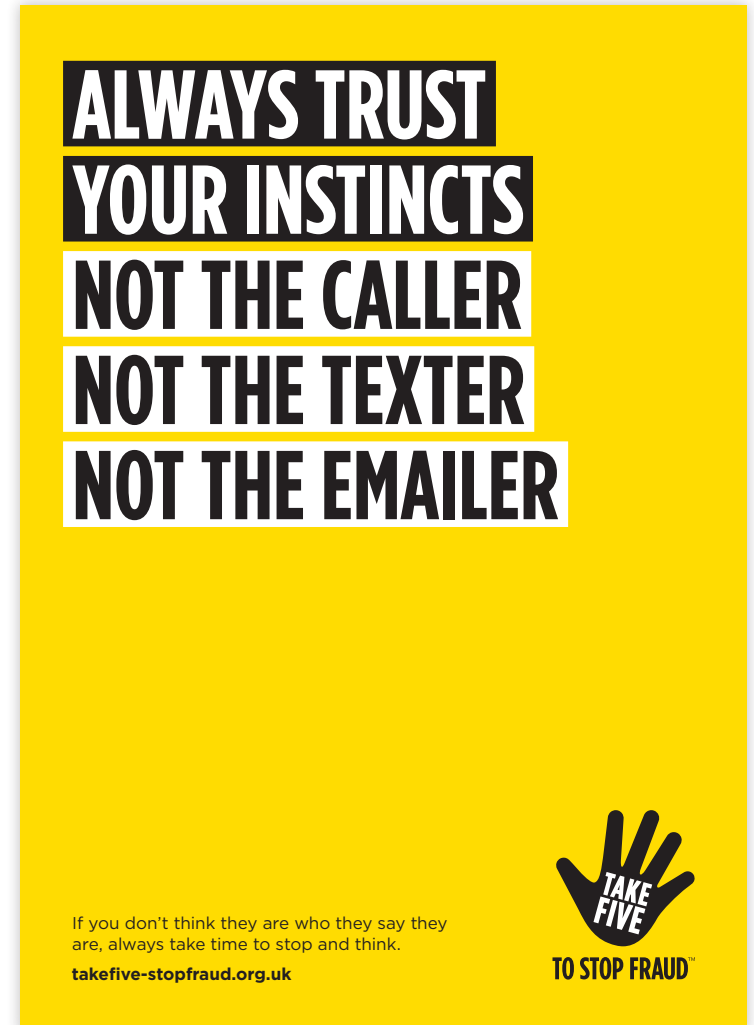
Headlines using the 'highlight device'
The 'highlight device' gives the campaign a distinct look and feel. It can be used in different colour combinations of our brand colours — yellow, black and white. Different colour combinations can be used within the same headline to create pace and emphasis (see example to the right and on page 17).

Headings, subheadings and body copy
The headings and body copy leading should always be 2 points more than the type size, i.e. where the type size is 10pt the leading should be 12pt. Headings and body copy text should always be left aligned.

GOTHAM CONDENSED BOLD

Using the highlight device

ALWAYS TRUST YOUR INSTINCTS NOT THE CALLER NOT THE TEXTER NOT THE EMAILER

If you don't think they are who they say they are, always take time to stop and think.

takefive-stopfraud.org.uk

TAKE FIVE TO STOP FRAUD™

Example of heading, sub heading & body copy

Our headline style

Here are some examples of how to use the headline 'highlight device'.

Please observe these design rules:

- There should always be an element of yellow on the page, either a background solid yellow or yellow highlight device.

- Two level messaging should use different colour combinations of white, black and yellow.

- Text should never be white out of a yellow highlight bar.

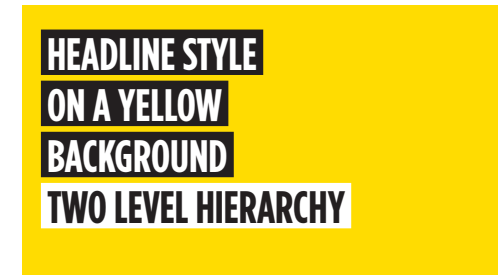- Headline type should never extend into the logo area of a design application

Yellow background

1 level messaging

HEADLINE STYLE
ON A YELLOW
BACKGROUND

Black highlight used

2 level messaging

HEADLINE STYLE
ON A YELLOW
BACKGROUND
TWO LEVEL HIERARCHY
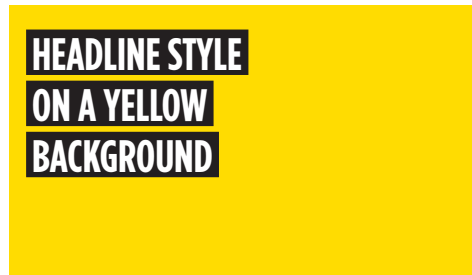
Black highlight used above the white highlight

Black background

1 level messaging

HEADLINE STYLE
ON A BLACK
BACKGROUND

Yellow highlight used

2 level messaging

HEADLINE STYLE
ON A BLACK
BACKGROUND
TWO LEVEL HIERARCHY
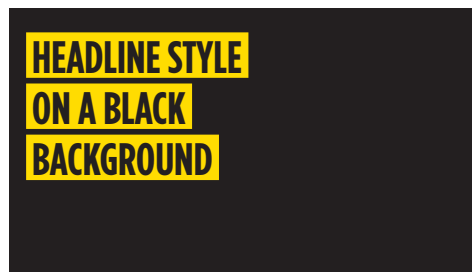
Yellow highlight used above the white highlight

Tone of voice

Who we are

Informative:
The campaign aims to empower and educate consumers and businesses about why taking time to think before they act can help prevent financial fraud. Led by UK Finance and backed by the banking industry, it's a source of facts, impartial advice and support.

Authoritative:
Take Five to Stop Fraud represents the UK payments industry (including banks, credit, debit and charge card issuers, and card payment acquirers), which means our campaign is a trusted source of expert advice.

Positive:
While financial fraud is a significant problem for us all, we always aim to sound positive in the fight against it. Take Five is not about alarming or scaring people about financial fraud in the UK. It's about encouraging people to realise that a taking a moment can help towards preventing fraud.

How we talk

We sound: clear
We appreciate the subject of financial fraud can be unfamiliar to the average person. So Take Five is plain-speaking; it explains facts clearly and makes information as digestible as possible.

Best in class example:
Criminals are experts at impersonating people, organisations and the police. They spend hours researching you for their scams, hoping you'll let your guard down for just a moment.

We do not sound: complicated
Take Five does not overload people with unnecessary information or use jargon that will confuse people. It simply conveys the facts in a straightforward way so anyone can understand them.

NOT:
Financial fraud consists of vishing, phishing and smishing, and the details the fraudster gains are then often used in card-non-present (CNP) fraud. E-commerce fraud alone stood for 59% of all total remote purchase fraud.

We sound: personal
While Take Five is a figure of authority, we are also a campaign engaging directly with the nation. We want to show we are 'on their side' and we are all in this together.

Best in class example:
We know it's easy to lose sight of the facts in the heat of the moment, but we also know that by taking a moment to stop and think, it's easy to see straight again.

We do not sound: patronising
Take Five does not impart information in a way that makes the reader feel ignorant or foolish. We do not make them feel that being a victim of financial fraud is their fault.

NOT:
If you let yourself be panicked on a call, then you let yourself become a victim of fraud.

We sound: reassuring
Take Five aims to remind the nation that when we stop and think, we know how to beat financial fraud.

Best in class example:
In the past two years, over £800 million was lost to unauthorised financial fraud and more than £300 million to authorised push payment scams, but if we all take time to stop and think, we can take this figure down.

We do not sound: sensational
Take Five does not scaremonger or alarm the nation, making them fear financial fraud.

NOT:
Fraudsters stole £1.2 million in authorised and unauthorised financial fraudfrom us last year, and they'll keep taking it unless we take time to stop and think.

In summary, Take Five is:
— Informative
— Authoritative
— Positive
— Clear, not complex
— Personal, not patronising
— Reassuring, not sensational

Key messages

Introductory text – when not using Stop, Challenge, Protect

Criminals want your money and they are experts at getting it.

They will go to great lengths to impersonate people, organisations and the police, using calls, emails, texts and social media to manipulate you. Even the savviest person can be tricked into revealing security details or sending them money.

Take a moment to stop and think: it could protect you and your money.

Shortened introductory text + primary messaging

Criminals are experts at impersonating people, organisations and the police. They spend hours researching you for their scams, hoping you'll let your guard down for just a moment.

Stop: Taking a moment to stop and think before parting with your money or information could keep you safe.

Challenge: Could it be fake? It's ok to reject, refuse or ignore any requests. Only criminals will try to rush or panic you.

Protect: Contact your bank immediately if you think you've fallen for a scam and report it to Action Fraud.

Applications - Posters

Poster templates are available to download from the Take Five website.

We have created templates for portrait printed posters.

All files are available in the following formats:

- A4 portrait
- A3 portrait

All files are available as:

- Print ready PDFs
- InDesign artwork files
- Templates for co-branding

A size - Posters / Ads

A size - Partnership Posters / Ads
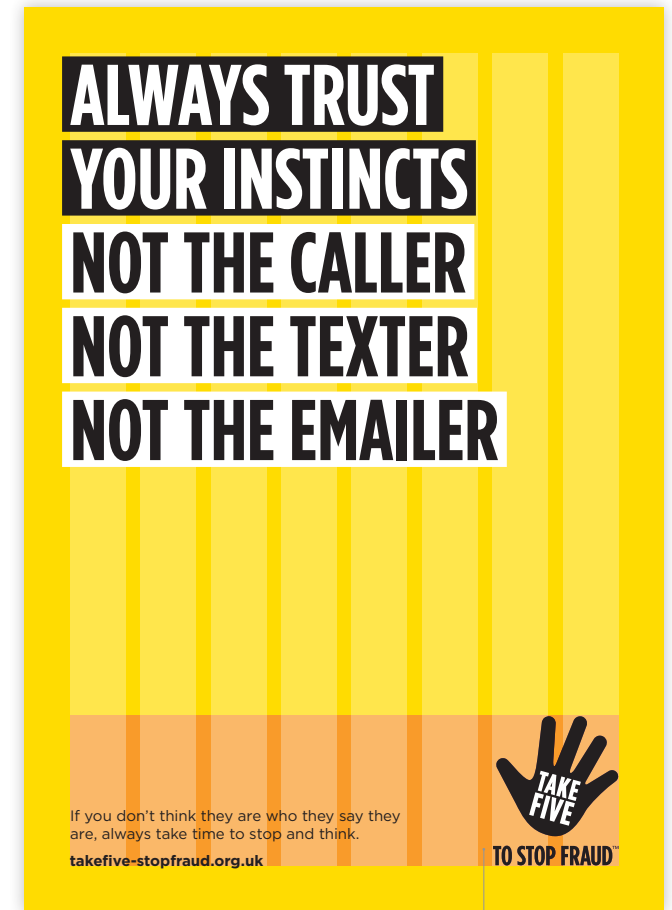
Applications - Posters

Grid

- 12 column grid landscape
- 8 column grid portrait
- 15mm margins
- 5mm gutter

ALWAYS TRUST YOUR INSTINCTS
NOT THE CALLER
NOT THE TEXTER
NOT THE EMAILER

If you don't think they are who they say
they are, always take time to stop and think.

takefive-stopfraud.org.uk

TAKE FIVE
TO STOP FRAUD™

Digital screen poster

ALWAYS TRUST
YOUR INSTINCTS
NOT THE CALLER
NOT THE TEXTER
NOT THE EMAILER

If you don't think they are who they say they
are, always take time to stop and think.

takefive-stopfraud.org.uk

TAKE FIVE
TO STOP FRAUD™

Printed A4 poster

Logo area.

Headline 'highlight device' should not extend into this space.

Logo area.

Headline 'highlight device' should not extend into this space.

Applications - Leaflets

Leaflet templates are available to download from the Take Five website.

We have created templates for consumers.

- A5 portrait

All files are available as:

- Print ready PDFs
- InDesign artwork files
- Templates for co-branding

A5 double sided

A5 double sided Partnership

Applications - Leaflets

If you wish to update copy within our artwork, please follow the grid guidelines shown here.

Grid

- 8 column grid
- 10mm margins
- 4mm gutter

Headline text:
60pt on 62pt leading

Gotham Condensed, Bold

10mm margins

Intro text:
12pt on 14pt leading, Gotham Bold

Body copy text:
9pt on 11pt leading, Gotham Bold

Boiler plate text:
6pt on 8pt leading, Gotham Book

Logo 30mm (A5)

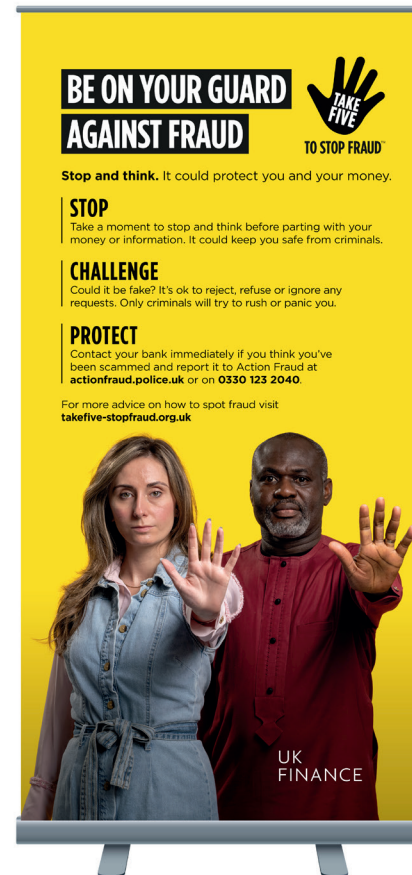## IT PAYS TO TAKE TIME TAKE FIVE TO STOP AND THINK

TAKE FIVE

TO STOP FRAUD™

Applications - Pull up banners

Pull up banner templates are available to download from the Take Five website.

We have created three versions, as shown here, at a standard pull up banner size.

All files are available as:

• Print ready PDFs
• InDesign artwork files

Applications - Z card

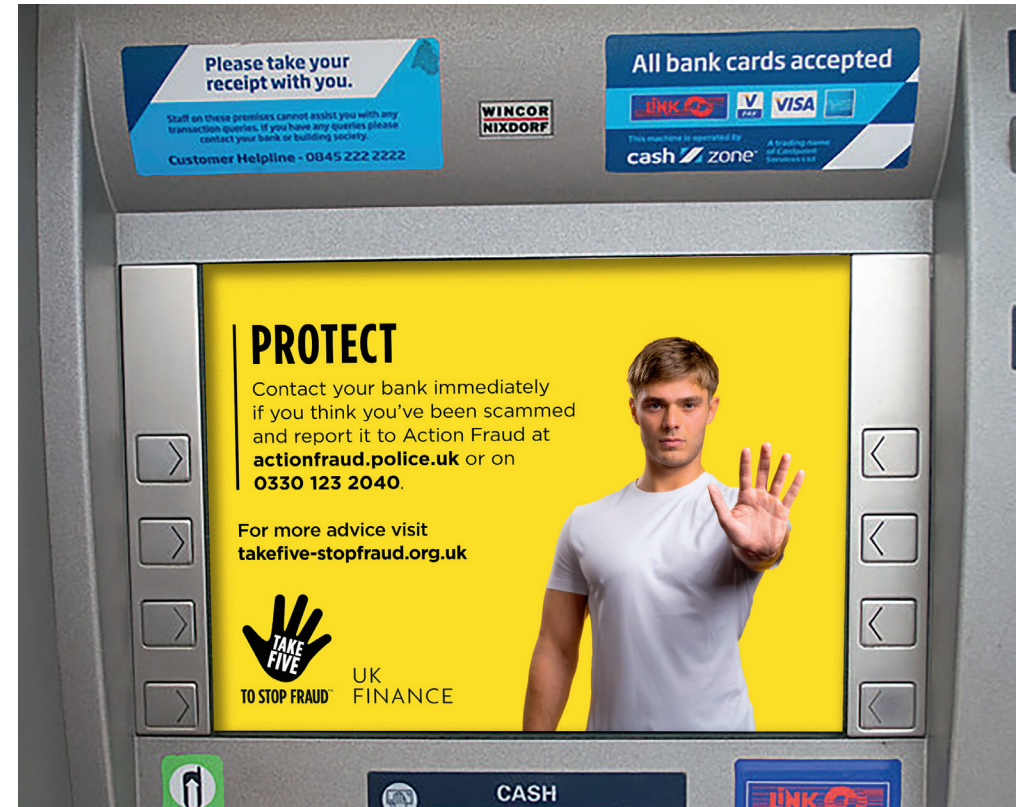Z card templates are available to download from the Take Five website.

All files are available as:

- Print ready PDFs
- InDesign artwork files

Criminals are experts at impersonating people, organisations and the police. They spend hours researching you for their scams, hoping you'll let your guard down for just a moment.

Stop and think. It could protect you and your money.

For more advice on how to spot fraud, visit the Take Five website **takefive-stopfraud.org.uk**

UK FINANCE

BE ON YOUR GUARD AGAINST FRAUD

TAKE FIVE TO STOP FRAUD

STOP

Take a moment to stop and think before parting with your money or information. It could keep you safe from criminals.

CHALLENGE

Could it be fake? It's ok to reject, refuse or ignore any requests. Only criminals will try to rush or panic you.

PROTECT

Contact your bank immediately if you think you've been scammed and report it to Action Fraud at **actionfraud.police.uk** or on **0330 123 2040**

Applications -
ATM banners

Below are example ATM banners:

Applications -
Partnership ATM banners

Below are example partnership ATM banners:
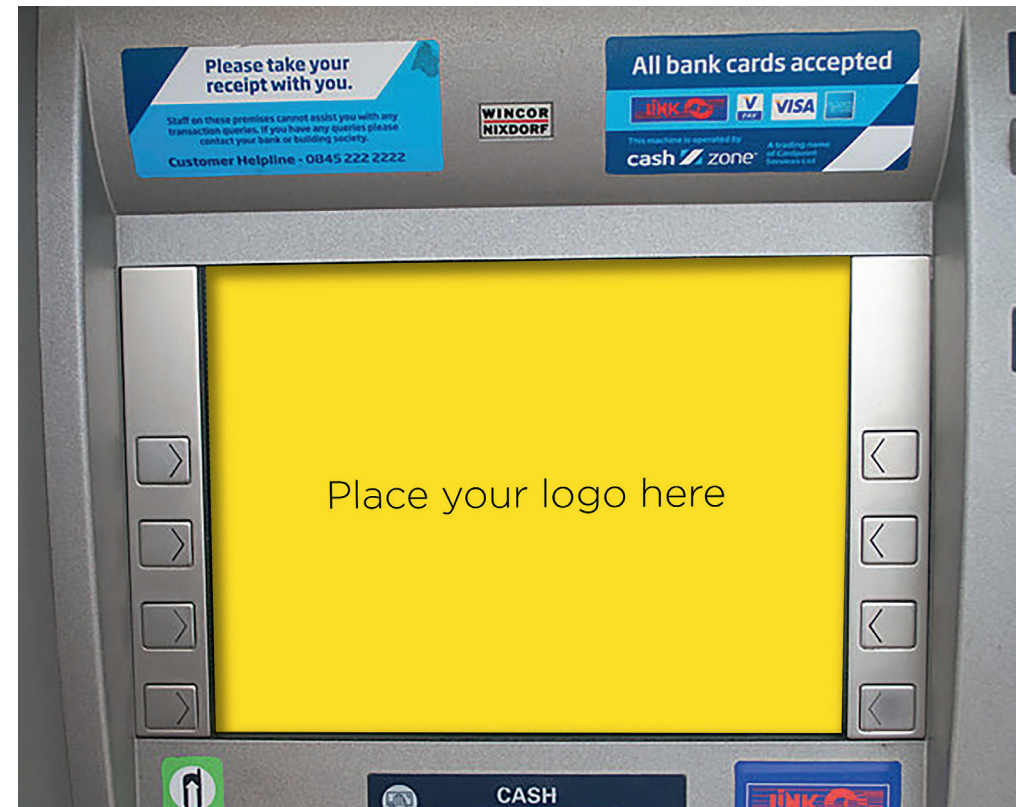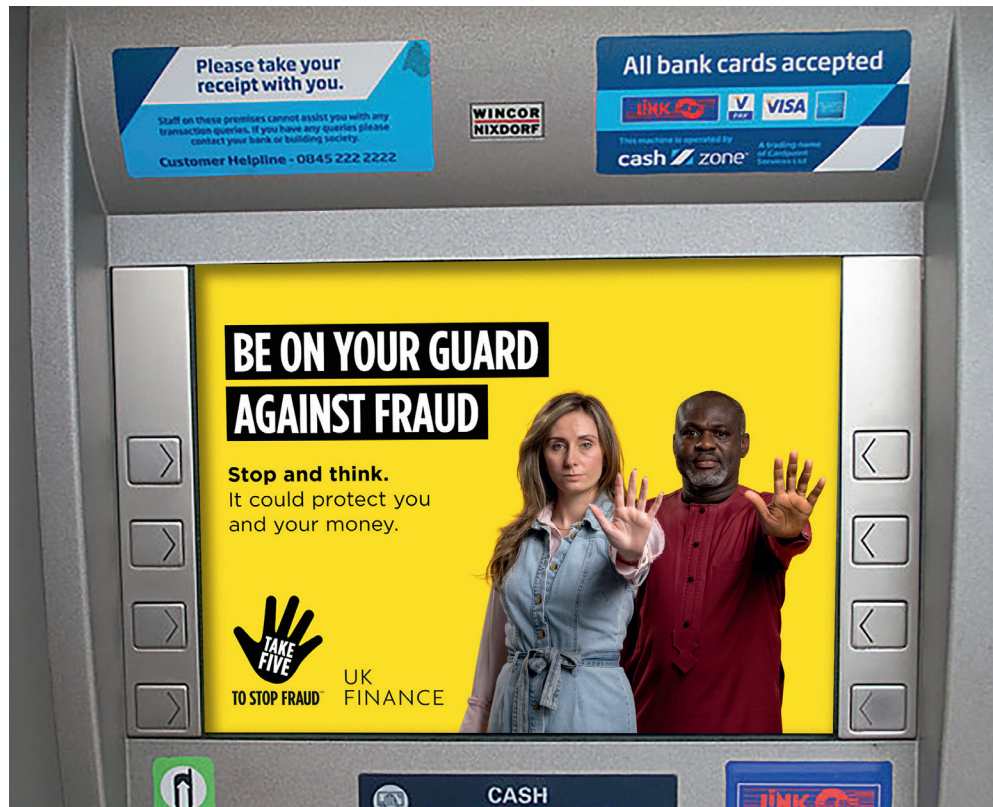
Applications - Partnership in-branch Video

Below shows an example partnership in-branch video:
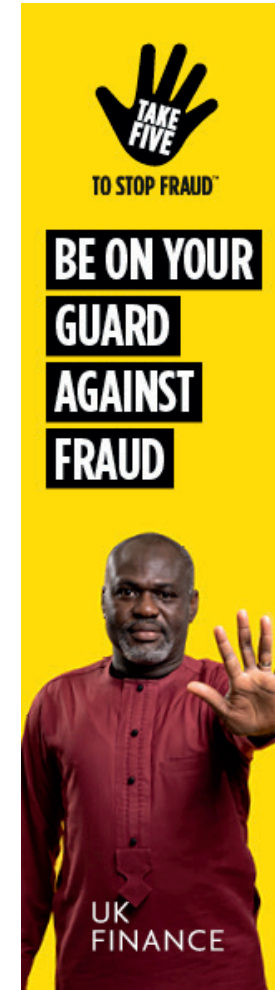
Applications - Web banners

Below are examples of animated web banners.
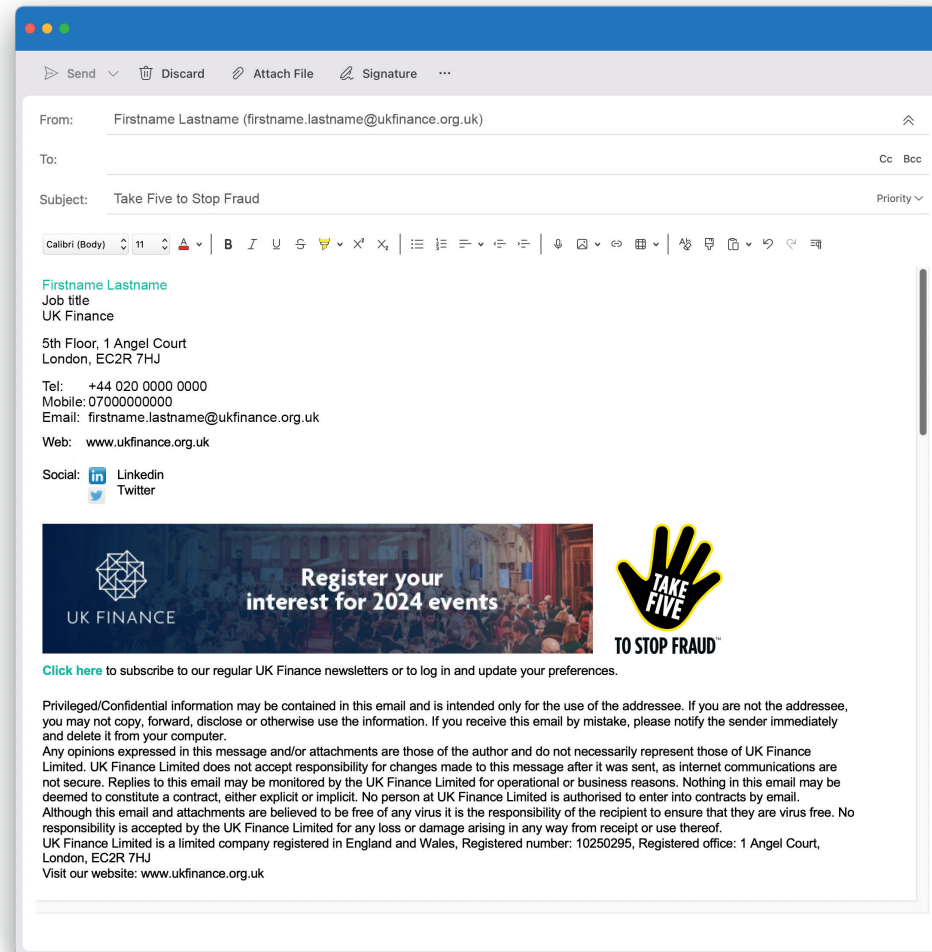All files are available as GIFs.

Leaderboard

MPU

Skyscraper

Email signatures

Below shows an example for an email signature using the Take Five logo. Other logos and banners can be used.

Merchandising

We want to encourage the application of Take Five across a wide range of materials. These are just a few examples of how you can help bring the campaign to life.

Visualisations showing how to apply the Take Five logo on a number of different promotional items are available to download from the Take Five website.

Appropriate Take Five logo files have been provided for each promotional item.

Pen

Balloons

Cup

Flags

T-shirts

Tote bag

Wallet

Thank you

Further information

These campaign guidelines and assets can be downloaded from:

https://takefive-stopfraud.org.uk