



BRAND GUIDELINES

CONTENTS

Our Brand Identity	4
Style Guide	
Our Logo.....	6
Colour Palette	12
Typography.....	14
Resources	
Design Assets.....	17
Photography	18
Layout and design	
Printed materials	20
Video	22
Website.....	24
Email Signatures	24
Email Campaigns	25
Messaging	
Tone of voice	26
Tailoring content	27
Key Messages.....	28
Corporate Partnerships	30
Useful Information	
Use of Charity Details	32
House Style	33
Acronymns	34
Capitalisation.....	35

Telling our stories through compelling
images and engaging content



OUR BRAND IDENTITY

Our brand – our visual identity and tone of voice – is one of our most valuable assets as a charity.

Our visual identity is led by our amazing photography and our bold logo and icons. Our tone of voice flexes dependent on the audience but in general, it's personable and approachable, with a military twist.

These brand guidelines for staff, volunteers and suppliers contain all the tools you need to communicate with our audiences in a simple, clear and consistent way. The tools will help you to send the right messages to our supporters and ensure they know who we are, what we do, and the impact of our work in Nepal.

The brand guide covers all areas of communication, whether written or visual, in print or digital format, across all media channels.

The guidelines explain how we look and sound as an organisation and how to communicate this effectively. Being consistent and professional in our output helps to affirm our identity, engage supporters and potential supporters, and keep ahead of the competition in an increasingly crowded marketplace.

The style guide gives details on our logo and how it should be used, our brand colours, fonts and written style. Our resources include a rich library of photographic images and other assets such as social media logos and graphic icons.

Clear, consistent and informed content is essential in all our communications. The Messaging section outlines our 'tone of voice', all our key messages and how to adapt content to suit different audiences.

There are also some useful examples of how we apply the brand in different types of media, tips on layout and design, and how to use templates and styles to keep output consistent.

The document is owned by the Head of Fundraising & Communications. If anything isn't clear, please revert to that post in the first instance.

Our brand guidelines and digital assets can be found at www.gwt.org.uk/brand



OUR LOGO

Our logo is clean, crisp and versatile, and is instantly recognisable whether used online, in print, on branded clothing or promotional materials. The logo features the famous crossed kukri symbol, synonymous with the Gurkhas.

The logo should feature on every output we have. Its primary position is in the top left hand corner of assets.

The full suite of our logos can be downloaded from our website: www.gwt.org.uk/brand



SINGLE COLOUR LOGO

Where a single colour logo is required, for example on printed promotional goods or clothing, the green version of the logo can be used. The green must be as per the colour palette. Do not reproduce in any other colour.



SILHOUETTE LOGOS

Where black and white is required the logo may be used in a silhouette style in black, grey or white.



WHITE SILHOUETTE LOGO

The white silhouette logo must be used over a photograph, graphic, video or block colour.

When using over a photograph, choice of image and position is essential. The logo must be clearly visible and placed over a 'neutral' part of the image. For advice on choosing suitable images speak to a member of the Communications Team.



LOGO SIZE AND RATIO

The proportion, spacing and size relationships of the internal elements of the logo have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. Sizes indicated here are for your reference only.

The logo is square with a ratio of 5 (height) x 5 (width)



MINIMUM SIZE

The minimum size for displaying the logo is 25mm wide.

If the space available for a logo is smaller than this, use the written name ‘The Gurkha Welfare Trust’ in place.



THE EXCLUSION ZONE

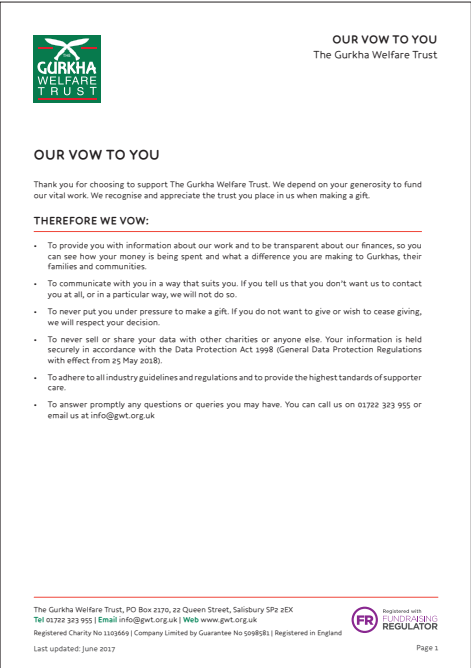
It is important to keep a clear space between the logo and any other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.

The clear space around the logo is known as the ‘exclusion zone’. This is calculated from the height of the letter ‘G’ in Gurkha.



PLACEMENT

Where possible the logo should be placed in the top left-hand corner of documents, publications, photos and videos. The recommended logo size for policy documents/ reports is 25mm – 30mm.



INCORRECT USE OF THE LOGO

The logo must always be presented in a correct and consistent manner. Incorrect use can undermine our brand identity.

These are some examples of incorrect presentation of the logo.

DO NOT

1. Change the colour of the logo
2. Reproduce the logo in a tint (lighter colour)
3. Stretch or skew the logo
4. Rotate the logo
5. Crop the logo
6. Move, add or remove elements
7. Use the colour logo on a dark background, photograph or graphic.
8. Use the logo over an image that obscures or reduces the clarity of the logo.



COLOUR PALETTE

Our colours are evocative of the communities we serve in Nepal.

Our primary colour is green - we use this for our logo and for backgrounds on print materials such as newsletters and banners.

Our secondary colour is light green. We use this mainly for backgrounds and in digital media.

Our accent colour is red. This is used to underline headings and as an accent colour where needed. It should be used sparingly.

Our brand style is crisp and clean so you should avoid using multiple colours/tints.

PRIMARY	<div><div>PANTONE 335 C</div><div><div>C 88R 0</div><div>M 25G 126</div><div>Y 82B 79</div><div>K 10</div><div>HEX #007e4f</div></div></div>				
	80%	70%	60%	50%	40%
SECONDARY	<div><div>PANTONE 559C</div><div><div>C 37R 175</div><div>M 4G 210</div><div>Y 31B 190</div><div>K 0</div><div>HEX #afd2be</div></div></div>				
	80%	70%	60%	50%	40%
ACCENT	<div><div>PANTONE 1788 C</div><div><div>C 0R 231</div><div>M 88G 57</div><div>Y 82B 47</div><div>K 0</div><div>HEX #e7392f</div></div></div>				
	80%	70%	60%	50%	40%

TEXT COLOURS

We use black for the majority of our copy.

White should be used for text on a dark background or overlaid on an image. Use of white text on a plain background keeps our messages clear and maintains the crisp and clean style.

<div><div>PANTONE RICH BLACK C</div><div><div>C 73R 3</div><div>M 68G 0</div><div>Y 67B 0</div><div>K 89</div></div></div>				
80%	70%	60%	50%	40%

COLOUR MODES

For print publications the document colour mode should be set to CMYK. Use the CMYK references shown above. Do not use spot colours on publications which are digitally printed as they may not print correctly. Colours may also vary depending on the printing method. It is recommended you always ask for a hard copy proof of print publications.

RGB colour mode may be used for images and digital assets.

HEX references may be required for some online assets, for example if using email software such as Dot Digital or Mail Chimp.

The Pantone references may be required for colour matching, for example when printing on T-shirts or cotton bags.

TYPOGRAPHY

Typography is how we arrange type to make written language legible, readable and appealing to the reader. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing, and letter-spacing.

When setting up documents, presentations, or artwork, make use of templates with preset styles for headings, body text etc. This will ensure that styles are consistent throughout the document and will save you time formatting text. This is particularly important for multi-page publications such as the Annual Review or Samachara newsletter, to maintain a consistent look throughout.

PRIMARY TYPEFACE

Our primary font is CoreHumanistSans in black. CoreHumanistSans is a contemporary font which is clean and simple, unpretentious and easy to read. There is no contrast in the characters, which means that all strokes are equally thick. It is described as a ‘neutral’ font and is suitable for all audiences.

All the variations of the font are shown below.

If you need to install the fonts they can be downloaded from our website: www.gwt.org.uk/brand

CoreHumanistSans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

<> , . / ? : ; “ ” ‘ ! @ # £ \$ % ^ & * ()

CoreHumanistSans Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

<> , . / ? : ; “ ” ‘ ! @ # £ \$ % ^ & * ()

CoreHumanistSans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

<> , . / ? : ; “ ” ‘ ! @ # £ \$ % ^ & * ()

CoreHumanistSans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

<> , . / ? : ; “ ” ‘ ! @ # £ \$ % ^ & * ()

SECONDARY TYPEFACE

Where CoreHumanistSans cannot be obtained, the substitute typeface is Calibri. Calibri offers a similar feel and can be used with the same rules.

Calibri Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

<> , . / ? : ; “ ” ‘ ! @ # £ \$ % ^ & * ()

Calibri Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

<> , . / ? : ; “ ” ‘ ! @ # £ \$ % ^ & * ()

Calibri Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

<> , . / ? : ; “ ” ‘ ! @ # £ \$ % ^ & * ()

Calibri Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

<> , . / ? : ; “ ” ‘ ! @ # £ \$ % ^ & * ()

STYLES

We have standard styles, particularly for letters and printed publications. They may be adjusted according to your audience and purpose, for example if you need to use larger print. Publications such as the Samachara newsletter or appeal mailings may use additional styles to make them more visually engaging or give a more ‘informal’ look.

Sample styles:

HEADING The section heading is bold 15pt with letter spacing 1.5 pt (or Tracking +40). Headings may feature a red line, either the width of the text or full width of the page.

Body text should be regular 11pt or 12pt

Bold is used for introductory paragraphs and to emphasise elements of the text e.g. facts or statistics

“Quotes should always appear in italics.” Use typographers quotes “ ” not straight quotes " ".

Text colour

Text should be predominantly black. An **accent colour** may be used to highlight important elements but should be used sparingly.

Text overlaid on an image or block colour should be white.

DESIGN ASSETS

We have a suite of **graphic icons** which can be used to illustrate our various areas of work, fundraising activities and events. These icons should only be used alongside suitable imagery or copy outlining the service or activity. They should not be used as sole descriptors.

Minimum icon size is 25mm x 25mm. Spacing between icons should be no less than 25mm.

Icons are available in black, green, red or white.

They can be downloaded from our website: www.gwt.org.uk/brand



SOCIAL MEDIA ICONS

Our social media icons can be displayed green, or in white when overlaid on a colour or image. The minimum icon size is 10mm x 10mm. Icons should be evenly spaced with no overlap.

Where used in digital media, each icon should have a hyperlink to the relevant social media page:

Facebook - www.facebook.com/gurkhawelfaretrust

Twitter - twitter.com/gwtorg

Instagram - www.instagram.com/gurkhawelfaretrust

Linked in - www.linkedin.com/company/the-gurkha-welfare-trust

Youtube - www.youtube.com/GurkhaWelfareTrust

Social Media icons are available in green or white.

They can be downloaded from our website: www.gwt.org.uk/brand



PHOTOGRAPHY

Images are an incredibly powerful communication tool. Excellent photography is at the heart of our brand, and we have a rich library of high-quality images of both beneficiaries and the staff who support them. Our preference is always for positive images with bright colours and people smiling.

We use the online image library Canto - access for staff only at gwt.canto.com. This has a superb selection of photographs covering all our services and activities. We also have a wealth of case studies including compelling video content, photographs and interviews. These resources are owned by The Gurkha Welfare Trust and we have permission to use them in any marketing materials, unless otherwise indicated.

Please note that UK GDPR rules apply to the use of personal data in images and any images used in the public domain should not show any personal details such as a name or pension number on an envelope or pension book. These must be removed before the image is used.

Printed materials

The most effective lead image is a full page portrait-style photograph with bleed (ie the image goes to the edge of the page). Always set up printed materials with 3mm bleed so no part of the image or text is cropped when the paper is trimmed.

For professional quality printing images should be a minimum of 300 dpi.

Overlaid text

We use overlaid text on images to grab the reader's attention and lead them to read the rest of the story. Overlaid text is white in a black container with 85% opacity. Containers hang from the right or left side of the page, ideally at the top or bottom of the image, as long as the main feature of the image is not obscured.

Where descriptive captions are added to images, for example in the Samachara newsletter, they may be overlaid in white text without a container

Image credits

When we credit photographers we write the credit vertically from the bottom right, never on the image. Where this is not possible there should be a separate listing crediting photographers at the end of the page or post.

Stock images

We rarely have need for stock images - for most purposes we have plenty of choice in our photo library. Where specific images are required for example for an advert or promotion, it is acceptable to use high quality stock images. You must ensure that the image has the correct licence and check whether attribution is required.

Online images

Images may be cropped for use on social media, on the website or our e-newsletter. There is usually no need to add a logo or caption. Lower resolution images can be used online as long as they are of a reasonable quality.

For social media advertising on occasion we add a different background to an image in order to better appeal to the target audience - see example on the next page.

EXAMPLES

Image with overlaid text



Full bleed image



Images cropped/ edited for social media



PRINTED MATERIALS

Leaflets

Where possible, leaflets should be sized as 6PP DL format.

Where a larger format is required (to include a donation form or similar) then a 4PP A5 format can be used.

Front covers should feature full-page images bled to the edges with overlaid copy and the white silhouette logo in the top left corner.

Paper stock

Our preference for general printed materials is medium-weight (120gsm or similar) matte uncoated stock.

Cards

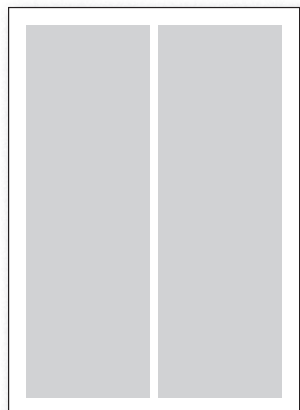
Thank you cards are A5 or A6, left blank inside for a hand-written message, printed on uncoated board.

Columns

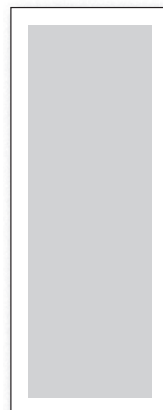
For A4 documents such as Samachara, Annual Review and Annual Report & Accounts, up to a three-column layout can be used.



On A5 documents we use two columns.



On a DL leaflet we use a single column.



VIDEO

Video is a powerful and popular form of content for marketing and communications. It is an immersive medium that can represent our brand in a whole new way and potentially reach new audiences.

It is vital that we ensure consistency across all our marketing channels. These guidelines show how to produce video content that is in line with our branding, consistent with our other content, and suitable for use across multiple digital channels.

Format

The best ratio for videos is 16:9. The optimum output size is 1280 x 720 for YouTube and social media channels.

Video length

For longer videos it is best to have a full-length version for YouTube, news posts or E-news and cut down versions for social media or adverts.

Recommended video length:

Facebook organic video post: 2-6 minutes

Twitter organic video post: 20-60 seconds

Social media video adverts: 15-20 seconds

Social media stories: 15-20 seconds

Web post: 2-8 minutes

Youtube: up to 15 minutes

Instagram videos last for a minute before you need to select 'reel' mode which does not have a time limit.

Subtitles

Much of our video footage is in Nepali. When translating, editors should keep as close to the original meaning as possible. However, there is room for adaptation in order to convey a more accurate or comprehensible message. For example, if a beneficiary mistakenly refers to the Trust as the "British Government", but it is clear that they are describing the charity, this can be reflected in the subtitles.

Subtitles should be centred at the bottom of the screen (Y position around 950). They should not break over more than two lines. The font is CoreHumanistSans Bold 70pt, white filled with a black outer stroke:

Size: 20.0

Type: Edge

Opacity: 100%

Subtitles also include a black drop shadow for clarity:

Opacity: 80%

Angle: -230.0

Distance: 7.0

Size: 10.0

Spread: 20.0

Captions

Captions indicate copy which narrates rather than quotes.

The font is CoreHumanistSans Bold white, 70pt with 30pt leading. Use a black background of 90pt height and 80% opacity. Title transitions are typically cross fades.

Copy should not break over more than three lines at a time. Positioning of captions can be flexible so as not to obstruct imagery. However, typically captions are locked to the left or right of the screen, with the background bleeding to the edge of the frame.

Logo placement

The white silhouette logo is present in the top left corner of the screen throughout the video.

The logo dimensions should be approximately one fifth of the total video height. Padding should follow the standard logo guidelines.

End frame

The end frame contains the white silhouette logo in the centre of a black screen and the web address below in CoreHumanistSans Bold white.

Still images

Still images can be integrated in a video where appropriate or if suitable footage is lacking. These should not constitute more than one quarter of the video duration.

Music

Traditional Nepali instrumentals are typically used as background music at a consistent volume. We lower it when there is dialogue but it should not be muted except for specific effect.

Voiceovers

All voiceovers are in English, however we always prefer them to be spoken with a Nepali accent.

Video grab with subtitles:



Video grab with captions:



Video grab end screen:



WEBSITE

The website has built-in templates and styles which are consistent with our branding. There are templates for pages, news posts, event listings, donation forms and accordions (FAQs). We always use the preset styles for headings and paragraphs.

All pages are optimised for mobile and tablet displays and graphics will adjust accordingly.

Web Page Banners

When selecting images for banners, choose high-resolution images which can be cropped to fit the banner sizes. Make sure the page title does not obscure a face or main feature of the image.

The optimal page banner size is 2560 x 630 px



EMAIL SIGNATURES

Email signatures are standardised, with a banner which is updated to reflect the current appeal. Email signatures are automatically applied to all outgoing messages. The email signature includes the following elements:

- Name
- Job Title
- Direct dial and main telephone number
- Office address
- Website

- GWT Logo
- Fundraising Regulator Logo
- Social media icons with links
- Appeal banner with donate link



Name
Job Title

DD: 01722 323 955 | Office: 01722 323 955 | Web: www.gwt.org.uk
The Gurkha Welfare Trust, PO Box 2170, 22 Queen Street, Salisbury, SP2 2EX





Registered Charity No 1103669 Company Limited by Guarantee No 5098581 Registered in England
This email and any attachments are confidential and may also be privileged. If you have received it in error, you are on notice of its status. It is intended solely for the addressee. If you are not the intended recipient, please notify the sender immediately and delete all copies of the email on your systems and any attachments.

EMAIL CAMPAIGNS

The e-newsletter is a monthly mailing sent to supporters who have agreed to receive email communications.

We also send out emails to promote fundraising campaigns, events and challenges, and to provide information for event participants or people taking part in Community Fundraising initiatives.

When setting up mailings use a template or copy a previous campaign to ensure consistency of design and layout.

E-NEWS

Contents should include:

- Logo
- Title
- Personalisation
- Intro paragraph
- 4-6 news items
- Featured event or challenge
- Upcoming events and challenges
- Footer - social media links, charity details and contact information.

All email campaigns must include an **unsubscribe** option and **reason** for sending the mailing.

Examples:


You are receiving this email because you opted in to receive updates from us.

You are receiving this email because you purchased tickets for our concert.

Layout for news items in E-News

- Image with link to main content
- Headline
- Short description/ introduction to main content
- Button with link to main content or call to action:

- Read more
- Sign up now
- Register here
- Shop now
- Donate




Your monthly update from The Gurkha Welfare Trust

Dear Heather,

To commemorate Remembrance, veterans and widows at our Residential Homes **proudly wore their poppies** in memory of those who lost their lives in battle.


An update on our work this last month is below. You may also be interested in our new merchandise. To show support for Gurkha veterans and their families, we have introduced a **brand new range of clothing and accessories** that feature our beautifully embroidered crossed kukri logo. If you are still looking for the perfect Christmas present, shop our new **sweatshirts, rugby shirts, ladies' t-shirts**, and more.

Thank you for your support,
The Gurkha Welfare Trust




Lest we forget: Remembrance Day 2021

In November we commemorated the brave Gurkha soldiers who suffered or died in the many wars they have fought at Britain's



Giving our heroes the healthcare they need

As Gurkha veterans grow older and more frail, repaying our debt of honour means giving our pensioners and their families



Conquering Mera Peak in aid of Gurkha veterans

After two years of intense training, supporter Andrew Bentham traveled to Nepal and climbed Mera Peak to fundraise for the GWT. Read more about how Andrew trained for this expedition, how he felt reaching the summit, and the incredible amount he raised for the Trust.

[Read more](#)

TONE OF VOICE

Our tone of voice is the way in which we express our messaging and stories. Our tone is always professional, passionate and Nepal-centric. Our voice is flexible depending on the medium in which it's being communicated, and the audience it's aiming to engage.

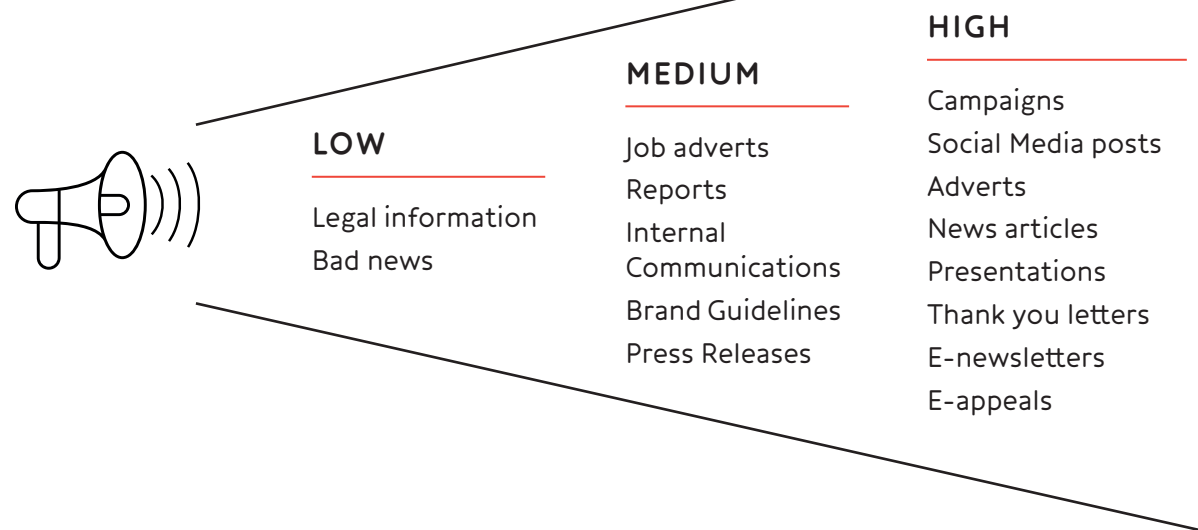
The majority of our communications are story-led and we have a wealth of great case studies, quotes, photographs and videos which make our messages engaging and emotive.

Volume control

We can adjust our messaging depending on the context by increasing or decreasing the 'volume'.

To increase the volume:

- Make the sentences shorter
- Use more expressive words
- Be more informal, write as if you are speaking aloud
- Use terms like 'we' and 'your support' to appear inclusive
- Front-load the important information
- Use references to Nepal and our beneficiaries as much as possible
- Use abbreviations where appropriate.



ACTIVE VOICE

In our communications we should always use the active voice. This gives out a strong, positive message and helps the reader to feel included.

Use active voice :

✓ We treated over 600 patients at our Medical Camp.

Avoid passive voice:

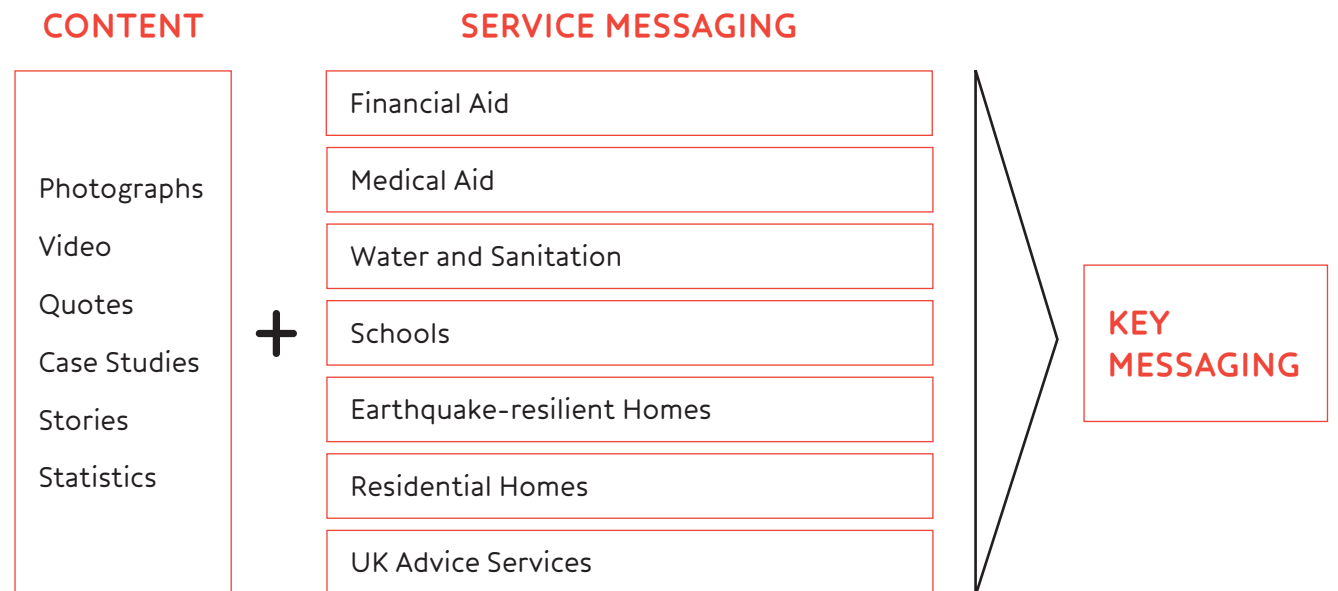
✗ Over 600 patient received treatment at our Medical Camp.

Make it personal:

With your support we have built over 1,500 earthquake-resilient homes.
Your generous donations help us to provide financial and medical aid to Gurkha veterans and widows.

OUR MESSAGING

The key messages we deliver are supported by the pillars of our service messaging and grounded on a solid base of engaging content and imagery.



TAILORING YOUR CONTENT

It's important to tailor your content to the audience with whom you are communicating.

Cold audience / general public

Communicate in general terms. Try to tier your communication so as to cover 80% Trust messaging, 10% serving Brigade and 10% the history of the Trust or the Gurkhas. The idea is to engage people in the Gurkha cause as well as in our work.

Warm audience/ existing supporters

Focus on news from Nepal, the progress of our key service areas and updates on our work in general.

Use content and messaging that clearly explains what we do and, most importantly, also demonstrates the impact of what we do.

Use the active voice and the terms 'we' and 'our' to ensure that people feel included in our work and are making a contribution to our successes. Ensure they feel valued at every opportunity and say thank you frequently.

Champions/Brand ambassadors

People who are keen to tell our story are invaluable. Lead with engaging and emotive case studies, stories of our work and bold statistics.

Provide copy that can be easily remembered and replicated, such as our key messages (listed in the next section.) Front-load statistics and sound bites in your paragraphs such as "We have 500+ staff in Nepal" and "Last year we provided medical care to over 50,000 people in Nepal". Make sure that any statistics provided are up-to-date.

KEY MESSAGES

Main message

The Gurkha Welfare Trust provides vital support to Gurkha veterans, their families and communities in Nepal.

Extended message

The Gurkha Welfare Trust provides vital support to Gurkha veterans, their families and communities in Nepal.

We enable people to live with dignity by delivering essential financial and medical aid and work with local communities to provide access to clean water and education.

SERVICE MESSAGES

Supporting Impoverished Gurkhas

We deliver a package of care to Gurkha veterans and widows to ensure they can live with dignity.

Our Pensioner Support Teams journey into the hills of Nepal on motorbikes, in 4x4 vehicles and on foot to pay them a pension, check their health and deliver medication in their own homes.

Medical Aid

We provide an international standard of healthcare and medication to Gurkha veterans and their families living in Nepal. We do this through our regional medical clinics, via home visits by specialist staff and by arranging subsidised treatment at carefully selected national hospitals.

Clean Water and Sanitation

Our water projects bring clean water and sanitation to remote communities in Nepal. We install individual tap stands and toilets to households and schools. By ensuring a safe water source and providing a comprehensive education programme on the importance of sanitation we see sharp drops in water-borne diseases such as dysentery.

School Projects

Our schools programme builds, repairs and improves schools in remote regions of Nepal and in turn provides access to education and a better future for Nepali children.

Earthquake Resilient Homes

It's not if another earthquake hits Nepal, it's when. We are taking pre-emptive action by building earthquake-resilient homes for Gurkha veterans and widows.

Residential Homes

Our two Residential Homes provide round-the-clock care to Gurkha veterans and widows who would otherwise struggle to live alone. With no comparable facility in Nepal, they set the standard of care for the elderly. The Residential Homes also provide in-patient hubs for our Rehab Services with bed spaces dedicated to rehabilitating beneficiaries on a short-term residential basis.

UK Advice Services

Since the revised settlement ruling in 2009, many Gurkhas and their families choose to live in the UK. In collaboration with Headquarters Brigade of Gurkhas (HQBG), we established two Gurkha Welfare Advice Centres (GWAC) in 2010, one in Aldershot and another in Salisbury, to provide advice and signposting to government and charity support for those choosing to settle in the UK.

SPECIFIC MESSAGES

The Gurkhas

The Gurkhas are soldiers from Nepal who are recruited into the British Army (or the Indian Army), and for the last 200 years have committed themselves to the service of the British Crown. Gurkhas are known to be as fearless in combat as they are good-natured in daily life. To this day, they remain renowned for their loyalty, professionalism and bravery.

Welfare Pension

We pay a pension to thousands of impoverished Gurkha veterans or widows in Nepal who are not eligible to receive a British Army pension. The rate is calculated each year using a 'shopping basket' of basic goods such as rice, vegetables and firewood. For many people, this is their only source of income.

Disability Support Grant

For disabled dependents of our core beneficiaries, we offer a regular monthly grant similar to the Welfare Pension. Without this financial support, and in the absence of a developed-world health system, disabilities can pose an insurmountable obstacle in Nepal.

Emergency Hardship Grant

We are needed the most during moments of tragedy. When disaster strikes in the form of fire, flood, landslide or earthquake, GWT is ready to provide immediate assistance, by offering financial and other support.

Winter Allowance

Our Winter Allowance is an additional annual gift distributed to all of our pensioners to ensure that they are equipped to endure the colder months of winter.

Home Carers Allowance

Sometimes, family members of our Pensioners care for them full-time. When this happens they are able to apply for a grant from us to support them as they are unable to work.

Medical Camps

We provide free medical camps for people living in communities in the remote hills of Nepal. For many, this is the only medical assistance they receive. Relatively simple procedures like cataract removals and tooth extractions can make all the difference to those living in discomfort.

Disaster Preparedness

Nepal is particularly prone to earthquakes and was hit most recently by a devastating earthquake in 2015. Many of our veterans and widows were affected and nationally the death toll was high. After distributing emergency aid in the immediate aftermath, and subsequently helping to rebuild communities, we have turned our attention to our longer-term strategy.

Resilience for the next earthquake is central to our thinking. We have delivered training to our own staff and in due course will expand this to include the communities we serve. We are distributing essential items across Nepal and we have improved our ability to communicate in the event of a disaster.

THE GURKHA WELFARE TRUST BUSINESS CLUB

The support we receive from our Corporate Partners is essential in helping us to provide welfare and support to Gurkha veterans, their families, and communities in Nepal. The charity name and brand is a valuable asset and, in a commercial partnership, can generate substantial benefits for the company. It is important that we safeguard the assets, name and reputation of the charity at all times.

Companies have the opportunity to join our Business Club which offers three levels of membership with different benefits: Silver, Gold and Platinum.

BUSINESS CLUB LOGOS

Business Club members may use the logo appropriate to their membership level.

Logos can be downloaded from:
www.gwt.org.uk/brand

The logos should be displayed clearly, kept in proportion and not altered, embellished, redrawn or reproduced in any other colour.

The minimum size for displaying the logo is 25mm wide.



It is important to keep a clear space between the logo and any other text, graphics or illustrations. You should allow an exclusion zone calculated from the height of the crossed kukris.



Members of the Business Club may:

- Promote their partnership with The Gurkha Welfare Trust in their own communications, in print and online
- Display the relevant Business Club logo with the wording "Silver level partner of The Gurkha Welfare Trust" or similar
- Display The Gurkha Welfare Trust logo with the wording "We are supporting" or "Supporting".

The Gurkha Welfare Trust may:

- Display the Corporate Partner's logo on our Business Club page
- Promote Corporate Partnerships via print and digital media channels
- If the company is sponsoring an event, we may display the company logo with the words "Event Sponsor" or "Sponsored by".



USE OF CHARITY DETAILS

All charitable organisations registered under company and charity law in England and Wales must publicise their charitable status on all written material and on their website.

You must make sure that all business letters, order forms and website state:

- The registered company's full name
- The words "Registered Charity" (the charity registration number may be quoted but this is not obligatory)
- The company number
- The place of registration of the company
- The address of the registered office
- That the charitable institution is a limited company if the name does not include the word 'Limited'.

Information that must be displayed:

The Gurkha Welfare Trust
Registered Charity No 1103669
Company Limited by Guarantee No 508581
Registered in England
Registered Office: PO Box 2170, 22 Queen Street, Salisbury SP2 2EX

The registered company's full name 'The Gurkha Welfare Trust' and the words 'Registered Charity' must appear on all notices, official publications, business correspondence and documents.

For more detailed guidance visit: www.gov.uk/government/organisations/charity-commission

We are registered with **The Fundraising Regulator** and their logo should be added to relevant publications and policies. The logo and guidance for use can be found in the brand asset library: www.gwt.org.uk/brand



For more information visit: www.fundraisingregulator.org.uk/code

HOUSE STYLE

Our house style is loosely based on that of the BBC style guide. Where a style is not included below, you should use the BBC style for guidance: www.bbc.co.uk/newsstyleguide/

Capital letters

Aside from in headers, we use uppercase letters sparingly as they make reading more difficult. Block capitals are generally only used in headings. We capitalise our service areas as well as our job titles.

Plain English

Try to keep all writing simple – use short sentences and simple words. See Tone of Voice and Messaging for more information.

Quotation marks

We only use double quotation marks, unless it's for a quote within a quote, in which case we can use single ones. For example: "The project has had a big impact on those in the village. One resident said, 'we would be lost without it'. It was really encouraging".

Dates

Set dates out as: 2 February 2017

Our financial year is written as 2017/18 and the calendar year as 2017-18.

Times

We use the 24 hour clock. For examples our office hours are 08:30 to 17:00 Monday to Friday.

Spelling

We use British spelling and 'ise' rather than 'ize'. Common examples include 'adviser', 'programme', 'organisation', 'colour' and 'recognise'.

Numbers

We write out numbers one to nine, and use numerals for 10 and over. We always used numerals for percentages. To illustrate thousands we use a comma, for example 1,000.

Contact details

For addresses, phone numbers and URLs we adhere to the following format:

The Gurkha Welfare Trust
PO Box 2170
22 Queen Street
Salisbury, SP2 2EX

Phone: 01722 323 955
Web: www.gwt.org.uk (no need to use https://)

Punctuation

We try and use minimal punctuation. For example, we write eg, ie and etc without full stops. NB and PS should be in capitals, with no full stop, followed by a space and initial capital letter. Exclamation marks can be effective in adverts and on social media but do not over-use.

Nepali vs Nepalese

We always refer to anything as 'Nepali', never 'Nepalese'.

Registered Charity Number

On all of our fundraising communications we include our Registered Charity Number in the following format: Registered Charity No 1103669.



ACRONYMNS

In communications with the public our preference is not to use acronyms at all. It may be necessary to use acronyms, for example if there is limited space or if the same term is repeated several times within the same document. In this case they may be used provided they are written in full in the first instance.

Some acronyms may be used differently in internal and external communication.

AAWO	Assistant Area Welfare Officer	NPR	Nepali Rupees
AWC	Area Welfare Centre	PB	Patrol Base
AWO	Area Welfare Officer	PE	Project Engineer
BEK	British Embassy Kathmandu	PRA	Pensioner Risk Assessment
BG	The Brigade of Gurkhas	PS	Project Supervisor
BGK	British Gurkhas Kathmandu	PST	Pensioner Support Team
BGN	British Gurkhas Nepal	QGE	Queen’s Gurkha Engineers
BGP	British Gurkhas Pokhara	QGS	Queen’s Gurkha Signals
CML	Cluster Medical Lead	QOGR	Queen’s Own Gurkha Logistics Regiment
CPM	Clinic Practice Manager	Rfn	Rifleman
CRT	Cluster Rehab Therapist	RGR	The Royal Gurkha Rifles
CSM	Clinical Support Manager	RH	Residential Home
CST	Cluster Support Team	RWEPP	Resilient WASH and Emergency Preparedness Programme
DAK	Defence Attaché Kathmandu	SAWO	Senior Area Welfare Officer
DFD	Deputy Field Director	SMP	Senior Medical Practitioner
Dir GWT(N)	Director Gurkha Welfare Trust (Nepal)	SP	Service Pensioner
DMD	Deputy Medical Director	SVA	Seismic Vulnerability Assessment
DSG	Disability Support Grant	TIA	Tribhuvan International Airport
FCDO	Foreign, Commonwealth & Development Office	VP	Vulnerable Pensioner
FD	Field Director	WASH	Water, Sanitation and Hygiene
GCSPF	Gurkha Contingent Singapore Police Force	WA	Welfare Assistant
GoN	Government of Nepal	WP	Welfare Pensioner
GM	Gurkha Major	WW1	World War One
GR	Gurkha Rifles (Regiment - eg 2GR)	WW2	World War Two
GSPS	Gurkha Staff and Personnel Support		
GWAC	Gurkha Welfare Advice Centre		
GWS	Gurkha Welfare Scheme		
GWT(N)	The Gurkha Welfare Trust (Nepal)		
HCA	Home Carer Allowance		
HG	Hardship Grant		
HMA	Her Majesty’s Ambassador		
JOA	Jersey Overseas Aid		
KAAA	Kadoorie Agricultural Aid Association		
MD	Major Donor		
MHP	Medical Health Practitioner		
LR	Land Rover		
MHP	Mobile Health Practitioner		
Nk	Naik		

CAPITALISATION

The following should always be capitalised in our communications.

A Army the Armed Forces	L Legacy
B Board of Trustees/the Board the British Army Brigade of Gurkhas/the Brigade Branches British Gurkhas Pokhara	M Medical Programme Medical Camps Mobile Medical Team/Mobile Medical Doctor/Mobile Medical Nurse
C Campaign Names Charity Registration Number Community Aid Programme Company Ltd by Guarantee the Crown/the British Crown Currencies Community Centre Community Support/Community Aid	N Nepalese Rupee
D Disability Support Grant Disaster Response Document titles (eg Annual Report)	P Patron Patrol Base Patrol Doctor
E Earthquake Response	R Ranks Regiments Residential Home/ Home Resilient WASH and Emergency Preparedness Programme
F Financial Aid/Financial Support	S Service Areas Service charities Schools Programme/School Projects School Names
G Gurkha Gurkha Pensioners’ Support Fund Gurkha Rifles The Gurkha Welfare Trust The Gurkha Welfare Scheme Gurkha Welfare Advice Centre The Gurkha Museum the Government/the British Government	T The Gurkha Welfare Trust Trustee
H Hardship Grant	V Vice President
I Indian Army	W War Welfare Centres Welfare Officer World War One/World War Two Welfare Pension Welfare Pensioner Widow Will (ie testament) Winter Fuel Allowance
J Job Titles	



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