

# Patron Brand Toolkit

**THEWAY**  
An OnSide Youth Zone

# About us

The Way Youth Zone, in the heart of Wolverh.ampton, is an inspirational and ambitious charity which has a simple vision

**“To be the go-to place for young people in Wolverhampton”**

Since opening its doors in 2016, it has been a second home to young people aged 8-18, offering an array of over 20 activities nightly, including climbing, art, music, boxing, team sports, dance, cooking and lots more. Their purpose-built haven is more than just a building; it's a dynamic space where young minds from all walks of life converge to explore, create, and dream. The Way Youth Zone empowers young people to thrive, make new friends, try new activities, and unleash potential in an atmosphere brimming with energy and fun.

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# Our Values

## Our Vision

To be the go to place for young people in Wolverhampton

## Our Mission

To invest in young people, aged 8-18, through safe, state of the art facilities, dedicated staff and quality, fun activities. We will engage with young people on a voluntary basis, supporting them to thrive, make positive decisions; creating growth and resilience for the future. Always putting young people first.

## Our Values

Our Values were created by our young people and they shape everything that we do and how we support each other.



# Our Logo

Our logo is made up of three elements:

The triangle  
The Way text

“An Onside Youth Zone” logo and text

To ensure consistency and awareness of The Way brand, the logo must be included in our communications.

Any colour from our palette can be used on the triangle element of the logo.



An **OnSide** Youth Zone



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# Patron Logo

We have a supporter logo which can be used by all Patrons of our Pave The Way Programme.

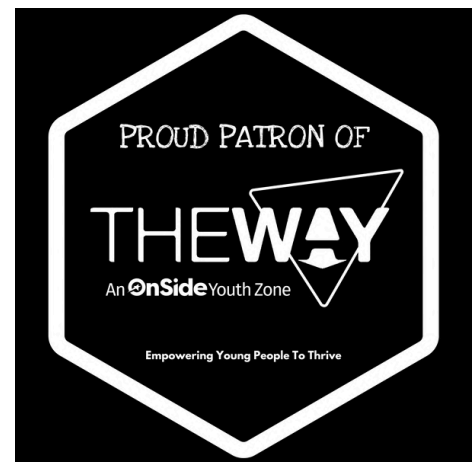
This can be used on your website, social media, print and email signature.



Full colour



Mono



Mono Reverse



# Social Media

## Our Social Media Channels



@TheWayYouthZone



@thewayyouthzone



the-way-youth-zone-wolverhampton



@TheWayYouthZone

Suggested wording:

**We're proud to support The Way Youth Zone, a youth charity empowering Wolverhampton's young people to thrive.**

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# Colour Palette

The colour version of The Way logo should always be against a white background

The spacing around the logo must always remain clear from other graphical elements. This is important in ensuring that the logo stands out.



c90 m70 y0 k0  
#2a5caa  
r42 g92 b170



c60 m100 y50 k0  
#842e62  
r132 g46 b98



c65 m0 y80 k0  
#5dbc68  
r93 g188 b104



c0 m100 y20 k0  
#ed0677  
r237 g6 b199



c0 m0 y0 k80  
#58595b  
r93 g188 b104



c0 m30 y100 k0  
#fdb913  
r253 g185 b19



# Fonts

## Fonts to be used in in promotion of The Way's work

TITLES - Love Ya Like A Sister Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Headings - League Spartan

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

Body - Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



# Charity Details

**Wolverhampton Youth Zone  
School Street  
Wolverhampton  
WV3 0NR**

**Registered Charity Number 1151247**



Registered with  
**FUNDRAISING  
REGULATOR**

