

WELCOME TO OUR BRAND



OUR VERBAL AND VISUAL BRAND GUIDELINES

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**THE VERY
BEST CARE,
WHEN THE
VERY WORST
HAPPENS.**



We're more than a yellow helicopter.

It's Nicola. And it's Luke, Henrietta and Martin.
Four highly trained people.
Which is good, because it's 3am. And very dark.
It's also a blood transfusion.
It's an ultrasound. Defibrillator.
Heart surgery equipment.
A mechanical chest compression system.
Nicola and Luke's winegums.
And it's all airborne in three minutes.

We're more than a yellow helicopter.
It's two air ambulances, flying 24/7/365.
It's four critical care cars, research and training.
Two state of the art bases.
Stocked with the most innovative equipment.
Funded by the communities we serve.

Staffed by experts and volunteers.
From the call room, to the stockroom.
Trained to treat children. Attend motorway accidents.
Help those that are trapped, injured, in cardiac arrest.

It's six people we help everyday, having the worst day.
It's the most serious 1% of 999 calls.
It's our full support afterwards.
We can do all this.
Because we're more than a yellow helicopter.

We're here to give the very best care, when the very worst happens.

ABOUT THESE GUIDELINES

When it comes to brand recognition, you need both a visual and verbal identity.

Whilst our visual identity - name, logo, colours - do part of the work, they don't do it all. We also need a verbal identity i.e. a way we express ourselves that is uniquely East Anglian Air Ambulance.

The most successful brands are those that do this consistently, time and time again. It's how we know Innocent is always playful, and the charity Shelter will always be bold in telling the unvarnished truth.

These guidelines are here to help us speak confidently with one voice, so that people know it's us and who we are.

We already operate in an extraordinary world, attending the most serious 1% of 999 calls. Every day we deal with the type of life and death situations that most people never encounter.

It would be easy to resort to mirroring this in how we speak, with overly dramatic language or sounding like people with a saviour complex.

OR in trying to swerve this, feel bland or overly technical.

OR in trying to defuse this, use humour and off topic content that trivialises what we do and makes us look childish or odd.

We need a tone that reflects the fact we are a highly professional, innovative and ambitious charity, but one that's compassionate, collaborative, and down to earth.

In these guidelines, you should find enough flexibility to adjust your design and writing to communicate with people at different stages of the EAAA journey. But your work will still reflect our overall brand personality and tone of voice.

ABOUT US

We are East Anglian Air Ambulance. A charity providing advanced critical care 24 hours a day, 365 days a year to the most seriously ill and injured people in Bedfordshire, Cambridgeshire, Norfolk and Suffolk, by air and road. We care deeply about the work we do and the people we help. And we do more than you might think; providing aftercare, community life-saving training programmes and undertaking clinical research too. We rely almost entirely on public donations to do our work and don't receive regular government funding.

Fuelled by supporter donations, we partner the ambulance service across the most serious of incidents including road traffic collisions, cardiac arrests and other medical emergencies. When someone needs us, it's usually the worst moment of their life, and their family's. That's why our specialist doctors, critical care paramedics and pilots bring the advanced skills, equipment and medicine directly to the patient's side in the fastest time possible, providing care normally only found in a specialist emergency department.

The equipment carried by our helicopters and critical care cars enables enhanced care at the incident scene – when the patient needs it most – such as blood transfusions, advanced pain relief, sedation and anaesthesia, and surgical interventions. This, combined with quick onward transfer to the most appropriate hospital, gives every patient the best possible chance of surviving and recovering a life-threatening emergency.



OUR PERSONALITY

Our brand
Who we are

The very best care
when the very worst happens

Our personality
How we work

Critical care pioneers with humanity

Highly skilled and
down to earth

Working as
one team

OUR VALUES



‘RAISE’

Our core values



REASONED

Our actions and decisions are evidence based and with others' views in mind



ACCOUNTABLE

We accept ownership and deliver on that acceptance



INTEGRITY

We are honest and ethical



SYNERGY

We work with others to create a better outcome



EVOLUTION

We are constantly working to improve

“Our brand’s verbal identity defines its tone, language style, and messaging—how it speaks to audiences across all communications.”

HOW WE COMMUNICATE: OUR **VERBAL** IDENTITY

OUR TONE OF VOICE PRINCIPLES

Tone of voice principles are guidelines that determine the personality and style of communication for East Anglian Air Ambulance, influencing how a message is perceived and received by our audiences. These three core pillars provide foundational elements to the brand, alongside its values.



OUR TONE OF VOICE PRINCIPLES

What these principles are
and what they aren't

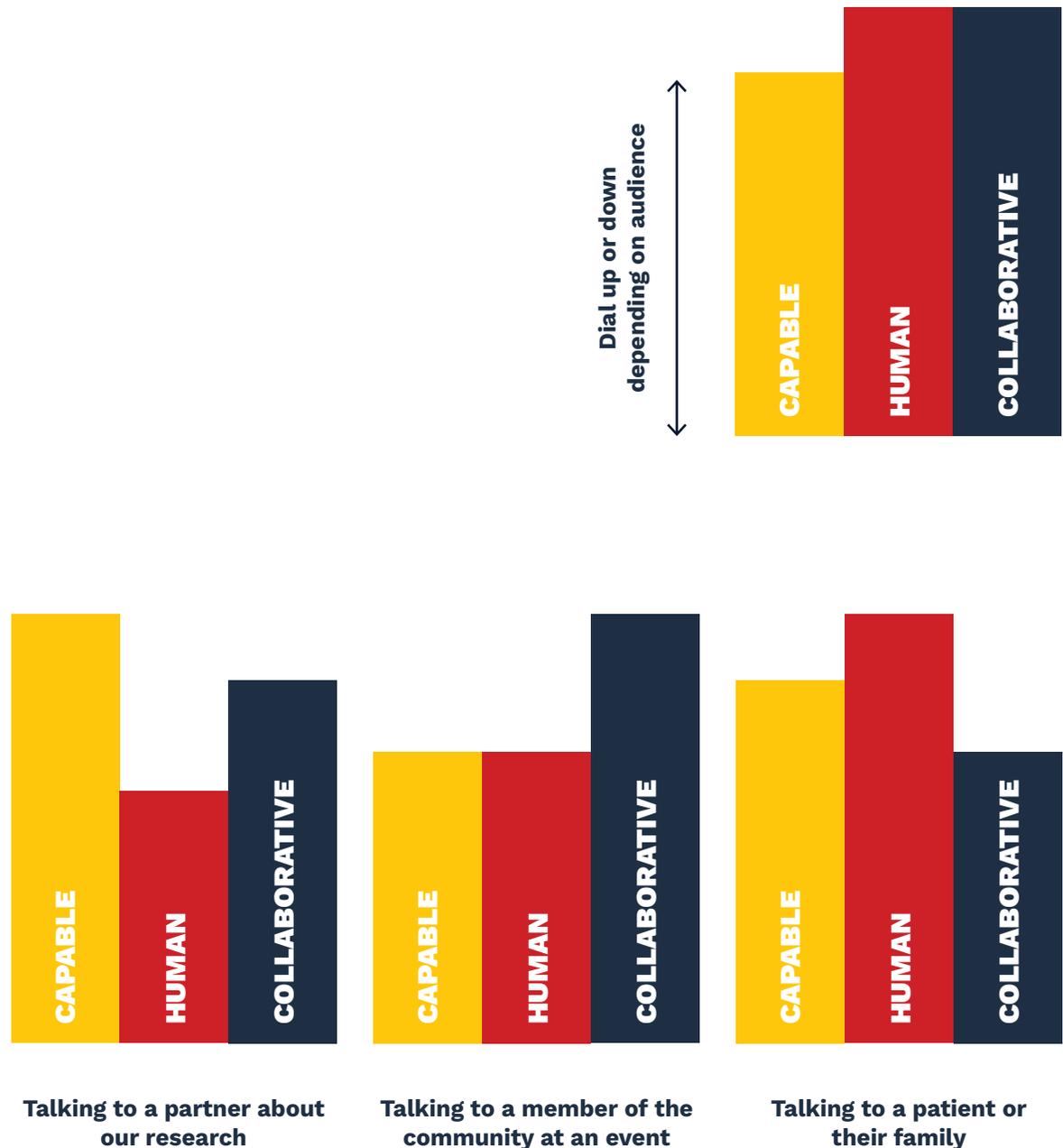
	CAPABLE	HUMAN	COLLABORATIVE
THIS IS	Experienced Professional Reassuring Ambitious Helpful Practical Direct Active	Down to earth Warm Reassuring Compassionate Thankful Witty	Welcoming Community-minded Inclusive Dynamic Friendly
THIS ISN'T	Boastful Self-congratulatory Arrogant Hero complex Boring	Slapstick Silly Unprofessional Overly sentimental	Overly friendly Unboundaried

HOW OUR PRINCIPLES WORK IN PRACTICE

Whilst our personality is a constant, just like people we sometimes apply different tones in how we speak depending on who we are talking to and the context. You wouldn't talk in the same way in a job interview as you would with friends, and we wouldn't talk to patients during a mission in exactly the same way as we would to those taking part in a fundraising event.

Whilst there may be a more obvious anchoring principle e.g. human when speaking with patients, the unique EAAA voice comes from also injecting the other principles, as per the examples below.

- A research report that shows our capabilities, but also our humanity.
- A letter to a grieving family, that's human but also practical (capable).
- A fundraising ask on social media that is written with wit & warmth but reminds people we are highly capable professionals.



PRINCIPLES IN ACTION

CAPABLE

HUMAN

COLLABORATIVE

	Professional, Helpful	Thoughtful, Reassuring	Welcoming, Inclusive
It sounds...			
You would dial it up more in...	Press releases, community training comms, appeals, influencing, high value donor or corporate partnership comms, job ads, case studies.	Comms to patients and their families, including aftercare comms.	Fundraising, volunteering and internal comms, fundraising kits, job ads.
Top tips for how to bake this in alongside with our other principles	Talk about our cutting edge clinical and technical capabilities but always with a human angle.	Show we understand what it means to be involved in a critical incident, not just by being caring, but by also being capable doers too.	Bring to life how energising it feels to be part of something that's aiming to achieve excellence.
Do say...	We care deeply about the people we help. We're a vital partner to the emergency services, providing critical care at the most serious of incidents.	I am always happy to talk with you if you just need someone to listen. Help us to help others.	Join the crew Ground crew Fuelled by supporter donations.
Don't say...	EAAA assists the emergency services at only 1% of 999 calls	Contact us for more information. Fill out our survey!	We want volunteers Non-clinical staff With the money raised.

HOW WE WRITE

Active vs passive

We're there when it matters. Our decisions and actions make a critical, lifesaving difference. The language we use should reflect this dynamism and presence. So where possible we should use active not passive language.

In active voice, the subject of the sentence performs the action of the verb with emphasis placed on the 'doer' of the action.

So 'The crew administered life-saving treatment' not 'Life saving treatment was administered by the crew'.

EAAA vs East Anglian Air Ambulance

While EAAA is a time saving acronym, it reduces us to a series of letters that loses the sense of who we are - especially relevant for unfamiliar audiences. So we need to be careful how often we use it. Refer to us as East Anglian Air Ambulance first and foremost and then consider whether 'we' and 'us' might be a more human way of talking than referring to ourselves in the 3rd person.

Strapline - Together we save lives

No comma and only capitalise Together!

We vs You

We've got a brilliant story to tell. But when writing for an audience, think about involving the audience. Use 'you' not 'we' to bring them into the story. What's in it for them? How does what we do affect their life?

Punctuation!!!!

We want to appear down to earth and capable. So let's be careful about exclamation marks. Whilst they aren't inherently "bad," but they are often misused, leading to writing that can come across as unprofessional, overly emotional, childish, or even aggressive.

Job titles and capitals

We only capitalise job titles if they are followed by a name. So:

"the doctor delivered advanced airway interventions at scene."

Or "Doctor Liam Neale and Critical Care Paramedic Sam Sweeney delivered advanced critical care at scene."

Using crew names

We will always use a crew member's full name unless they have opted out of being included in marketing communications or requested only first names are used. This applies to all activity except incident reports on the website. The marketing communications team has the list of consent from crews, so always check with them before approving copy.

Counties we cover

In any copy, always list the counties we cover in alphabetical order - Bedfordshire, Cambridgeshire, Norfolk and Suffolk - unless there is a targeted piece of communication that requires personalisation i.e. an appeal in Cambridgeshire only.

EAAA Terminology

Taskings
Call out
Lifesaving
Treatment and care
Missions
Incidents
Critical care car

OUR CORE BRAND MESSAGES

We are an independent charity that relies almost entirely on public donations and is a vital partner of the emergency services.

We are an independent charity that partners with the emergency services in the most serious of incidents. When someone needs us, it's usually the worst moment of their life, and their family's. That's why our specialist doctors and critical care paramedics and pilots bring the advanced skills, equipment and medicine directly to a patient's side in the fastest time possible.

We are more than a yellow helicopter.

We're not just a faster way to get to hospital. When every second counts, we bring the expert care, specialist knowledge and lifesaving equipment normally only found in a specialist emergency department to the scene, whenever and wherever it is needed.

We offer an aftercare service to ensure patients, and their families receive any additional support they need to help with their recovery journeys.

We deliver lifesaving training in communities, including CPR and defibrillator use, to equip our communities with the ability to help at scene whilst they wait for the emergency services to arrive.

We can't do it alone.

It takes a team to help save a life. From fundraisers to flying officers, it takes a whole crew to keep East Anglian Air Ambulance ready to respond.

We can't support the emergency services without your support too. We're powered almost entirely by public donations and don't receive regular government funding. Each tasking costs in the region of £4,250 and every single donation helps save lives.

HOW WE TALK ABOUT OURSELVES

We're not robots. Nor heroes. We're normal people. A team of winegum carrying professionals who try their best to save lives in the toughest of emergencies. Let's be down to earth and speak with everyday humanity, rather than be lofty and dry.

Examples:

If you think squeezing a hospital into a helicopter is tricky, imagine trying to pay for it.

When Ruth went into cardiac arrest she was 28 miles from the nearest hospital. So the hospital came to her.

Doing more than you think, costs more than you'd think. East Anglian Air Ambulance isn't just about getting there quickly. We bring intensive care to the people who need it, right where they need it. We train communities in CPR so they can respond even faster than us. We provide aftercare support to patients, their families and anyone involved at the scene. And we can't do any of it without the help of our team of fundraisers and volunteers.

You can't put a price on life. But unfortunately, we can put a price on trying to save one. Working in partnership with the emergency services, we are tasked to the most serious 1% of 999 calls. And it costs us an average of £4,250 to respond to one.

The Zoll Monitors are one of our most important bits of equipment. So are our fundraising buckets.

We can get there fast, but not as fast as someone already on scene.



“Our logo symbolises
urgent care and hope.
Its design reflects
speed, precision, and
compassion—representing
our life-saving mission”

LOGOS & CREATIVE ELEMENTS

OUR MAIN LOGO

Primary

Our logo represents the entire organisation and must be used consistently across all official communications. This includes materials produced for corporate, philanthropic, community, and event-related purposes.

The EAAA logo should appear on **all applications**, with the exception of:

- **'In aid of'** materials, which are created by or for third parties fundraising independently on behalf of EAAA.
- **Trading materials**, which relate to commercial activities or merchandise.

When producing creative assets for events, campaigns, or product promotions, it is essential that **the EAAA logo is featured alongside any relevant sub-brand logos or identities**. This ensures brand cohesion and reinforces the connection to the overarching organisation.



OUR MAIN LOGO

Spacing rules

To maintain the integrity and visibility of the East Anglian Air Ambulance logo, the following spacing rules must be observed:

Clear Space (Exclusion Zone)

- A grey outline indicates the minimum clear space that must surround the logo.
- This area must remain free of all other graphic elements, text, or imagery.
- The minimum required clear space is defined by the measurement 'E', which equals the height of the letter 'E' in the logo.

Safe Zone

- The pale blue area represents the safe zone around the logo.
- While design elements may appear within the safe zone, they must not compromise the logo's legibility or prominence.
- The safe zone provides flexibility for layout while ensuring the logo remains visually distinct.



OUR MAIN LOGO

Application on colour



East Anglian
Air Ambulance



East Anglian
Air Ambulance



East Anglian
Air Ambulance



East Anglian
Air Ambulance



East Anglian
Air Ambulance



East Anglian
Air Ambulance

OUR OTHER LOGOS



Trading

The East Anglian Air Ambulance **Trading** Logo is designated for use on materials related to commercial activities or merchandise, such as retail products.

Use of this logo must be approved and signed off by the East Anglian Air Ambulance marketing communications team prior to any public use. This ensures brand consistency, legal compliance, and alignment with EAAA's values.

Important: All applications must follow the same spacing, colour, and proportion rules as the main EAAA logo to maintain visual integrity and impact.



In aid of

For individuals and small groups fundraising in aid of East Anglian Air Ambulance, a designated '**In Aid Of**' logo must be used to differentiate from East Anglian Air Ambulance owned activity.

This logo is intended for independent fundraising activity and does not require approval from the EAAA Marketing Communications team, provided it is used in line with brand guidelines.

Important: All applications must follow the same spacing, colour, and proportion rules as the main EAAA logo to maintain visual integrity and impact.

HOW TO USE OUR LOGOS

For best practice, the East Anglian Air Ambulance logo should be placed in a prominent, uncluttered area with sufficient clear space around it. It must remain legible and undistorted, ideally positioned in a corner or header area. Avoid placing it over busy backgrounds or near competing visual elements.

Websites and emails

Always place the logo top left, adhering to spacing rules.

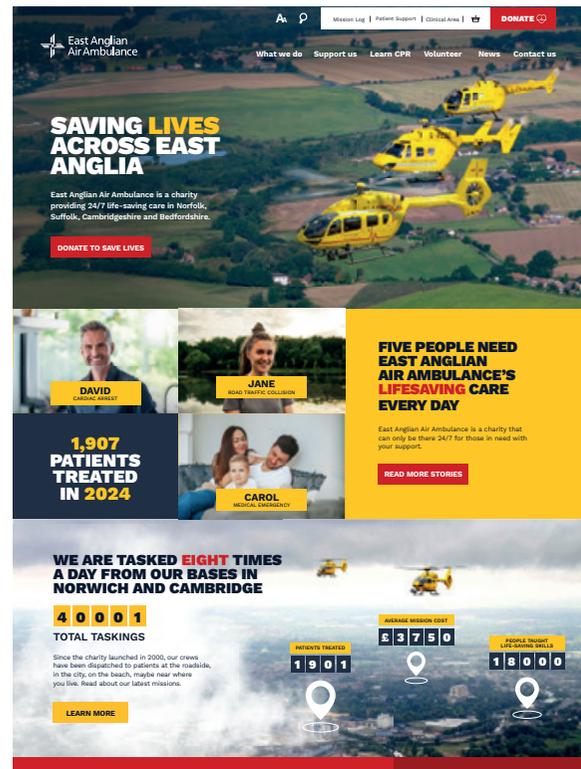
Social media posts

The EAAA logo isn't required on social-first posts, but should be included on shareable graphics to boost brand visibility. Place it clearly, with enough space, avoiding cluttered backgrounds, to ensure recognition when reaching new audiences through follower shares.

Third-party

Third-party use of East Anglian Air Ambulance branding must be approved by the East Anglian Air Ambulance Marketing Communications team. All materials must be reviewed, agreed upon, and finalised before any public use or distribution.

Examples



HOW NOT TO USE OUR LOGOS

The East Anglian Air Ambulance logo must always be used correctly, maintaining its exclusion zone, colours, size, and proportions. This ensures clarity, consistency, and brand impact across all applications.

This page outlines unacceptable uses of the logo. If placing the East Anglian Air Ambulance logo over coloured backgrounds or photographs, ensure it remains clear, legible, and visually impactful.

The logotype and symbol (e.g. the wordmark and icon) must always be treated as a single, unified logo. Do not alter, separate, or resize individual components independently.

East Anglian
Air Ambulance



Examples



SUPPORTING CREATIVE ELEMENTS

Strapline

East Anglian Air Ambulance's strapline, Together we save lives, should be used as sign-off to reinforce our mission. If competing with other messaging, place it in the footer or back page. It must be included in website and email footers alongside our registered charity numbers for consistency.

Together we save lives can be used as a headline where appropriate. It should always appear as:

Together we save lives.

Heartbeat line



Use the heartbeat line sparingly. It can add subtle visual interest, guide flow, or separate content - always use secondary to core elements and never overpower the brand's message or tone.

Rotor blades

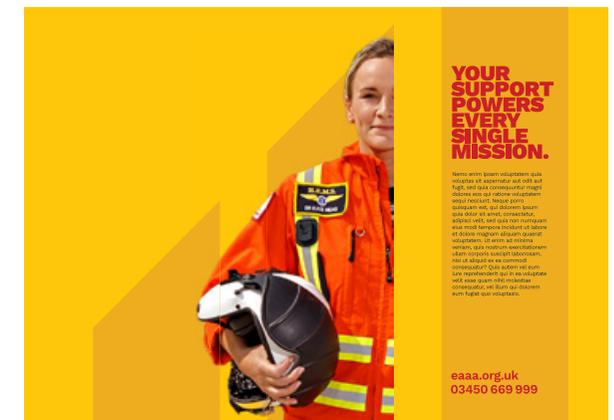
The rotor blade element of the East Anglian Air Ambulance logo can be used as a graphic device to create dynamic, brand-aligned visuals that convey movement, precision, and purpose.

For small-scale applications like social media icons or compact layouts, use the full rotor element in a single colour to ensure clarity and recognisability.

For larger-scale creative, individual blades may be enlarged to create space, structure, and visual impact. This works best when blades dominate the layout, guiding the viewer's eye and framing content.

Rotor blades can also be applied as image layer masks, adding branded texture and depth to photography or graphic compositions.

Use tone-on-tone colour treatments to maintain clarity, subtlety, and alignment with EAAA's brand palette.



“Our product identities are distinct products, event or service brands that operate under and support the identity of our core brand,”

PRODUCT IDENTITIES

PRODUCT IDENTITIES



Lottery

The East Anglian Air Ambulance (EAAA) lottery offers players the chance to win up to £25,000 through a weekly accumulator draw, plus one of 118 cash prizes ranging from £5 to £1,000. Tickets cost just £1, and players must be 18 or over. Proceeds from the lottery fund over 40% of EAAA's life-saving missions, making it a vital source of support. Players can enter via Direct Debit, single ticket purchase, or gift subscriptions. By playing, supporters not only stand a chance to win but also help keep EAAA flying and saving lives

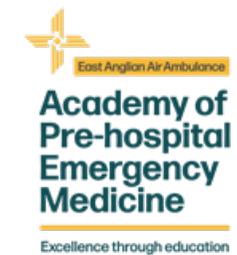


Community training

We aim to educate and raise awareness of life-saving defibrillator and CPR skills in the community to improve patient outcomes in the event of a cardiac arrest.

The out-of-hospital cardiac arrest survival rate in the UK is around 8% if only resuscitation/ CPR is attempted. However, if a defibrillator is used alongside effective CPR within the first 3-5 minutes, the chances of survival can increase to between 40% – 70%.

PRODUCT IDENTITIES



Research, Audit, Innovation & Development group

The East Anglian Air Ambulance Research, Audit, Innovation & Development (RAID) group collaborates across UK air ambulances, the NHS and universities to improve the field of Pre-Hospital Emergency Medicine.

The group's vision is to measurably improve patient outcomes by developing new treatments, equipment and skills through trials, extensive research, evaluation and by using the latest cutting-edge evidence in PHEM. The group also supports us to monitor and continually improve our service.

Academy of Pre-Hospital Emergency Medicine

The East Anglian Air Ambulance Academy of Pre-Hospital Emergency Medicine (PHEM) provides an academic platform from which our doctors and critical care paramedics can share their expert and specialist Pre-hospital Emergency Medicine experience and knowledge with others.

The Academy's vision is to strive to improve understanding and skillset in the field of PHEM on both a national and international level.

PRODUCT IDENTITIES



Only The Brave

Only The Brave is East Anglian Air Ambulance's charity mud run and obstacle course challenge, held annually at Euston Estate. Participants choose from 3, 6, or 10-mile routes featuring up to 35 obstacles, including cargo nets, monkey bars, and water slides. The event is inspired by the resilience of East Anglian Air Ambulance crews and patients, encouraging participants to overcome physical and mental challenges.

Open to families, teams, and individuals, it promotes fun, fitness, and fundraising. All proceeds support East Anglian Air Ambulance's life-saving missions across East Anglia, helping deliver critical care to those in need.



Trek 24

Trek 24 is East Anglian Air Ambulance's annual walking challenge designed to raise funds for its 24/7 emergency medical services. Participants choose from 24-mile, 24-kilometer, or 2.4-mile routes across scenic East Anglian locations. Open to individuals, teams, and corporate groups, the event promotes fitness, community engagement, and awareness of East Anglian Air Ambulance's life-saving work.

Walkers receive training tips, fundraising support, and refreshments. The challenge is suitable for various fitness levels and helps fund critical missions, making every step count toward saving lives.

MANDATORY
INCLUSIONS

MANDATORY INCLUSIONS

Registered charity number

Registered Charity in England and Wales
Registered Charity Number 1083876

This statement must appear on every business letter and email, advertisement, notice, official publication, and educational or campaign documentation, as well as any other document or website that solicits money or property for the charity.

Fundraising regulator



All fundraising materials should carry the Fundraising Regulator logo, where space allows.

Gambling commission account number

East Anglian Air Ambulance (Trading) Limited is licensed and regulated in Great Britain by the Gambling Commission under account number 3319.
(applies only to Lottery or gaming communications.)

Example



“Our fonts shape how our message feels. They guide emotion, tone, and clarity—ensuring every word reflects our brand’s personality, and purpose”

OUR FONTS

PRIMARY FONT

Work Sans

Google font
Accessible to all

A clean, crisp sans serif typeface.
It shows clarity and confidence.

AaBbCcDdEe

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semi-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PRIMARY FONT

Work Sans in use

Structured hierarchy to assist legibility. Defined weights for different purposes. Considered relationship between tagline and call to action.

Headline Leading: 70-85%

Generic tracking: 0 to -20

Generic Kerning: 0 to -20

Black, Caps

**IMPACTFUL
HEADLINES**

Semi bold

Sub headline

Regular

Body copy.

Medium

Together we save lives

Semi bold, larger

eaaa.org.uk
03450 669 999

PRIMARY FONT

Work Sans in use

We appreciate there are occasions where a bespoke level of typesetting is unachievable so this is our generic starting guidance.

Work Sans Black

Full stops: Use full stops in headlines only when they form a complete statement—not in all titles.

**YOUR
SUPPORT
POWERS
EVERY
MISSION.**

Leading: 80%, tracking: -20

PRIMARY FONT

Typographic scaling

Structuring typography correctly creates visual hierarchy and clarity. Using body copy as a base, headings are scaled to ~400% and subheadings to ~200%. This proportional system ensures consistency, improves readability, and guides the viewer's attention effectively across layouts, especially in brand communications like EAAA's.

We suggest that sub headings are "locked" to the body copy with a minimum suggestion of one 'body copy' line return between sub heading and copy.

Body copy: 100%

Sub Heading: ~200%

Heading: ~400%

**TOGETHER WE
SAVE LIVES** (32pt)

**Critical care delivered by
air and road** (16pt)

East Anglian Air Ambulance (EAAA) is a charity providing advanced critical care 24 hours a day, 365 days a year to the most seriously ill and injured people in Bedfordshire, Cambridgeshire, Norfolk and Suffolk by air and road.

EAAA is tasked to support the ambulance service with some of the region's most seriously ill and injured people. From road traffic collisions to cardiac arrests to medical emergencies, the charity's specialist doctors, critical care paramedics and pilots bring the advanced skills, equipment and medicine directly – normally only found in a specialist emergency department – to the patient's side in the fastest time possible. (8pt)

SECONDARY FONT

Roboto Serif

Google font
Accessible to all

To compliment Work Sans, we use a sturdy Serif. Robotto Serif has a good balance of structure with fluidity - It has solid chunky serifs on the ascenders.

Roboto should be used in instances where additional hiarchy may be required. An example of this could be a pull quote, or highlighted pull out within a publication.

This should be accompanied by Work Sans Bold speach marks for style accent.

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Semi-bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

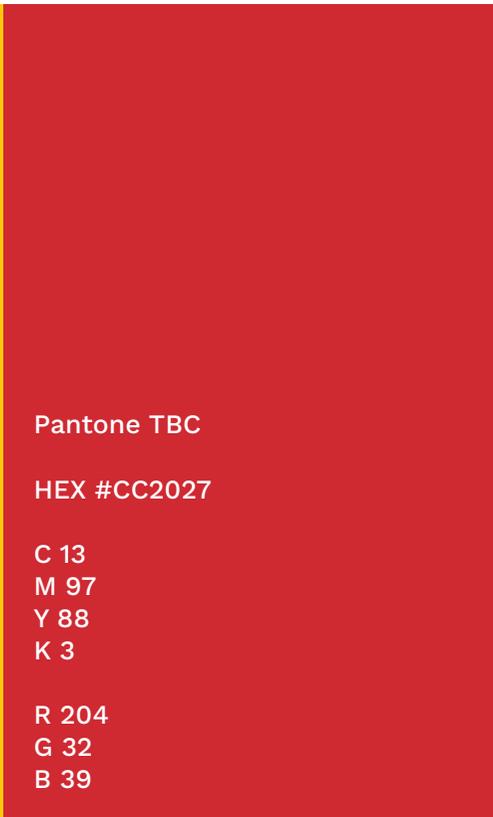
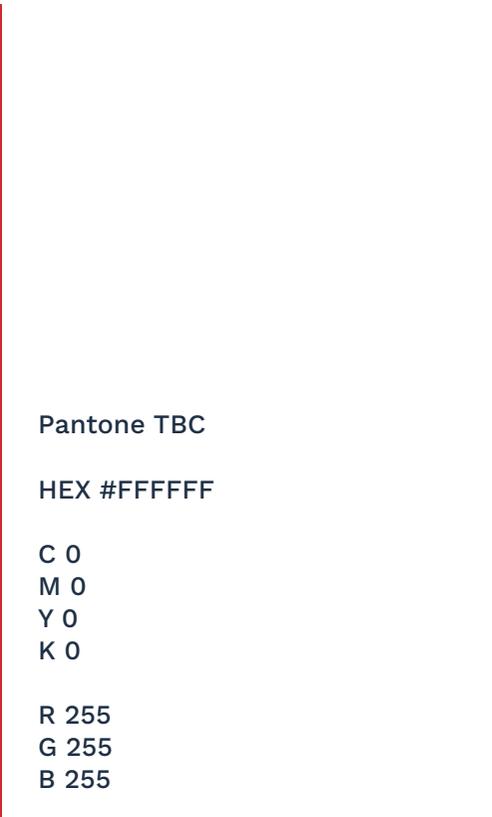
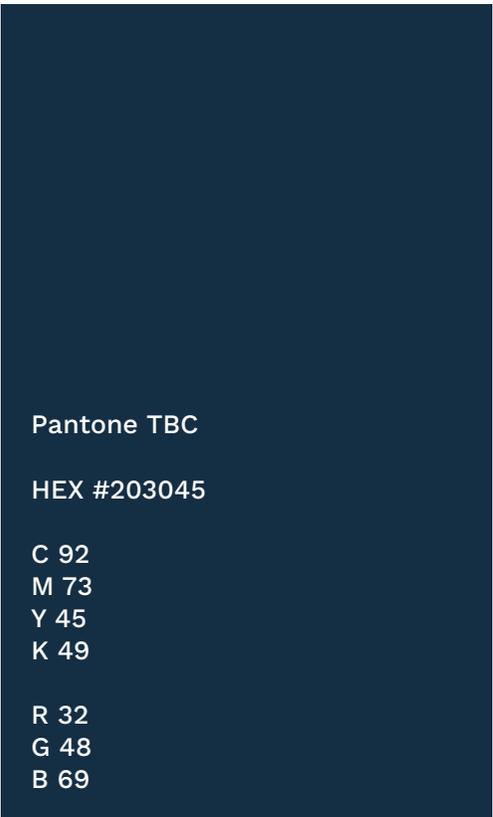
“ Our colour palette has been carefully selected to demonstrate warmth, clarity, and professionalism— reinforcing EAAA’s mission and values ”

OUR COLOURS

OUR BRAND COLOURS

“These are the core colours most closely associated with the brand. They define the brand’s visual identity.”

Primary

			
Pantone TBC	Pantone TBC	Pantone TBC	Pantone TBC
HEX #FFC709	HEX #CC2027	HEX #FFFFFF	HEX #203045
C 0 M 22 Y 100 K 0	C 13 M 97 Y 88 K 3	C 0 M 0 Y 0 K 0	C 92 M 73 Y 45 K 49
R 255 G 199 B 9	R 204 G 32 B 39	R 255 G 255 B 255	R 32 G 48 B 69

Secondary

These support the primary palette, offering flexibility and variety. They're used to highlight, differentiate sections, or add contrast.

Pantone TBC	Pantone TBC	Pantone TBC
HEX #edad1f	HEX #991b1e	HEX #07192f
C 6 M 34 Y 92 K 1	C 25 M 100 Y 89 K 25	C 100 M 86 Y 49 K 66
R 237 G 173 B 31	R 153 G 27 B 30	R 7 G 25 B 47

Tertiary

These are used sparingly for accents or infographics, adding depth but should never overpower primary or secondary colours.

HEX #bad4f0	HEX #13735c	HEX #cecece
C 31 M 10 R 186 Y 0 G 212 K 0 B 240	C 86 M 31 R 19 Y 67 G 115 K 19 B 92	C 0 M 0 R 206 Y 0 G 206 K 26 B 206
HEX #6f9cd3	HEX #0b463b	HEX #333332
C 60 M 31 R 111 Y 0 G 156 K 0 B 222	C 90 M 43 R 11 Y 69 G 70 K 52 B 59	C 0 M 0 R 51 Y 0 G 51 K 93 B 50

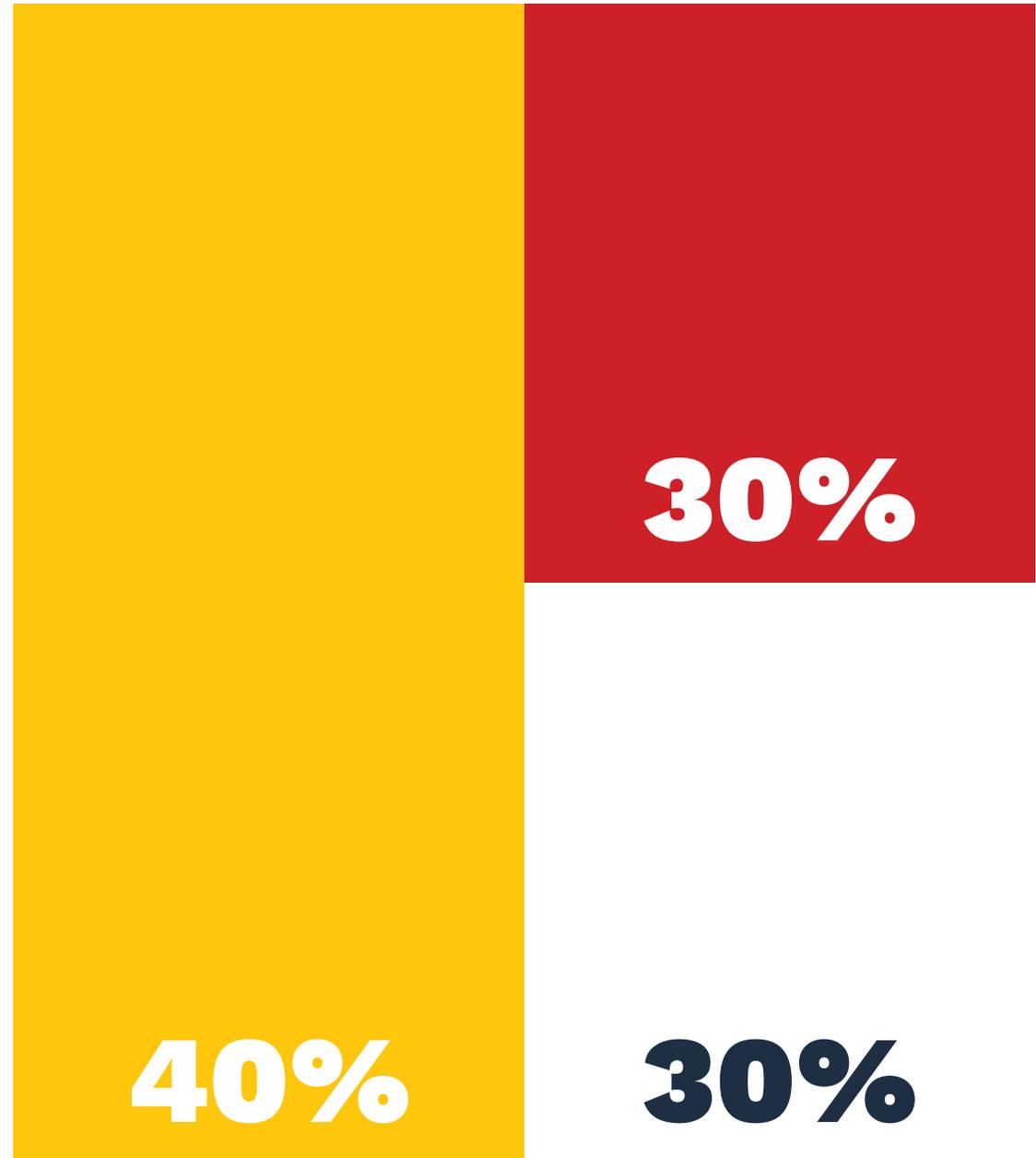
BALANCING OUR PRIMARY COLOURS

When using two or more

In any design featuring two or more brand colours, yellow must comprise at least 40% of the overall palette.

Yellow serves as our signature colour, conveying optimism and visibility. Complementary colours—white, red, and navy—should be used to support and balance the composition, ensuring clarity, warmth, and depth.

Designers should apply these proportions flexibly but consistently, maintaining harmony and recognisability across all brand materials.



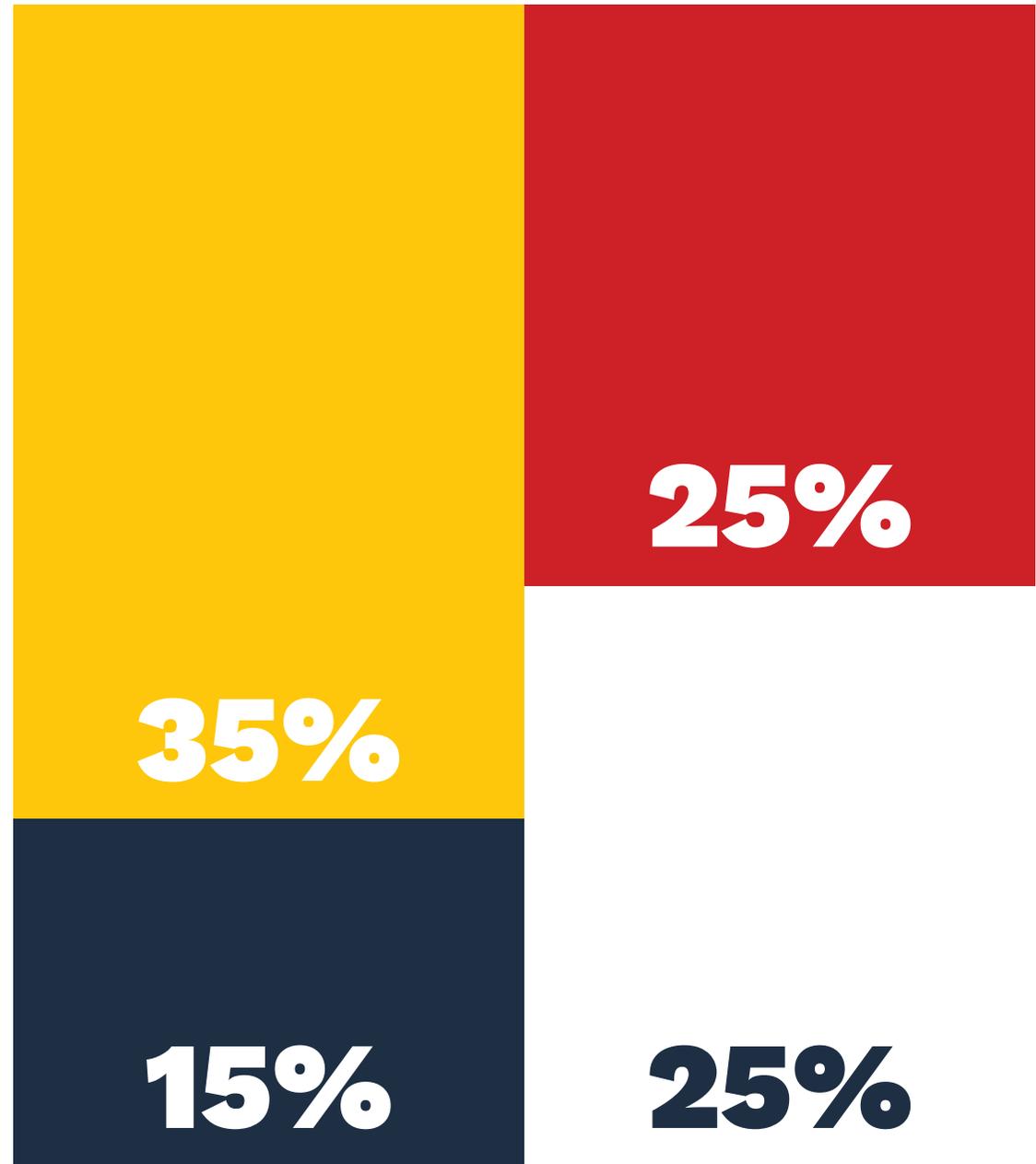
BALANCING OUR PRIMARY COLOURS

When using all four

Yellow should be the dominant, uplifting tone, supported by white for clarity and space. Red adds warmth and energy, while navy provides contrast and grounding.

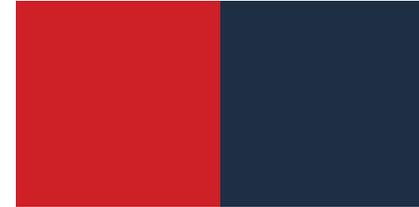
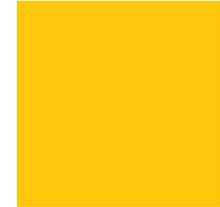
To maintain visual consistency and brand recognition, designers should aim for the following colour balance: 35% yellow, 25% white, 25% red, and 15% navy across the full creative.

Use these proportions flexibly but intentionally across layouts, backgrounds, and graphic elements to reflect our brand's personality and values.



MULTICOLOUR EXAMPLES

Leading with our primary colour yellow



Tone on tone application



Leading with yellow

Cus Maet, oca; ese artaret; et; nosu quid fue pules condela se prites con re, fora teri, quem aciem adducis seridem Romperbis fac tem intrunt? Nihicaequa L. Ad num que popublii se nonveri timpliam consima ximanda ciendit; norbest ilicaperfex menaticiu viris includes et fatque ca; num temum condite, mori, seridem niquodierna, ut ina, ut imandiem hocciae imus culin diisteb atifecu ltorum iae cerid ditiil utemquis, quam publice

SAVING LIVES ACROSS EAST ANGLIA

MORE INFO



Tone on tone

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SAVING LIVES ACROSS EAST ANGLIA

MORE INFO

MULTICOLOUR EXAMPLES



Tone on tone continued



Tone on tone

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popopte, pervirtemus vessulicum

**SAVING
LIVES
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ANGLIA**

[MORE INFO](#)



Tone on tone

Cus Maet, oca; ese artaret; et; nosu
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“Inspiration and creative suggestions—they’re not prescriptive, but intended to spark ideas and guide the direction of the work”

OUR PHOTOGRAPHY

PHOTOGRAPHY

Raising awareness with broad audiences

Photography aimed at raising awareness should feature a **balanced 50/50** focus on both the **helicopter and people**—including crew and patients—to humanise the mission.

Use action shots that convey urgency, care, and professionalism, helping audiences connect with the real impact of EAAA's work.

Use eye contact to help build emotional connection and relatability. Incorporate yellow aircraft elements against blue skies or green landscapes to enhance brand visibility.



PHOTOGRAPHY

Warm relationships with supporters

Photography that fosters warm relationships with supporters should feature a **70/30 focus on people**—including crew and patients—with the **helicopter as a secondary** element.

Prioritise eye contact to create emotional connection and trust. Include critical care cars, medical kit, and equipment to **highlight expertise**.

Use slightly more abstract compositions to **evoke feeling and depth**, while maintaining authenticity and brand alignment.

Team shots are a great example of what works for this audience.



PHOTOGRAPHY

Creating loyalty

Photography designed to build loyalty should be specifically targeted, reflecting the **values** and **experiences** of key supporter groups.

Focus on **authentic moments** that show **connection, care, and impact**. Use crew and patient interactions, behind-the-scenes glimpses, and emotionally resonant imagery.

Maintain eye contact where possible, and incorporate **subtle brand elements** to reinforce identity without overwhelming the scene.

This style should feel **personal, warm, and genuine**, helping supporters feel part of the mission.

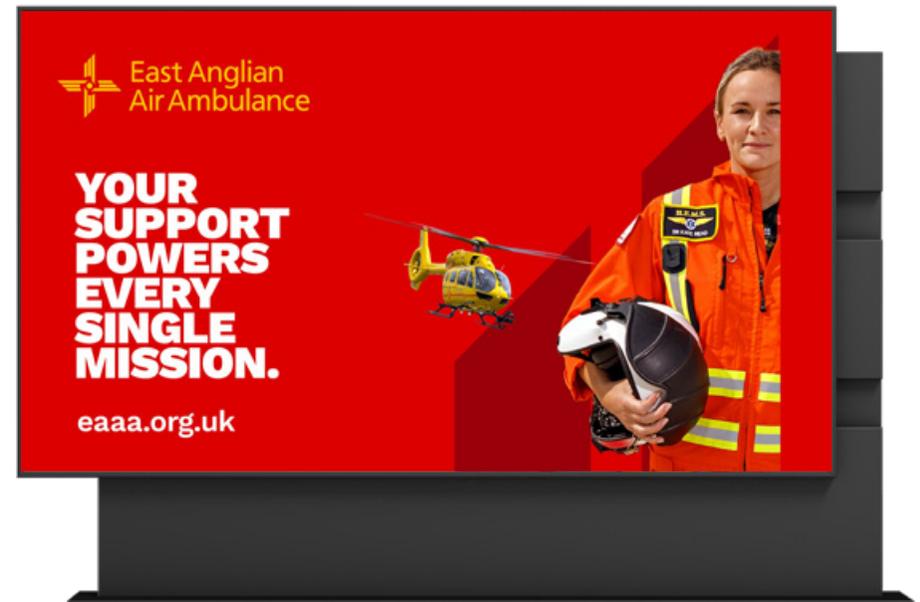


“These examples are provided as inspiration and creative suggestions—they’re not prescriptive, but intended to spark ideas and guide the direction of the work.”

OTHER CREATIVE EXAMPLES

OUT OF HOME

Billboards



OUT OF HOME

Billboards



East Anglian Air Ambulance

YOUR SUPPORT POWERS EVERY SINGLE MISSION.

eaaa.org.uk | 03450 669 999

This billboard design features a bright yellow background. On the left, a large white number '1' is partially visible, framing a photograph of a yellow East Anglian Air Ambulance helicopter in flight over a river and green landscape. The helicopter is angled towards the right. The text 'East Anglian Air Ambulance' is in the top left corner. The main slogan 'YOUR SUPPORT POWERS EVERY SINGLE MISSION.' is in large, bold, black capital letters on the right. At the bottom right, the website 'eaaa.org.uk' and phone number '03450 669 999' are displayed in red.



East Anglian Air Ambulance

YOUR SUPPORT POWERS EVERY SINGLE MISSION.

eaaa.org.uk | 03450 669 999

This billboard design features a blue and grey background with a photograph of a yellow East Anglian Air Ambulance helicopter in flight over a river and green landscape. The helicopter is angled towards the right. The text 'East Anglian Air Ambulance' is in the top left corner. The main slogan 'YOUR SUPPORT POWERS EVERY SINGLE MISSION.' is in large, bold, white capital letters on the right. At the bottom right, the website 'eaaa.org.uk' and phone number '03450 669 999' are displayed in yellow.

EDITORIAL/ PUBLICATION

Reports and magazines



For more information on our brand guidelines,
contact marcomms@eaaa.org.uk

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