

Barnardo's brand guidelines

August 2018

Contents

Introduction

For 150 years, Barnardo's has transformed the lives of the UK's most vulnerable children. We have always believed in children and their potential, no matter what their circumstances, gender, race, disability or behaviour.

Our brand is a powerful tool in our ambition to deliver on our ten-year strategy, in which we want to achieve **better outcomes for more children** than ever before. It means we can reach more of those who need us and those who want to support us. Our brand reinforces our position as the **UK's leading children's charity** so it is essential for us to maintain a consistent and coherent representation of Barnardo's.

These guidelines have been created for everyone who works for and with Barnardo's to help them bring the brand and what we stand for to life.

Our breadth of work

The breadth of work we do is hugely impressive and is something we want to be known for. But to create better outcomes for more children, we need to be strategically focused.

We're committing to three strategic aims that will help us do just that. We will work with children, young people and their families/carers to help build:

Stronger families

Safer childhoods

Positive futures

To find out which services sit under each strategic pillar visit [b-hive](#).

To help explain to the public what we do we have highlighted six priority areas of our work within the strategic pillars. This is how we express the services which sit under each strategic pillar. When using an image of a child you can use the short form version e.g. Nurture Me:

Stronger families

Early support – Help us nurture struggling young families.

Nurture Me

Family support – Help us support disadvantaged families.

Support Me

Emotional health and wellbeing – Help us counsel and guide frightened children.

Counsel Me

Safer childhoods

Child sexual exploitation and abuse – Help us protect sexually exploited and abused children.

Protect Me

[You can find core copy for CSE on b-hive](#)

Looked after children – Help us find new families to welcome defenceless children.

Welcome Me

Positive futures

Care leavers – Help us empower vulnerable children leaving care.

Empower Me

Our breadth of work | short form



Our tone of voice

Every child needs someone to believe in them and our voice should support this. It should inspire the public to believe in children and the children to believe in themselves.

We do this by speaking in a manner which is **courageous, hopeful, and most importantly – authentic.**

We write in down-to-earth, everyday English. We do not use unnecessary adjectives or metaphors or sensationalise like a tabloid newspaper. But we don't shy away from the facts.

Our voice should be

- Thought provoking
- Hard-hitting
- Emotionally charged
- Uplifting
- Optimistic
- Authentic
- Approachable
- Supportive

How we should speak:

Barnardo's transforms children's lives every day. Everything you donate will help a child have a second chance. Everything you buy will help fund our work with the UK's most vulnerable children. This week we are looking for pre-loved winter coats in good condition.

Our voice shouldn't be

- Preachy
- Controversial for controversy's sake
- Overly sentimental
- Naively positive
- Metaphorical
- Self-congratulatory

How we shouldn't speak:

Please, please give whatever you can to help abused, desperate children. We'll take anything you can spare. Your old coat is the difference between a child getting a meal or going hungry. Please help us do more for helpless children.

General writing guidance

In this section, we cover how to refer to the organisation and our corporate writing style. For further guidance please see the [writing guidelines](#).

Here are a few handy hints to get you started:

- Barnardo's is always spelt with an apostrophe as it is a single entity e.g 'Barnardo's is launching a new campaign, not 'Barnardo's are launching a new campaign.'
- Try to **make us sound approachable** by referring to us as 'Barnardo's' in the first instance and 'we' afterwards.
- Try and **avoid using jargon** and abbreviations.
- Numbers between one and nine should be spelt out in full, anything else should be in numerical digits.
- It's best to spell out acronyms and abbreviations the first time they are used, followed by the letters in brackets. Then use the acronym after that.
- Try to keep sentences and paragraphs **short and to the point**.
- When speaking about our work we always use the word 'children' rather than 'kids.' In a more conversational setting, on social media for example, the word 'kids' can be used sparingly.

How we tell a story

Whenever telling a story, we always try to demonstrate the full transformation from trauma to a brighter future. The child should be the hero of every story and Barnardo's should play a supporting role, helping the child reach their full potential.

Do

- Show the transformation from trauma to hope
- Be knowledgeable
- Be positive
- Use the child's own words
- Be uplifting
- Inspire and amaze
- Show resilience and defiance
- Be understanding
- Leave room for the audience's imagination

We sound like

"Ayesha was unaware of the dangers online. She didn't realise that she was being 'groomed' for sexual exploitation. With Barnardo's help, she's come to realise that she is not to blame for the terrible things that happened to her."

Don't

- Be too graphic
- Focus solely on the past
- Elaborate or invent stories
- Be insensitive
- Be judgemental
- Use anger or aggression
- Be cold
- Sensationalise
- Be overly emotional

We don't sound like

"Ayesha shouldn't have been talking to a stranger online. When she arrived at his house, every parent's nightmare came true. She became part of his sick, perverted game. Barnardo's have helped make everything normal again for Ayesha. She's come out of her shell and blossomed. Thanks to Barnardo's she's able to spread her wings and fly."

Our logo

A brand is much more than a logo but our logo is one of the most important elements of our identity.

We left align the logo to complement the justified left text used in our logo.

When positioning the logo we use an exclusion zone based on the size of the 'square badge,' the exclusion zone includes other graphic elements.

The logo must never be reproduced smaller than the following sizes:

- Print – minimum size 28mm
- Digital media – minimum size 79px

Primary logo



Logo options

When our primary logo cannot be used please use one of the secondary options. Please do not adapt or change the colour of our logo.

Each nation has its own logo. For a dedicated Welsh, Scottish or Northern Irish audience, the appropriate logo can be used instead of the UK logo. The same guidelines apply as for the UK logo.

Logo options for partners

Where our fundraisers or partners wish to use our logo, one of the following lock-ups can be used.

- **In aid of** – for individuals or organisations who are fundraising for us via an event they have organised themselves

Secondary options



- **On behalf of** – for fundraising events which are mainly organised and run by Barnardo's volunteers and helper groups
- **In partnership with** – for organisations we are working with us to deliver a project
- **Proud to support** – for partnerships with external organisations.

Products, campaigns or services should not have their own logo. Using the Barnardo's brand ensures your communication is clear to the audience and instantly recognisable as Barnardo's, so you benefit from the awareness of our established brand.

You can find our [logo request form](#) on b-hive. The form should be completed for all requests for use of our logo.

Fonts

We have two fonts:

Our everyday font is **Verdana**. We use this on all documents and communications produced by staff and volunteers, including email, Word, Excel and PowerPoint documents.

Our design font is **URWClarendon**. We use this for professionally produced materials, i.e. those produced by our creative team, external agencies and those using design software.

- Point size for main text should be 12 point to meet accessibility guidelines. Where text absolutely has to be smaller than 12 point, you should never go smaller than 10 point.
- Where possible use dark text on a light background.
- Where using a dark background ensure any text over it has a good contrast for legibility.

Verdana

Bold

Bold Italic

Regular

Regular Italic

URWClarendon

Bold

Bold Italic

Regular

Regular Italic

Light

Light Italic

Colour

Primary colours



Black

C 0 M 0 Y 0 K 100
R 29 G 29 B 27



White

C 0 M 0 Y 0 K 0
R 255 G 255 B 255



Green

Pantone 376C
C 50 M 0 Y 100 K 0
R 141 G 198 B 63
Web #95c11e

Our primary colour palette is made up of green, black and white. Green (**Pantone 376**) is our most identifiable colour so should be incorporated within all of our communications and most often be used alongside white to create a clean look. Black and colours from our secondary colour palette should be used to complement the design.

Secondary colours



Pink

Pantone 226C
C 0 M 100 Y 0 K 0
R 236 G 0 B 140
Web #e5007d



Lime green

Pantone 389C
C 20 M 0 Y 85 K 0
R 213 G 224 B 78
Web #dddd3a



Teal

Pantone 320C
C 100 M 0 Y 35 K 5
R 0 G 162 B 172
Web #0095a5



Purple

Pantone 259C
C 55 M 100 Y 0 K 15
R 120 G 29 B 126
Web #7d1873



Orange

Pantone 151C
C 0 M 45 Y 95 K 0
R 249 G 157 B 39
Web #f59c0f

Five additional colours exist to provide some variety and enable us to highlight particular elements of text or design.

Iconography, animation and illustration

Iconography should use a flat graphic style.

Animation and illustration should always adhere to the brand guidelines and use our logo and colour palette.

The creative team must be briefed on any animation project. If you are undertaking a project please fill out the Creative and Internal Communications [briefing form](#).

Animation example



Illustration example



Iconography example

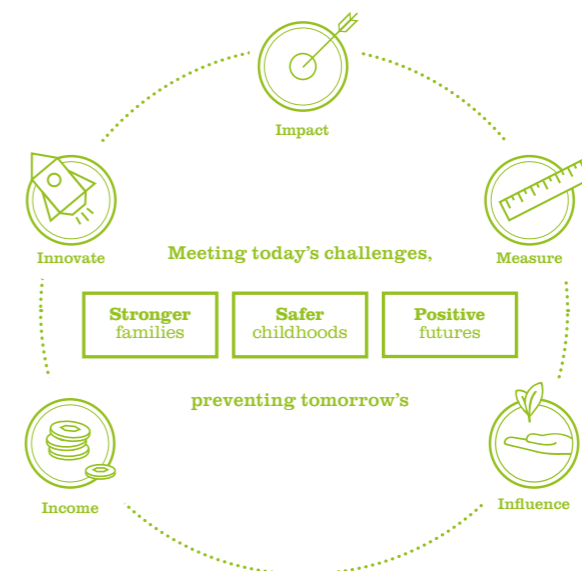


Illustration example



Iconography example



Film and photography

With all imagery, authenticity is key. The children, locations, lighting and direction should all feel as genuine as possible. Look to create texture and depth within the shots as a way to tell the story.

Do

- Use **real children** wherever possible
- Select children representing the full range of **diversity** across ethnicities, ages, religious identities and abilities and portray in a positive way. Try and show positive interactions between different people to convey a sense of cohesion and inclusion.
- Have the subject looking **directly into the camera**
- Make the child the hero
- Show resilience and strength
- Use real locations and natural light
- Have some context to the image in the background
- Ensure **consent** has been granted for any images you use
- Use pastel/neutral colours so that the focus is on the child

Do not

- Overly stylise the shots
- Feature unnatural poses
- Use forced smiles
- Use typically 'stock' imagery
- Use typical child 'models'
- Have the child look like a victim
- Use a white or plain background

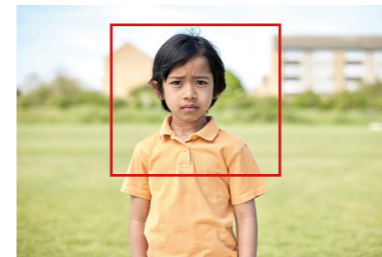
Film and photography



Film and photography | honest photography



No retouching of images.
A true portrayal of the subjects.



Dropped focus of background
to make subject more impactful.

Film and photography | group shots

In group shots it isn't suitable to have a child looking directly at the camera. In these cases it is important to maintain *authenticity, diversity and realism* through the lighting, location and subjects involved.

- Eye contact should be with each other
- The group should be interacting with each other and the photo should be an observational shot of the interaction
- Compositions should feel natural and models should look caught in the moment, rather than posed
- Follow the general photography guidance regarding natural light, shallow depth of field and choice of models and clothing



Safeguarding

Always be mindful of our duty of care to children, young people and vulnerable adults. Ensure that all contact is respectful, caring and responsive to their needs and wishes.

- Children should always be shown in suitable dress and not in a state of undress.
- Ensure that a child's personal identity (full name and address) is kept confidential.
- Where using a child's real name, **include their first name only** and be aware that other details within or accompanying the photo or story could make the child identifiable and should be avoided – for example their project location.
- Where a child is shown in distress, the communication as a whole should provide context for the reason for this distress and for Barnardo's role in helping the child.
- Written **permission must be obtained** from the people in the photographs/film and the photographer/filmmaker to use the assets for any purpose. The standard consent form is available [here](#). Once signed please send the consent form and assets to maureen.jeffers@barnardos.org.uk
- For length of consent given over images a three year maximum is considered best practice. Follow-up consent is required for images used after the consent period is agreed.

Layout

We use a white frame in our communications to ensure the copy has room to breathe.

We pull out key information or messages using the secondary colour palette and ensure this complements the imagery used.

Portrait example

White holding frame for image

Image

Use of secondary colour palette to highlight key words

Clear space for copy, brand messaging and our logo

Bring a Bag to Work Day
 Join the retail team on Wednesday 12 October and donate your pre-loved items to Barnardo's.
 Visit our Gift aid stand or simply come along for a cake or two!
Where: Hyacinth
When: Wednesday 12 October
Time: 12.00 - 2.00pm

Believe in children
 Barnardo's

Core layout elements:

- White holding frame for image
- Use of imagery
- Accompanying type space for copy, brand messaging and logos (make as large as required)
- Use of secondary colour palette to highlight key words
- Colour selected should complement the image
- Our logo

Layout examples

This section is dedicated to example layouts. Please use these for further reference and for inspiration for your designs.

White holding frame for image

Double-page spread example

Double-page spread example

Doesn't use Believe in Me as this is us talking about our work and there is no direct call to action for the public

Introduction to Believe in Me

Believe in Children is a powerful positioning for the Barnardo's brand when people understand what we mean by it.

We believe children have an incredible ability to **transform their lives** no matter what they have been through. And we know that when people believe in children they start to believe in themselves. But brands, particularly charities, are continually telling us what to do and how to behave.

Believe in Me was designed as a **direct appeal from the child**, rather than the organisation, because when a child asks us to do something it is very difficult to ignore.

Believe in Me gives the children we support their own voice and in research this has proven to be highly motivating and it injects new meaning in to our Corporate positioning: Believe in Children.

For this reason, Believe in Me is always **used together** with Believe in Children.

Through highly emotional first person storytelling, Believe in Me allows us to portray our beneficiaries as:

- Resilient
- Adventurous
- Courageous
- Ambitious
- Hopeful
- Strong

Believe in Me

key messages

BRAND LINE	Believe in children
WHY?	A child's future should never be defined by their past
CAMPAIGN LINE	Believe in Me
PRIMARY MESSAGE	Incredible things happen when you believe in children
CALL TO ACTION	Short form: Help us transform children's lives Long form: Help us transform the lives of the UK's most vulnerable children
RESPONSE MECHANIC	Search 'Believe in Me'

How to use Believe in Me

**Believe in Me
does not replace
Believe in Children.**

It is used:

- Where you tell a **first person story** of transformation from a child's perspective
- With an **image of a child**, or series of images, where the child is facing camera with a look of defiance/resilience
- As an invitation **directly from a child** to believe in them and help via Barnardo's
- It should only be delivered from the child and not from Barnardo's
- As a powerful **call to action** direct from the child

The stamp

The **Believe in Me** stamp is a new addition to the Barnardo's brand and there are some things you need to be aware of when using it.

The 'Believe in' part of the stamp is always consistent. The **'Me' is handwritten and belongs to the child** in our image and should always fit their personality and age.

If you have a requirement to create a new version, please contact the Barnardo's creative team.

Believe in 

Believe in 

Believe in 

Credwch ynof 

This is the only part of the stamp that can be treated in handwritten text.

Please pay special attention to the texturing and variation of opacity present in these examples.

The 'Me' should always feel authentic and should never look like a font.

Additional language versions of the Believe in Me stamp can be created. Here we show a version translated for Welsh.

The stamp | treatment of 'Believe in Me' stamp

The 'Me' is the child's signature – a personal touch that makes our communications more powerful.

As such, the handwriting must always be appropriate to the age of the child it belongs to.

The colour comes from the Barnardo's secondary colour palette. When choosing which colour to use, please try to select a colour that stands out against the image and try to avoid resorting to gender stereotypes. Girls don't always use pink and boys don't always use blue.

Believe in me

Age appropriate hand writing.








Believe in me

A reversed version is also available for use on a dark background.

Believe in me

Barnardo's secondary colour used for the colouring of the Me.

-  C 0 / M 100 / Y 0 / K 0
-  C 20 / M 0 / Y 85 / K 0
-  C 100 / M 0 / Y 35 / K 5
-  C 55 / M 100 / Y 0 / K 15
-  C 0 / M 45 / Y 95 / K 0

Believe in me

+

Believe in children
Barnardo's

The 'Believe in Me' stamp is not a replacement for the Believe in Children logo. The two items are intended to be seen together and used in conjunction with each other.

The stamp | treatment of 'Believe in Me' stamp

✓ Do



Correct colour in stamp for photograph. The contrast with the image makes it easy to read

Correct handwriting style for age

Consistent highlight colour between stamp and brand messaging

Incredible things happen when you **believe** in children.

Help us **transform** the lives of the UK's most vulnerable children.



✗ Don't



Incorrect colour in stamp for photograph. The lack of contrast makes it hard to read

Handwriting style incorrect for age

Inconsistent highlight colour between stamp and brand messaging

Incredible things happen when you **believe** in children.

Help us **transform** the lives of the UK's most vulnerable children.



Layout | composition example

Here is an example of how potential elements might be composed in the Believe in Me style.

Any copy appearing over an image of a child should be the child speaking. Not the organisation. However, the child's words can either appear over or alongside the image.

Copy must be:

- In the first person
- Written from the child's perspective
- Be something the child is likely to say, not the organisation speaking through the child

CTAs, straplines and any other additional information appears here allowing plenty of white space between the copy and our logo

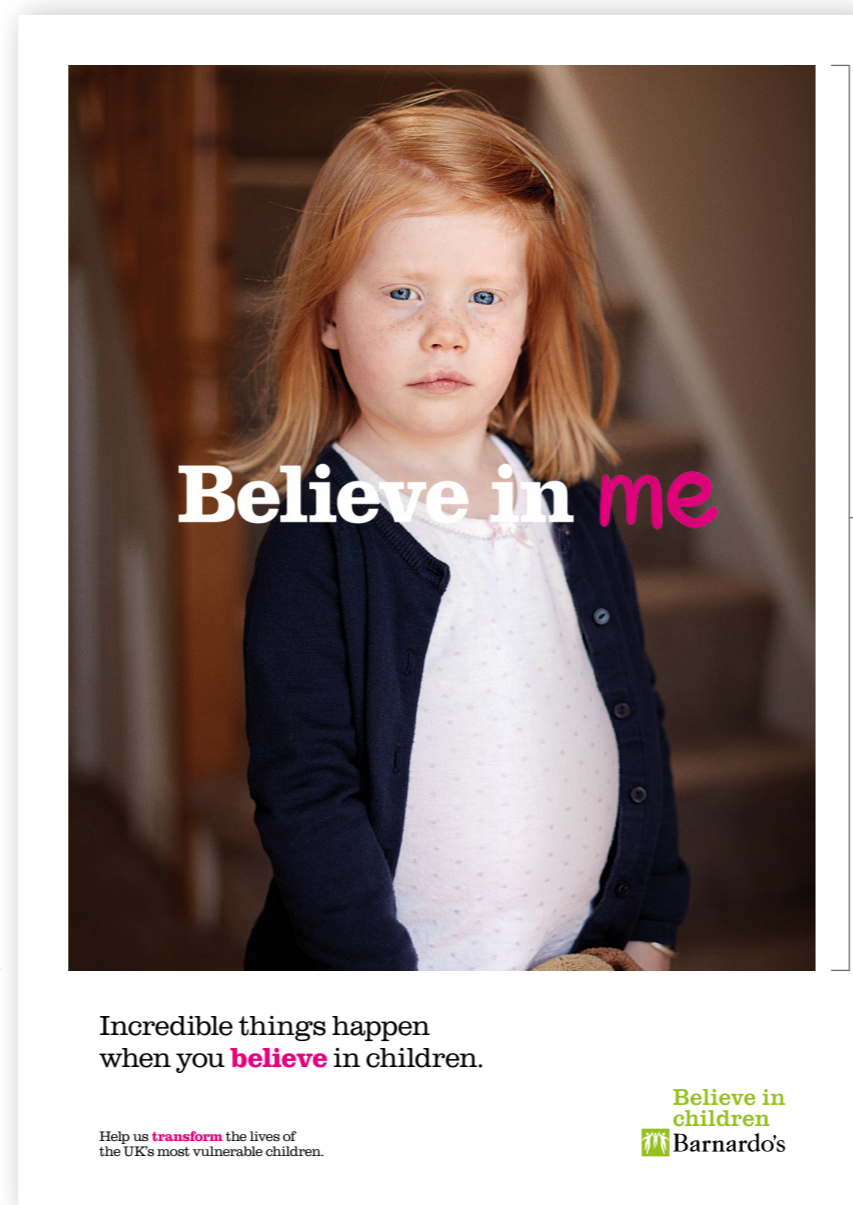
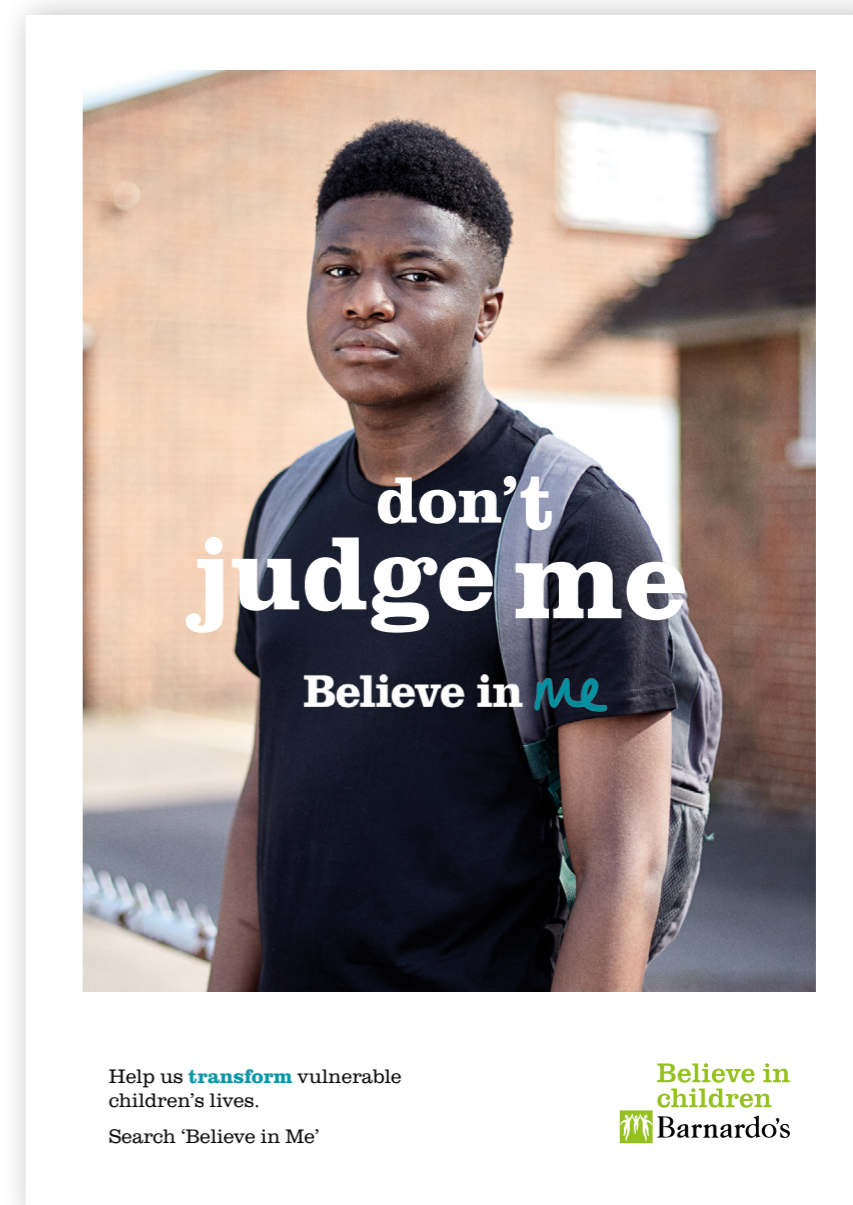


Image and type area

Our logo appears in the bottom right corner



Layout | composition example



Give your **pre-loved clothes and accessories** to Barnardo's and help transform a child's life.

  @BarnardosRetail / believeinme.org.uk



Tailored messaging with the key words highlighted in accent colour and bold typeface

Social tag and website address



Please join us at:

Barnardo's **150th anniversary** reception
Monday 3 October 7.30-9.00pm
Sonata Room, Hyatt Regency Hotel,
Birmingham

Refreshments will be served.

Supported by The Philip Gower Charitable Trust
Barnardo's Registered Charity Nos. 216250 and SC037605 17958doi16



Registered Charity Nos.

layout | print

Double page advertorial – Believe in Me has been used as it contains a real story of transformation of a child

Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing. Maecenas fringilla dapibus eros.

Proin cursus aliquam purus eu auctor. Suspendisse euismod tortor eu nunc facilisis maximus.


Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Pellentesque risus metus, commodo nec ante id, bibendum consectetur tortor.





Proin cursus aliquam purus eu auctor. Suspendisse euismod tortor eu nunc facilisis maximus.




In-store poster – Believe in Me has been used as a call to action from the child



Give your **pre-loved clothes and accessories to Barnardo's and help transform a child's life.**



[@BarnardosRetail / believeinme.org.uk](#)



Where we're using a real case study alongside an image of a model and it's implied that the image is of the young person include a line to state that models have been used to protect the child's identity.

layout | print and digital

48 sheet cross track advertising – example 1



Believe in Me

Believe in children
Barnardo's

I am unbreakable
I am not the drugs my mum took.
I am not the dad I never knew.
I am not those four foster homes.
I am not the fear of having to move again and again.
I am not "unlovable".
I am not trouble.
I am not disposable.
I am with my new family.
I am loved.
I am me.
Will you believe in me?

Help us **transform** the lives of the UK's most vulnerable children.

48 sheet cross track advertising – example 2



Believe in Me

Believe in children
Barnardo's

At just 7 years old, Jack was left at home alone when his father went drinking at the local Social Club. He would often be left hungry, waiting for his dad to come home. Sometimes his father would stumble through the door and fall asleep in his chair. Other times his father would hit him when he said he was hungry. Jack even resorted to eating cat food because he was so hungry. Eventually Jack was taken in to care and Barnardo's found him a foster family. He now has an older brother, Sam and foster parents Dave and Jenine. His teachers say his school work is improving as his confidence grows. You can show you believe in children like Jack by **texting 8870 to donate £5**. Or you can volunteer to be a foster family at Barnardos.org.uk.

Help us **transform** the lives of the UK's most vulnerable children.

Leaderboard / billboard

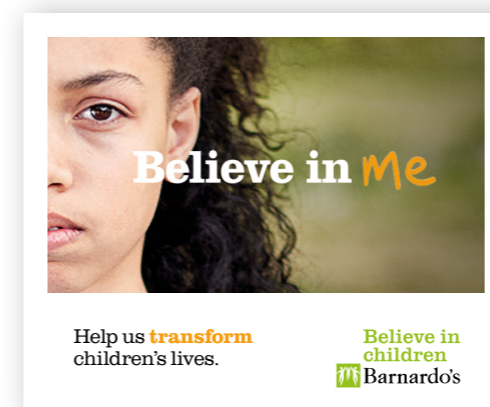


Help us **transform** children's lives.

Believe in Me

Believe in children
Barnardo's

MPU

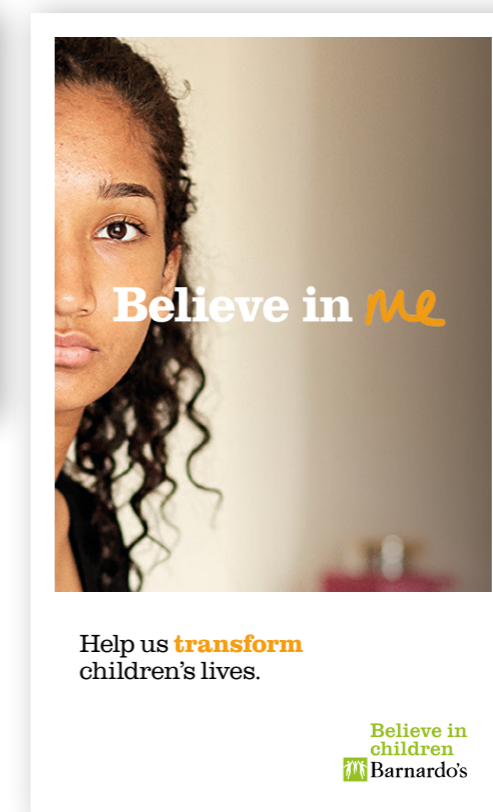


Help us **transform** children's lives.

Believe in Me

Believe in children
Barnardo's

Double MPU



Help us **transform** children's lives.

Believe in Me

Believe in children
Barnardo's

Use Believe in Me as they tell a story of transformation.

Use Believe in Me as they contain a direct CTA for the public from the child.

Typography

The typography for Believe in Me uses the regular Barnardo's typeface, Clarendon.

Care should be taken to use the correct weighting of font. Please follow the guidelines on this page to ensure consistency across communications.

Headline font

Clarendon Bold

Subhead font

Clarendon Bold

Intro copy font

Clarendon Roman

Body copy font

Clarendon Light

Highlight font

Clarendon Bold

Typography | creative typesetting

Headlines should always feel authentic and personal, so in certain situations where using the words of a child the opportunity may arise to get more creative with the setting of the type.

On the right is an example of our creative type setting.

Alternating the point size of a headline is a simple yet effective way of bringing the copy to life, while utilising the Clarendon typeface. Please feel free to emulate this on your communications.

i am **unstoppable**

i am not **neglect**

i am not the
toys i never had



i'm unbreakable

I am not the drugs my mum took.
I am not the dad I never knew.
I am not those four foster homes.
I am not the fear of having to move again and again
I am not "unlovable".
I am not trouble.
I am not disposable.
I am with my new family.
I am loved.
I am me.
Will you believe in me?

Believe in me
Help us **transform** the lives of the UK's most vulnerable children.

Believe in children
Barnardo's

Digital

social media guidance

Social media is an essential way we spread the word about our work – and we value every retweet, like and share in support of our campaigns. However, if you are managing an official and authorised Barnardo's account it's important that all accounts are approved through the Digital team before being launched.

When using a personal account to support our work, there are a few key things to note:

- Please **do not** include Barnardo's in your username or handle. It's better to emphasise that personal accounts are personal, not official branded channels.
- Although you can include Barnardo's in your bio, it's **best practice** to state that you work for a 'children's charity'. Please see the [Charity Commission](#) for further information on regulations.
- **Be yourself** – But do consider your audience and how you might come across to others. As a rule, you shouldn't tweet anything that you wouldn't be comfortable for your line manager to see.
- Keep an eye on spelling and grammar, to share Barnardo's messages in a clear, professional and engaging way.

For more tips and guidance on managing your social media account, please refer to our [social guidelines on b-Hive](#).

If you manage an authorised and official Barnardo's account, here is quick list of do's and don't's for using Believe in Me:

- Use the hashtag #BelieveInMe (note specific capitalisation)
- Link to www.believeinme.org.uk
- Don't force 'Believe in Me' or '#BelieveInMe' into your writing, unless you're specifically saying #BelieveInMe ad / campaign.

Do: 'Incredible things happen when you believe in children. Check out @barnardos #BelieveInMe campaign'

Don't: 'Incredible things happen when you #BelieveInMe'

Digital | website guidance

When you create and edit pages on the Barnardo's website the content should be:

- **Easy to skim.** Web users typically scan for information – so be direct. Use consistent, meaningful headers, bullet points or numbered lists.
- **Written in plain language and short sentences.** Please see our [writing guidelines](#) for further details.
- **Focused around audience needs.** Be selective and prioritise information, putting the most important at the top. Provide additional information by signposting to other areas of the site, or social media.
- **Accessible.** Ensure the site works on mobile phones, tablets and PCs, to talking browsers and screen readers. [W3C's accessibility guide](#) provides a helpful overview on how to do this.

For more information about writing for the web, please refer to [Usability's online guide](#). Our [website and content management guides](#) are also a useful resource.

Being a diverse organisation

Equality, diversity and inclusion run through everything we do – this includes our communications which should be:

Accessible: Ensure you're meeting minimum accessibility requirements with font size, language and colour contrast all taken into consideration. For all communications but particularly any with extensive copy, always refer to the [Dyslexia Style Guide](#) and incorporate the principles wherever possible. This will help ensure persons with certain visual impairments or types of Dyslexia will not be disadvantaged.

Also note that for some people an MP3 audio version of a document may be needed.

Inclusive: Consider whether translation is required or if there are any specific needs for your audience.

Representative: We represent a modern multicultural UK and we support children regardless of gender, race, disability, religion or sexual orientation. We want to represent the children and families we support and have relevance with multicultural audiences. Consider imagery, stories and areas of our work.



Welsh and bilingual materials

Please take all reasonable steps to provide Welsh and bilingual materials where required. Our materials can be translated into other languages to reach different audiences on a case-by-case basis.

Double-page spread example



Useful tools

Barnardo's Create...

Create... is a fast and cost-effective way to produce branded materials from ready-made templates such as posters and leaflets as well as various stationery items including business cards and letterheads.

A guide to Create... can be found [here](#).
For further information, email the team at create@barnardos.org.uk

Templates and forms

Branded templates for Word (with fundraising standards board) and Powerpoint templates can be found on Bhive.

Registered Charity Nos.

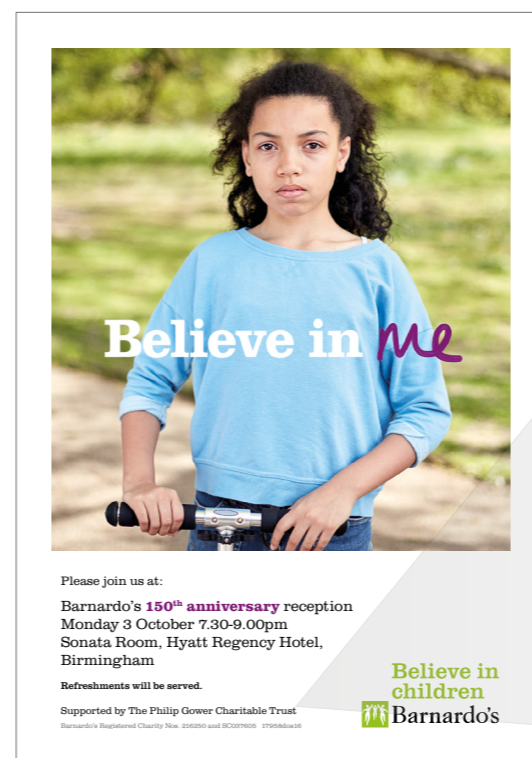
It is a legal requirement and Barnardo's policy to carry our registered charity numbers on all communications materials alongside the logo.

This line must read as follows:

Barnardo's Registered Charity Nos. 216250 and SC037605

If space is limited:

Barnardo's Reg. Charity Nos. 216250 & SC037605



Barnardo's **150th anniversary** reception
Monday 3 October 7.30-9.00pm
Sonata Room, Hyatt Regency Hotel,
Birmingham

Refreshments will be served.

Supported by The Philip Gower Charitable Trust
Barnardo's Registered Charity Nos. 216250 and SC037605

Fundraising Regulator logo

All fundraising materials should include the Fundraising Regulator logo.

The minimum amount of space around the logo is determined by the height of the 'FR' within the icon.

To ensure the logo retains its visual impact and is accurately rendered, it should not be reproduced smaller than 12mm in height.

The Fundraising Regulator statement below can be used on its own if there is not enough space for the logo.

'Registered with the Fundraising Regulator'



Key contacts

Before you start working on a project, below is a list of contacts who can provide guidance.

If you are producing flyers, posters or other promotional materials, or need help developing photography or film please contact:

Maureen Jeffers

Production and Client Services Manager
Tel: 020 8498 7347
Email: maureen.jeffers@barnardos.org.uk

Or

Jim Powles

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