

April 2025



Brand toolkit

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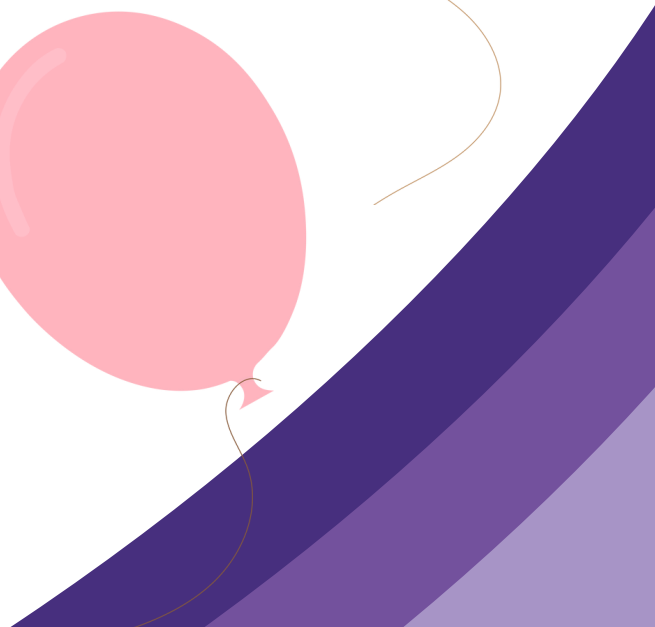
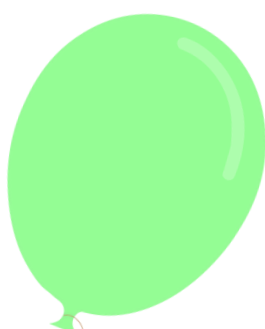
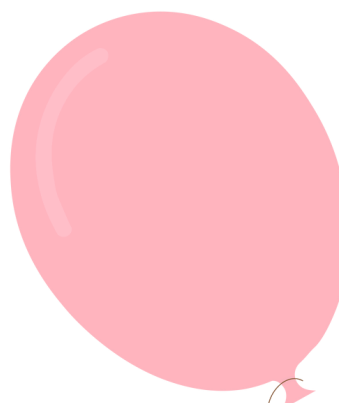
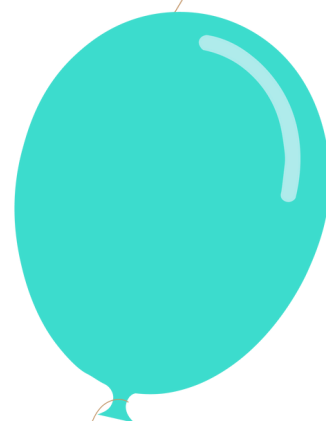
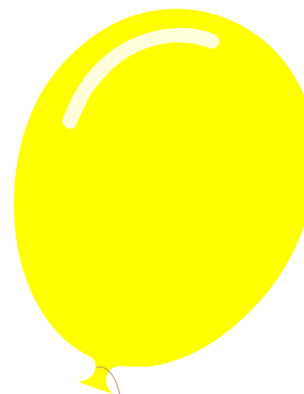
Downloadable assets



Get involved



Contact and support



Welcome to NCVS150



We're excited to have you join us in celebrating 150 years of strengthening communities in Nottingham!

Since 1875, we've been at the heart of Nottingham's voluntary sector—supporting organisations, empowering volunteers, and championing community action. Our NCVS150 celebrations honour this rich history while looking ahead to a future where local people and voluntary organisations continue to thrive.

Why NCVS150 matters

For a century and a half, NCVS has been a driving force behind positive social change. This year, we're celebrating the stories, people, and partnerships that have shaped our city—and we want you to be part of it.

By working together, we can:

- **Recognise the past** – Sharing the history and impact of voluntary action in Nottingham.
- **Support the present** – Championing the vital work happening right now.
- **Shape the future** – Building a stronger, more connected community for years to come.

Thank you for being part of this milestone. With your help, we'll make NCVS150 a celebration to remember!





Our story:

150 years of supporting Nottingham

In the 1800s, life in Nottingham was tough—overcrowding, poor sanitation, limited education, and poverty shaped daily life. Support was available, but often unorganised:

- Workhouses offered basic shelter but came with harsh conditions and social stigma.
- Charities provided food and financial aid, though without coordination.
- Churches gave alms, education, and a sense of community.
- Mutual aid societies pooled resources, fostering community-driven support.

Despite these efforts, many still struggled. In response, Nottingham's voluntary sector began to take shape.

The birth of NCVS


In December 1875, Henrietta Carey founded the Nottingham Society for Organising Charity (NSOC) to bring order to local charitable work. Partnering with the Poor Law Authorities, NSOC aimed to improve lives and reduce dependence on workhouses. Their first case was recorded in March 1876—the beginning of a legacy of community support.

From NSOC to NCVS

By 2010, NSOC had evolved into the Nottingham Community and Voluntary Service (NCVS), expanding its focus to strengthen and support the entire voluntary sector.

NCVS Today

For 150 years, NCVS has empowered Nottingham's voluntary organisations through training, resources, and partnerships. We remain dedicated to building a stronger, more connected community—one where people and organisations thrive.



Our goal is to engage the community, honour NCVS's history, and inspire future volunteerism and community involvement.

Using the NCVS150 brand

Our brand is a reflection of our 150 years of history, strength, and commitment to Nottingham's voluntary sector. To ensure consistency and maintain a professional, cohesive image across all materials, we've provided a set of brand assets, along with guidelines for how to use them.

Please follow these guidelines to help represent the NCVS150 celebrations in a way that aligns with our identity.

Logos

To celebrate turning 150 we've jazzed up our original logo and now have three new logo designs to suit various needs, and represent our birthday. You can download the logos by clicking on the links below. Once the image opens, right-click and choose 'Save image as' to save it to your device. Pick the version that best fits your materials.



Full colour with white background: Best for digital or printed materials where a clean, bold look is desired.



Full colour with no background: Perfect for use over imagery or when you need a more flexible, adaptable logo.

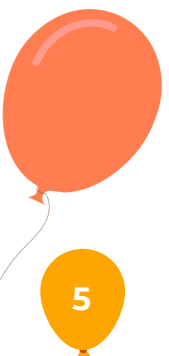


Semi-whiteout with no background: Ideal for dark or textured backgrounds, offering a subtle yet recognisable option.



Please note

Please use the logos exactly as provide—do not alter the colours, proportions, or elements. If you need a logo in a different format, feel free to contact us.

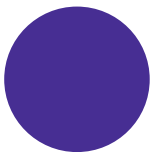


Using the NCVS150 brand

Colours

Our colours have evolved alongside NCVS, reflecting our 150-year journey. Purple and orange remain at the core of our brand, while medium purple and light purple add depth. Pink and white are used as accents to highlight key elements, representing both our rich history and future.

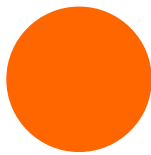
Primary Colours



Purple

#472e93

RGB - 71,46,147

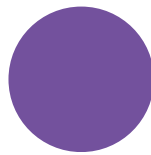


Orange

#ff6600

RGB - 255,102,0

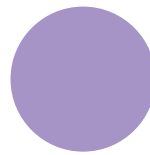
Secondary Colours



Medium purple

#73519d

RGB - 115,81,157



Light purple

#a794c6

RGB - 167,148,198

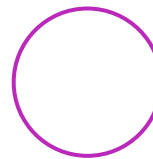
Accent Colours



Pink

#bb29bb

RGB - 187,41,187



White

#ffffff

RGB - 255,255,255



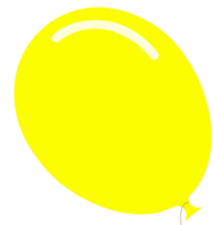
Co-branding guidelines

When sharing your story or celebrating with us, we ask that our NCVS150 logo and your logo are used together in a way that feels balanced and respectful. Here's how to do that:

- **Placement and size:** The NCVS150 logo should appear alongside your logo, with both given equal prominence. If your logo needs to be a bit larger, that's fine, as long as the NCVS150 logo remains visible and clear.
- **Spacing:** Leave enough space around both logos to keep things neat and avoid any visual clutter.
- **No modifications:** Please don't change the logos in any way—no resizing, recolouring, or adding effects.

If you're ever unsure or need advice on how best to use the logos, don't hesitate to reach out—we're happy to help!

Communicating NCVS150



As we celebrate 150 years of supporting Nottingham's voluntary sector, we invite others to join us in sharing our story and values. When speaking about NCVS150, we encourage a tone that is:

- **Warm and supportive:** We focus on empowering local groups, ensuring that language is inclusive and encourages community.
- **Professional:** Our words should reflect the dedication and reliability that we bring to the sector.
- **Clear and accessible:** Messaging should always be straightforward and easy to understand, ensuring it's welcoming to all.
- **Collaborative:** Highlighting the strength in partnerships and shared goals, we want to remind others of our ongoing commitment to working together for the benefit of Nottingham's voluntary sector.



Key phrases to consider:

- How has NCVS helped us on our journey?
- Together, we strengthen Nottingham's voluntary sector.
- Celebrating 150 years of impact! #NCVS150
- Empowering local organisations since...

If you're posting on social media, please use the hashtag #NCVS150 to join the conversation and help us spread the word.



Downloadable Assets

We've created a range of easy-to-use resources to help you celebrate NCVS150! Whether you want to add a splash of our anniversary to your emails, social media, or website, you'll find everything you need here. From frames and badges to customisable templates, these assets are designed to help you share your support and be part of the celebrations.

Once an asset has opened, right click and 'save picture as' to download it.



Frames

Downloadable frames for your photos and videos.

- PNG overlays for photos/videos in **landscape** and **portrait**.
- Customisable **Canva template** for personalised messages.

Email signature and website badges

Add these badges to show your involvement with and support for NCVS150.

- **I've taken part in NCVS150** and a **Canva template** to add your own picture
- **We're celebrating NCVS150**
- **Proud supporter of Nottingham's voluntary sector**
- **You only turn 150 once**



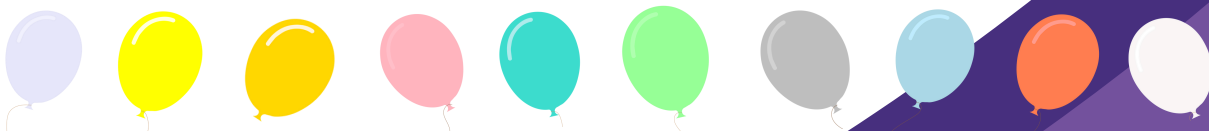
Social media graphics

Use these graphics to share your NCVS story or just show your support! Don't forget to use **#NCVS150** and tag us on LinkedIn, Instagram, and Facebook (@NottinghamCVS) so we can see and share your posts!

- **Profile picture frame**
- Square graphics for use on Facebook LinkedIn and Instagram and a **Canva template** for you to add your own picture to show support.
 - **Our NCVS story** - share how we've partnered with your organisation
 - **My NCVS story** - share how NCVS has impacted your personal journey
 - **Celebrating 150 years**
 - **Part of 150 years of people power**
 - **Thank you for your support**
 - **NCVS can help with**

Celebration graphics

Downloadable NCVS150 balloon designs for social media, websites, or printed displays. Click on a balloon below to download it.



Get involved!

We'd love for you to be part of NCVS150 and help us celebrate 150 years of empowering Nottingham's voluntary sector! Here are some easy ways to get involved and share in the celebrations:



Share your story

We know the voluntary sector is full of amazing stories, and we want to hear yours! Whether you've worked with NCVS, benefited from our support, or have a special memory to share, your story is a vital part of our history.


How to share your story:

- **Quick and easy** – Complete our short [Story Submission Form](#).
- **Email us** – Send your story and any photos to communications@nottinghmcvs.co.uk.
- **Have a video** – We've enlisted the help of some talented students to tell your story in video format. Email the above address to find out more!



We may feature your story on our website, social media, or during our celebration events!

Mark your calendar—these are the major moments in our NCVS150 celebrations:



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- **May:** NCVS150 Bimble – Join us for a fun, community-led walk to celebrate our shared history.
 - **October:** NCVS150 Conference – A special gathering to explore the future of Nottingham's voluntary sector.
 - **December:** NCVS150 Celebration Event – An end-of-year celebration to honour 150 years of impact.

For the latest information and more events, visit our [NCVS is 150](#) page.



Spread the Word

Help us share the celebration far and wide—whether online or in person!

- **Use the hashtag:** Include #NCVS150 when posting about your involvement.
 - **Celebrate your connection:** Share how NCVS has supported you or why the voluntary sector matters.
 - **Tag us:** Mention @NottinghamCVS so we can amplify your stories.
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Contact us!

We're here to help! If you have any questions or need extra support while using the NCVS150 brand or getting involved in our celebrations, don't hesitate to reach out.




For general enquiries and support:

- Email us at: communications@nottinghamcvs.co.uk
- Visit our website: www.nottinghamcvs.co.uk/ncvs150

**We can't wait to celebrate
#NCVS150 with you!**





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