



Brand Guidelines

Introduction

Welcome to the Resilio Brand Guidelines.

In this document you will be able to find information to maintain the brand and elements of Resilio. This allows our brand to be kept to its true and authentic form.

Resilio is all about inspiring hope, supporting everyone and teaching others about mental health.

These guidelines will be able to hold on to the visions and outlook of Resilio.

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Brand Overview

Vision:

A hopeful, compassionate and resilient community for all.

Mission:

Be authentic:

We will be open, honest and real

Be caring and compassionate:

We will create a safe space of acceptance and understanding

Be empowering:

We will enable others to nurture hope through finding passion and purpose

Be curious and creative:

We ask 'what if' and explore pathways to survive and thrive

Foundation

In this section of our brand guidelines we will be explaining more about who we are, our aims for our organisation and what we stand for. It will allow you to understand our brands purpose and the key principles of what we do.

Customer Driven

Our main priority is our customers and to ensure that you receive the best help and experience .

Core Values

We devote our programmes and outreach to spread hope to our local community.

Creativity

Our passion and dedication to Resilio makes us think more creatively to engage and promote our work. This allows Resilio to gain a positive impact on our customers.

Inclusivity

The work we do is to allow everyone to have the opportunities to gain hope. We provide a range of workshops and material for anyone to be apart of. We are always excited and encouraged to see new customers every day.

High Quality

We take care and pride in our programmes and workshops. We strive for these to be the best standard to allow the best practice. This also ensure our audience is receiving the best information.

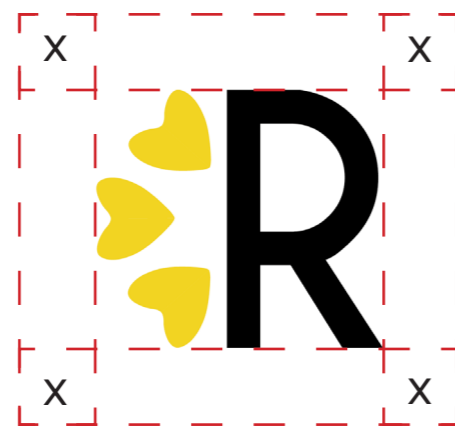
Logo

Primary Logo



Clear Space

Clear space is given to the logo where other graphic elements should not encroach.



Minimum Size

To secure the logos clear visuals we have created a minimum size for the print and digital outputs of the logo. The brand mark may be used in a smaller size for external promotional items such as key rings or badges, which in this case the logo should be made as large as possible in the print area.

Minimum print size

Minimum digital size



25mm



95 Pixels



25mm



63 Pixels

Logo usage







Correct use of the logo.



Incorrect use of the logo

The text in the logo should never be resized.



Do not change the colour placement of within the logo.



The logo should be stretched or resized.



The logo should have no circle placements behind the logo.



Sub-headings should not be added under the logo.



External colours should not be used on the logo.



Do not change the logo design.



Do not put logo in front of a busy design.



Brand mark





Colours

Primary Colour

We use yellow as our primary colour as it represents a lot for Resilio.

Firstly the yellow represents the sunflower that is the face of our brand.

The yellow also stands for Joy, Happiness and positivity which is key words that describes the organisation.

Colour: Yellow

C: 6

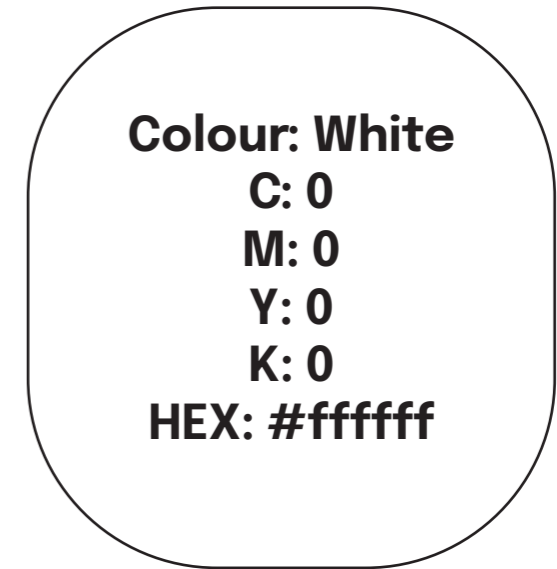
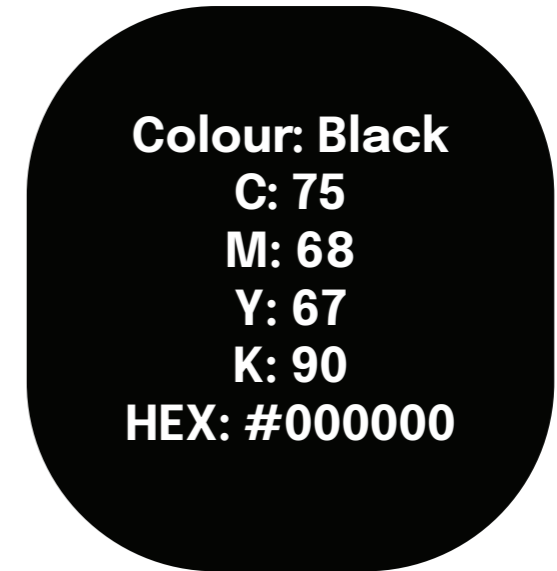
M: 11

Y: 95

K: 0

HEX: #f3d624

Colour palette



Typography

Primary Typeface

Caviar Dreams Regular

Caviar Dreams Italic

Caviar Dreams Bold

Caviar Dreams Bold Italic

Secondary Typeface

Arial Narrow Italic

Arial Narrow Bold

Arial Narrow

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Hierarchy

Display Headline I Font: Caviar Dreams Regular
100pt

Welcome

H1 I Font: Caviar Dreams Regular
72pt

We are Resilio

H2 I Font: Caviar Dreams Regular
48pt

Inspiring Hope

Sub Heading I Font: Arial Regular
25pt

Sharing hope in our
local communities

Body I Font: Arial Regular
18pt

A hopeful, compassionate and
resilient community for all.

Mock-ups



Overview

Vision:

A hopeful, compassionate and resilient community for all

Mission:

Be authentic.

We will be open, honest and real.

Be caring and compassionate.

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Be empowering.

We will enable others to nurture hope through finding passion and purpose

Be curious and creative.

We ask 'what if' and explore pathways to survive and thrive.

PURPOSE

1. To pro-actively contribute to suicide prevention by providing an evidence-based, trauma informed, emotional wellbeing programme in Northern Ireland that builds hope and resilience in children and young people

2. To enable adults in Northern Ireland to build and maintain hope and resilience, and to promote this within their family, school, workplace and community setting

Our Programmes

We have worked hard to research, design and develop a range of evidence based programmes in the area of Hope. These include:

- Attachment Matters for new parents
- Resilio for Adults
- Resilio for Seniors
- Resilio in the workplace
- Resilio Ambassador for parents
- Resilio Facilitator Training
- Resilio for Children

These programmes are delivered and adopted to meet the needs of individuals and organisations. They can be delivered face-to-face or on zoom.



Acknowledges

We would like to thank all our facilitators, volunteers and everyone who ran fundraisers or made donations to Resilio over the year.

We would also like to thank our funders as we would not be able to do this work with our trust and support

- Public Health Agency NI
- Developing Healthy Cities
- Greater Shantallow Area Partnership - GSAP
- ESB Energy for generation Fund
- Western Health and Social Care Trust
- CLEAR
- Ventura
- Castleberg
- LIPS

Finally we would like to thank the members of our Board for all their work throughout the year.

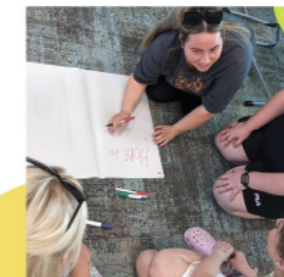







Image by rawpixel.com on Freepik



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2023 Annual Report

Ego RESILIO - Charity no: 107684

Overview

Name of Association
Ego Resilio (trading as Resilio)
Registered Address
75 Main Street, Dungiven,
Co Derry
BT47 4LE

Founding Members
Marie Dunne, Wendy Gibbons, Catriona Doherty,
Judy Mills (RIP), Patricia McDaid, Dermot McFadden and
Jason McColgan

Board of Trustees 2021-2022

Leona Scott	Chairperson
Nick Tomlinson	Secretary
Patricia McDaid	Treasurer
Dermot McFadden	Trustee
Karen Kirby	Trustee
Andy Patton	Trustee
Tanya Smith	Trustee

How Resilio is constituted

Resilio is constituted as an unincorporated entity (association) governed by a constitution based on the Charities Commission Northern Ireland (CCNI)'s model. It was adopted by the trustees on 11th May 2018. Resilio registered as a charity on 19 December 2019 and received charitable status on 21 September 2020 with Charity No: 107684.

Director Addresses

It has been a productive years for Resilio. Our Hope family have worked extremely hard to continue to deliver our menu of training both locally, nationally and internationally. This annual report will capture not only the amount of training delivered but also its impact. We are delighted to be the first organisation to begin to measure HOPE using adult hope scale.

We pride ourselves on delivering programmes that are evidence based and can contribute to promoting mental health and suicide prevention by equipping individuals, communities and organisations with knowledge, skills to maintain resilience and grow hope, during these very challenging times I would like to express my sincere appreciation to our Hope family for their commitment, care and compassion both for each other and the work they do. This was so needed when we learned of the passing of our beautiful Chair Person Judy Mills. I personally want to say a special thank you for your kindness to me as Judy was a very special part of my life as a true friend.

RESILIO would never have achieved so much and to continue to grow so strong without the amazing hope family. I would also like to express my gratitude to our very committed Board members who help to guide the organisation in achieving it clear mission to grow hope for all.

Director and Founder
Marie Dunne





75 Main Street, Dungiven, Co Derry, BT47 4LE
Hope matters@resilio-ni.org
+447850123456

To whom it may concern,

17/05/23

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Marie Dunne
Head Director



Inspiring
Hope
for everyone



 resilio-ni.org

 Hope Matters NI

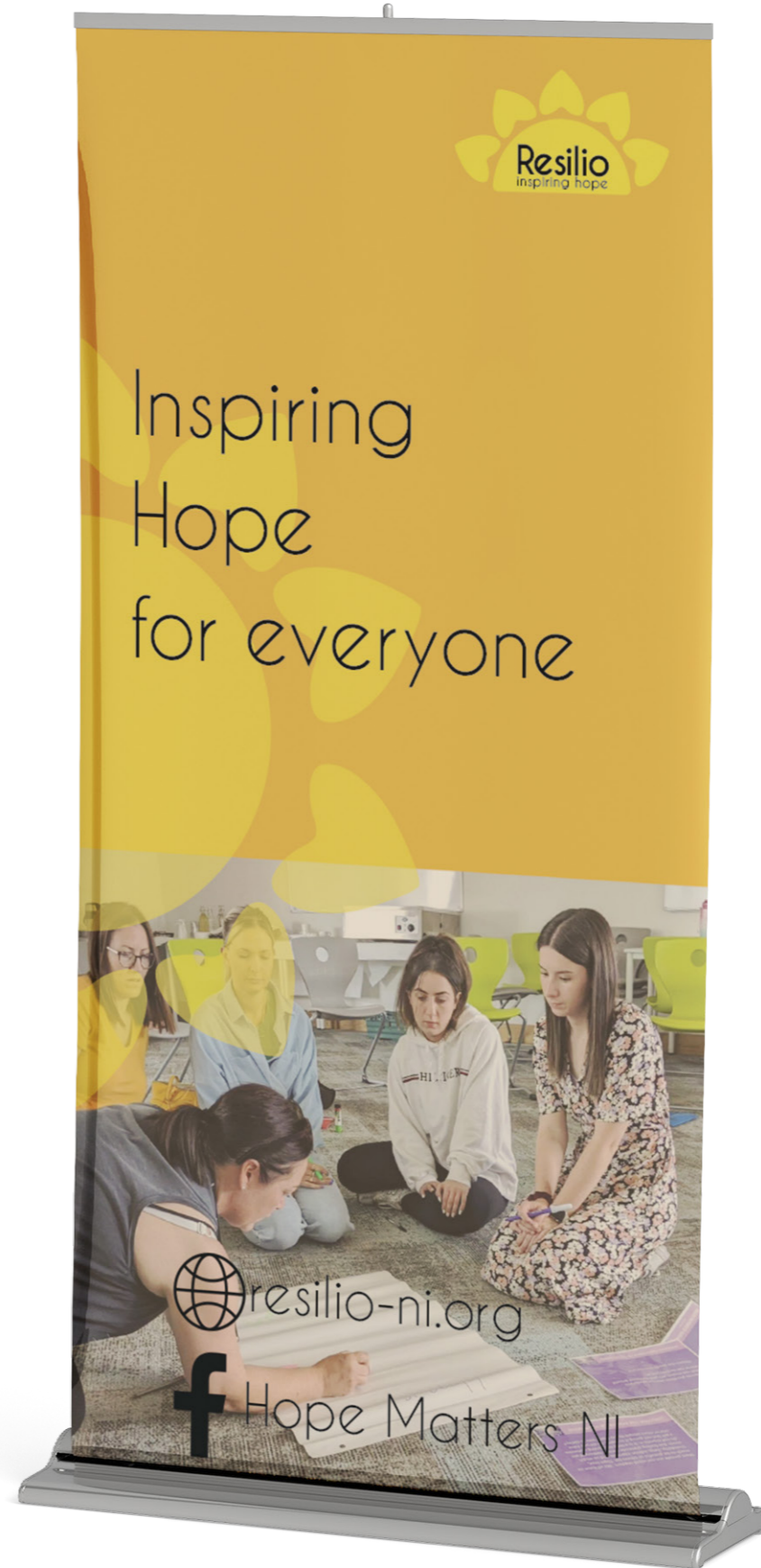
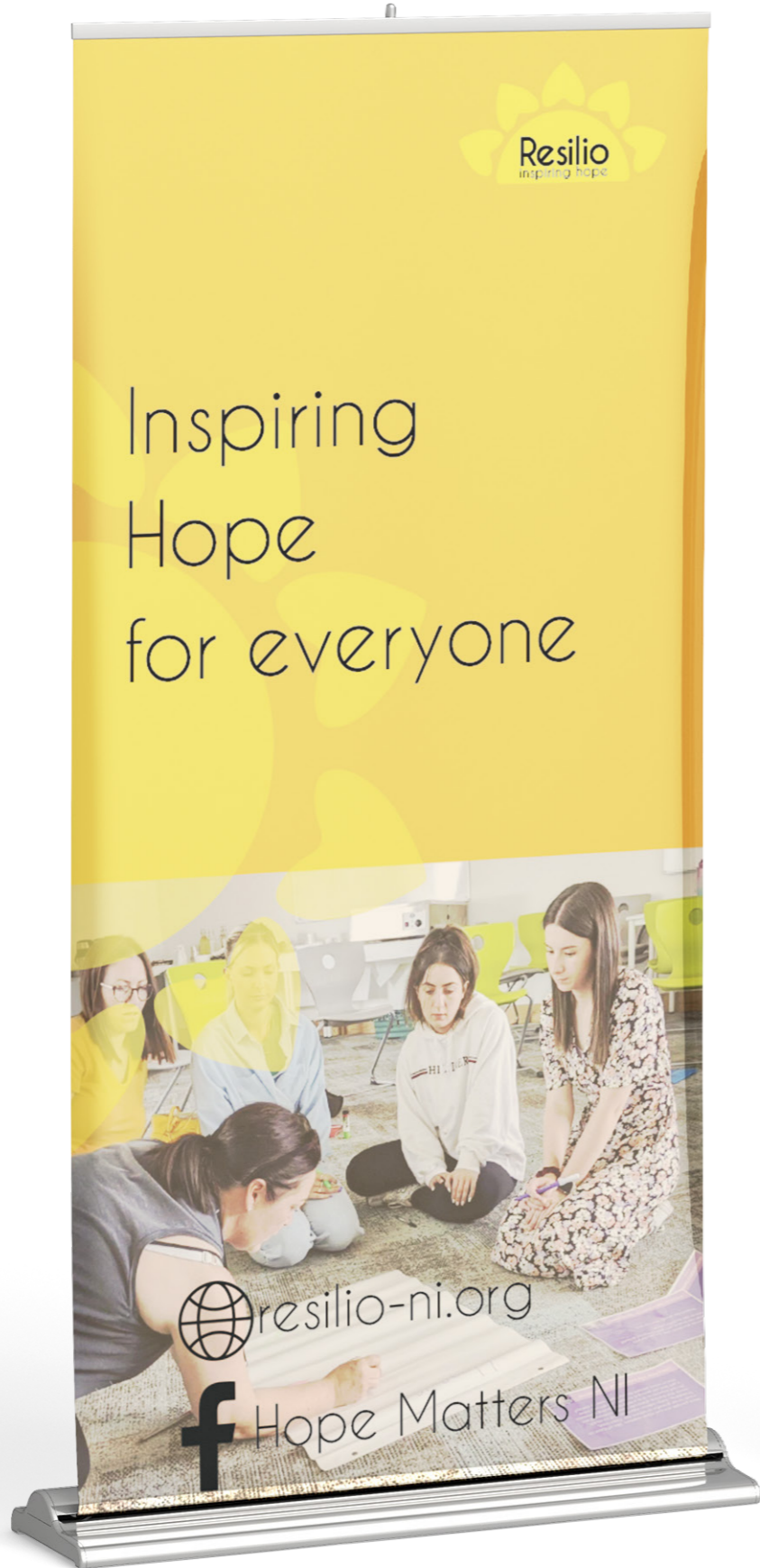
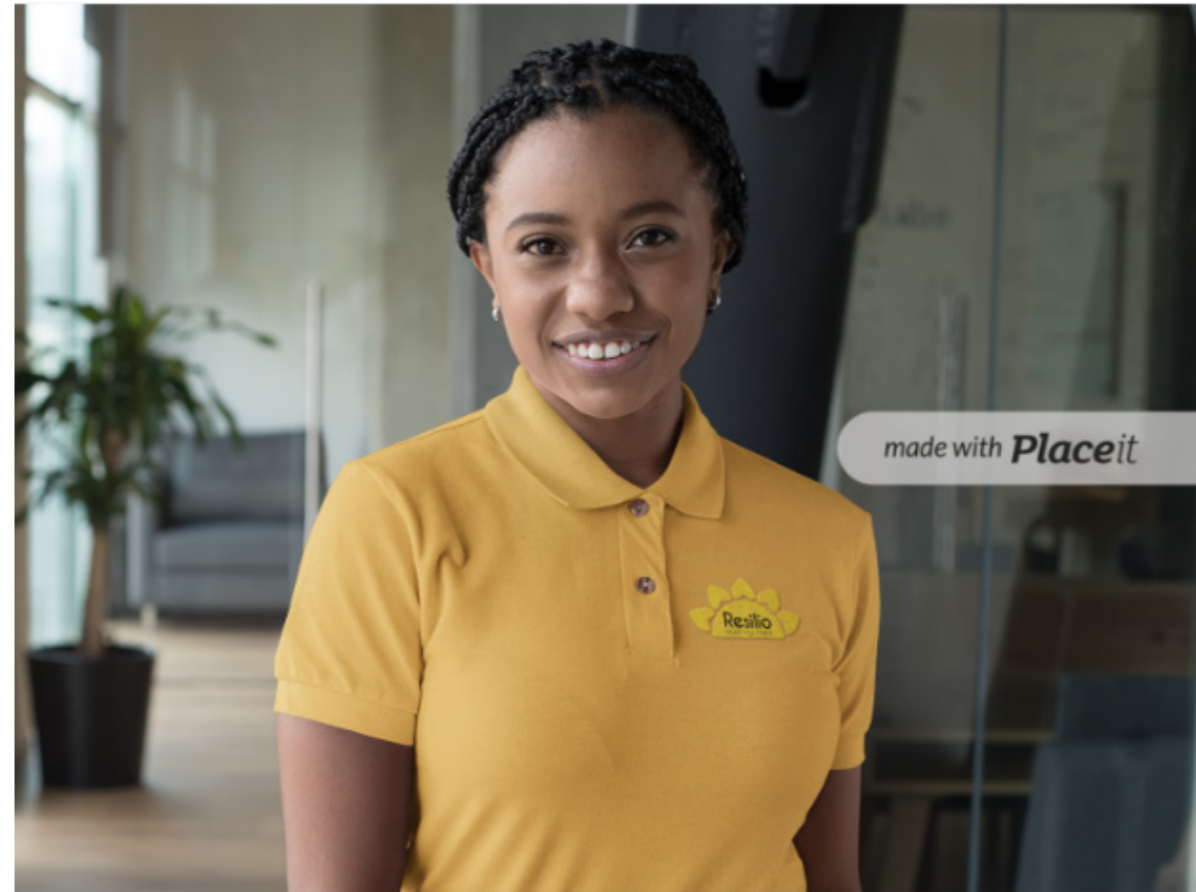


Image by qeaql-studio on Freepik











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