

STAMMINA

0.0

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1.0

Introduction

We are Stamma. And we are here to make a big change. As well as continuing to support individuals, we aim to improve society's understanding of stammering and change the public's perception of people who stammer.

We are here to help those who stammer have the confidence to communicate and express themselves freely. To help reduce their anxiety, squeazy feelings in the chest or those moments of overwhelming fear.

We are here to help them find a way to get on with their lives. But we are also here to show the rest of the world that there are people that stammer – and that's fine.

We are here to turn that awkward long moment – in which most people don't know what to do – into a space where we can come closer together. A space for patience and understanding. We are here to teach the world that all they need to do is relax. That they don't need to finish

others' sentences, nor tell them to breathe and definitely not laugh. It's not funny.

We want to encourage people to be a bit more patient. As we are with ourselves. As we all learn to be with bad internet connections, sunsets, success, kids, good coffee and all the relationships that we want to last forever.

We are here so that together we can make a bigger change. Not only focusing on those that

stammer. We are here to create a movement. People that stammer and people that don't. Together. For a more diverse, kind and patient world for all.

Stamma is a brand that takes ownership of stammering. The brand's visual identity doesn't attempt to disguise or normalise a stammer, but instead creates spaces to introduce multiple layers of communication. This is evident in the typography, which uses extended letterforms to disrupt the natural flow of words, like the stutters and breaks in conversations with someone who stammers.

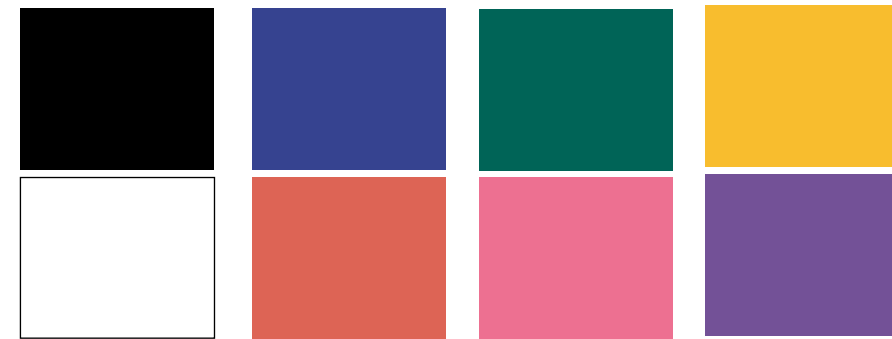
These visual pauses become spaces to be filled with useful information and advice from people who stammer. These insights sit inside the headlines in the form of handwriting. This treatment of typography, with bold photography and an assertive tone of voice, challenges what it means to be a charity or someone who stammers in the world today.

1.3

Overview

STAMMIA

Logo



Colour

HEADLINES

All voices are equal

Ehenim alibus, officae riatibus doluptaque. Ut as et que nullentin nim veribus classi dolorenis essit eserovit, consequis as nus, es sumquibus iusanimus estem volorempor aliqui quidero rporem derit la dolorepedis recabozr alibus quas ilia con preri ut magnatur, officiam, que sam et volupta nimentur mo ommosantibus dolororem nonsequ atisquid endeseq uiduntota volor mo et, sit, sunt

Typography



Photography



2.0

Logo

7

Mark

Artworking

Background

Sizing

Lockup

Position

STAMMMAA

The extension of the letters in the logo highlights the pauses in the speech of someone who stammers, and it does it with pride.

STAMMIA

Colour Options

The logo can be used
in black or white only.

STAMMIA

STAMMIA

Logo Readability



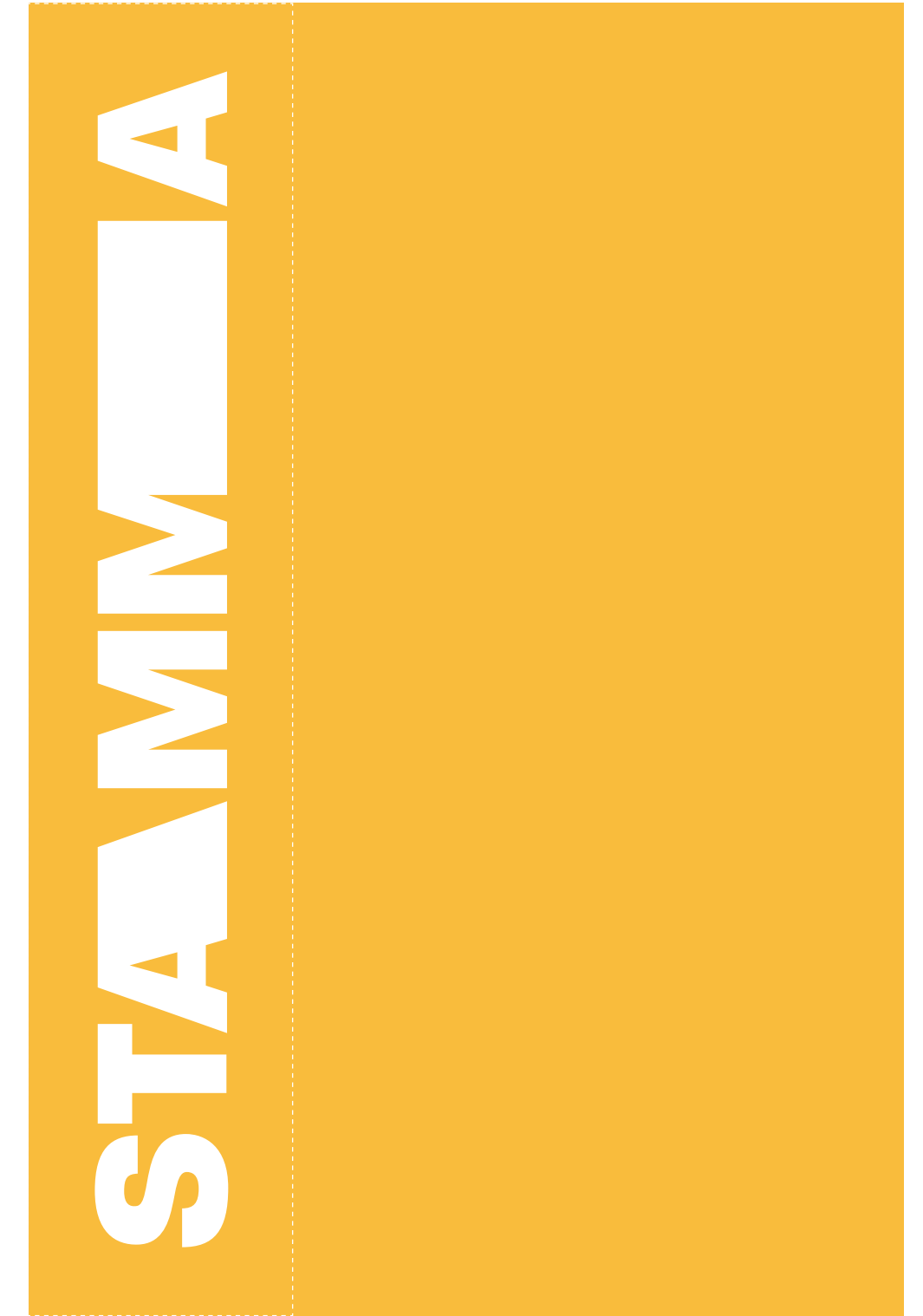
No



No



Yes

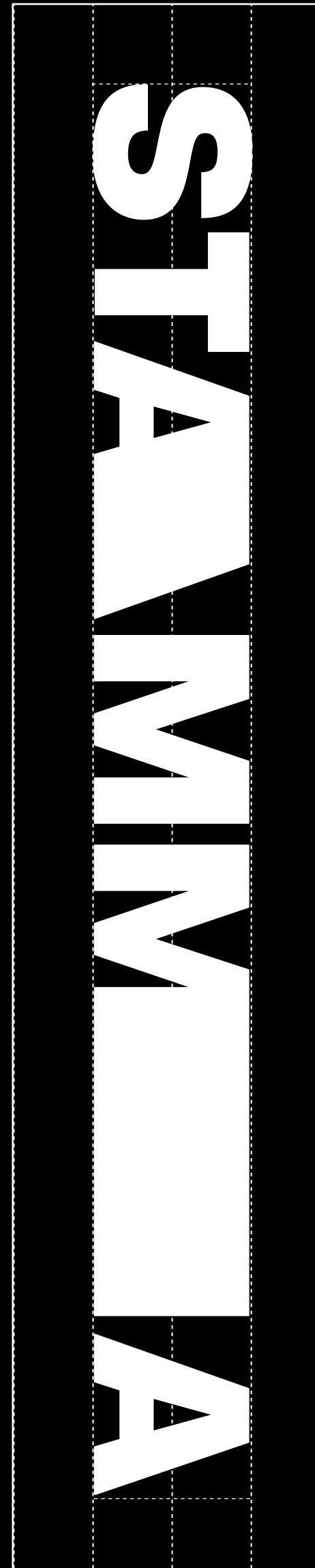


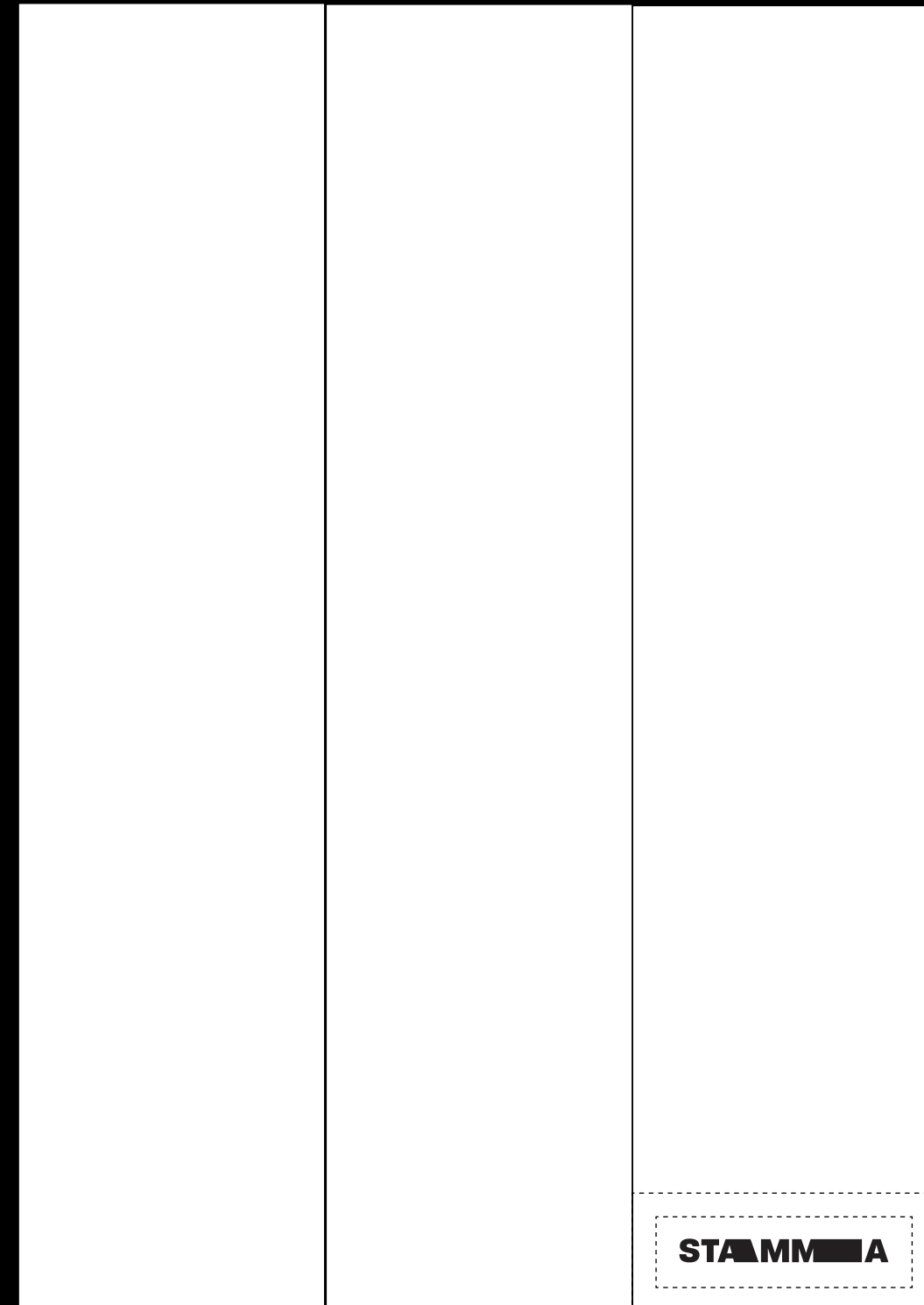
Yes

The logo can be used on any background, photographic or colour, as long as it's always readable.

Our logo can be used in two ways: as a traditional sign off mark and as a supergraphic. The sign off version is small and always horizontal, while the supergraphic

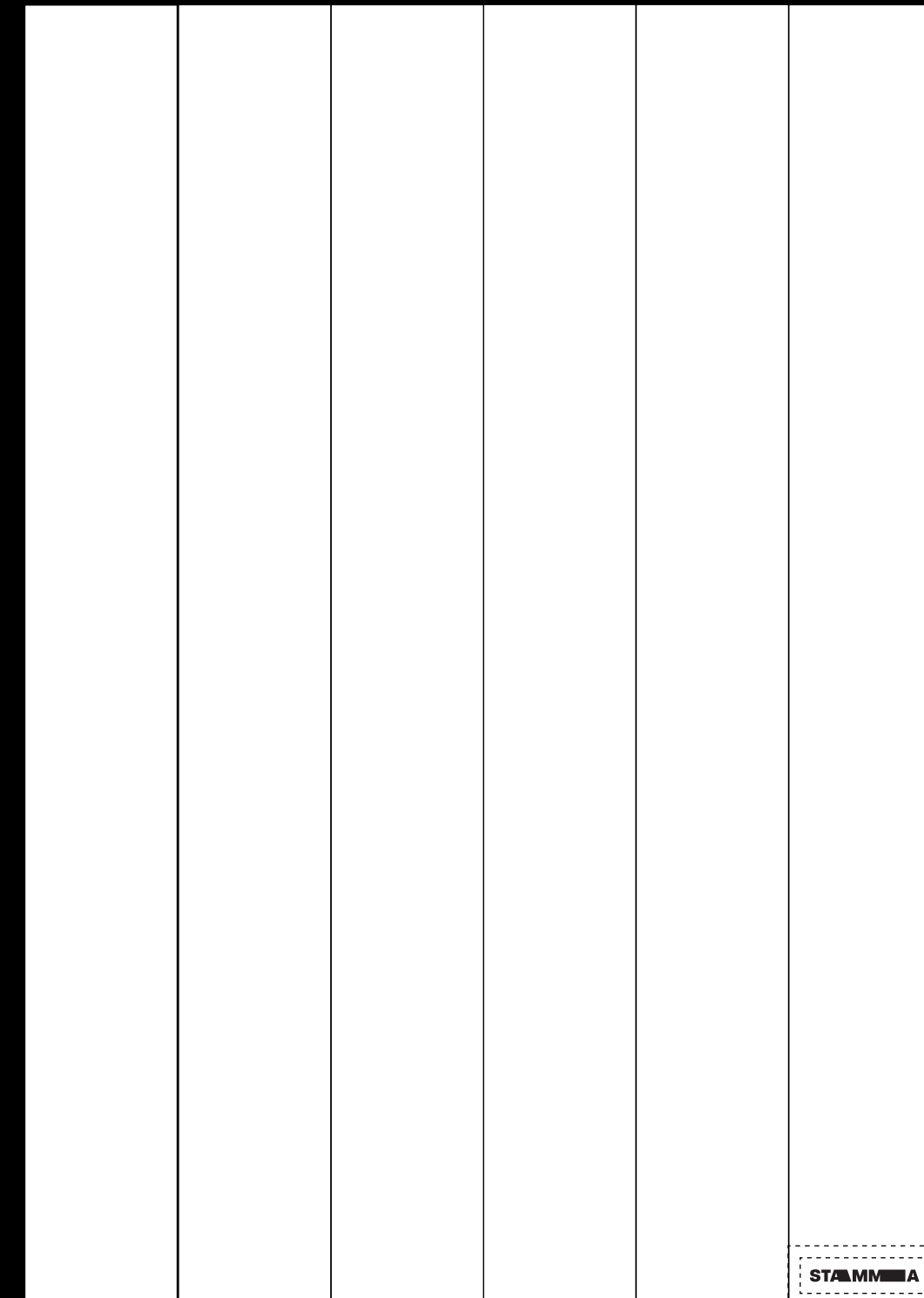
is as large as the media, and always vertical. There is an exclusion zone around each. The negative space around it will make it always visible.





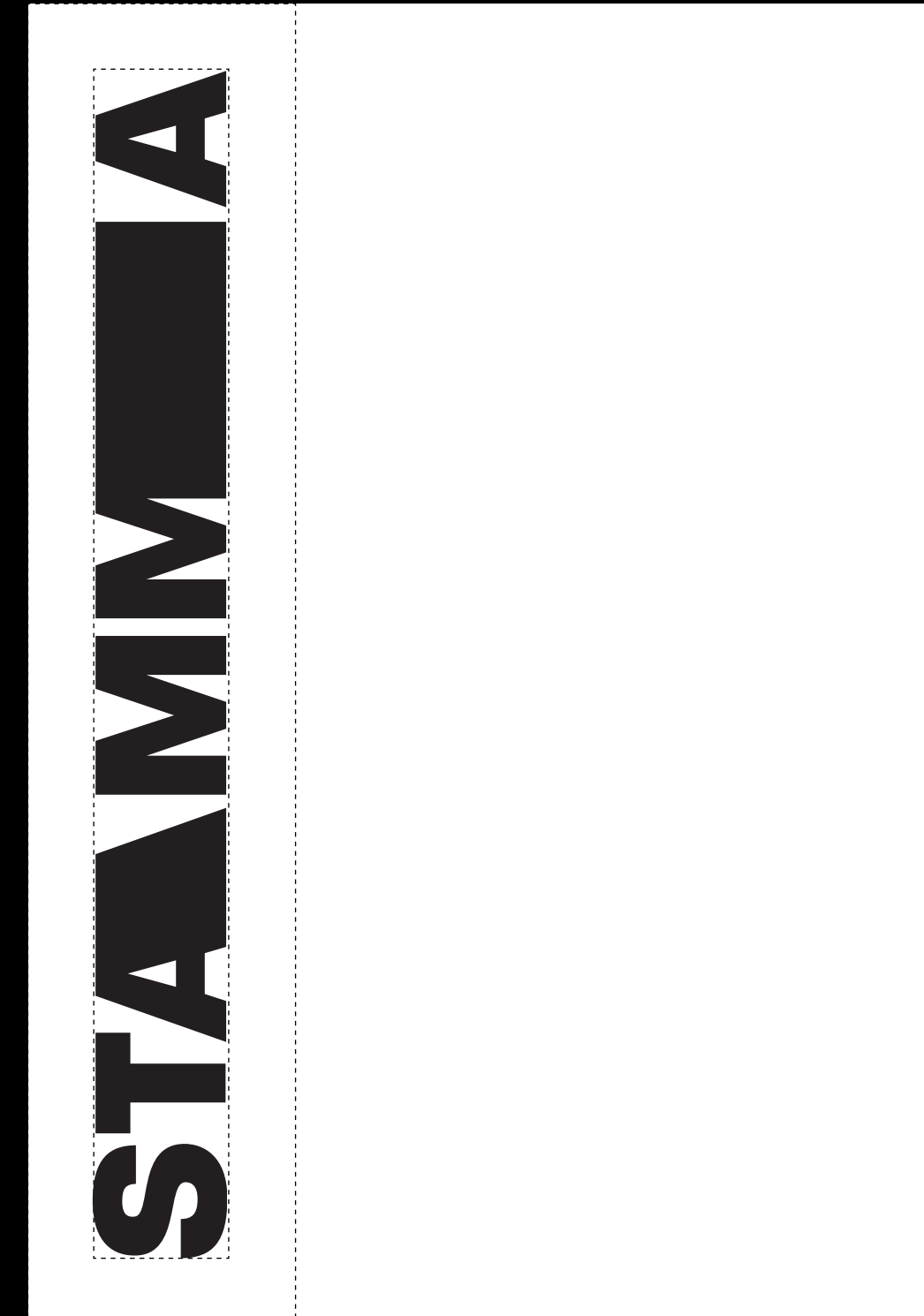
Small formats

The sign off logo sits at the bottom right of the page. The distance between the logo and the corner is established by the logo's exclusion zone.

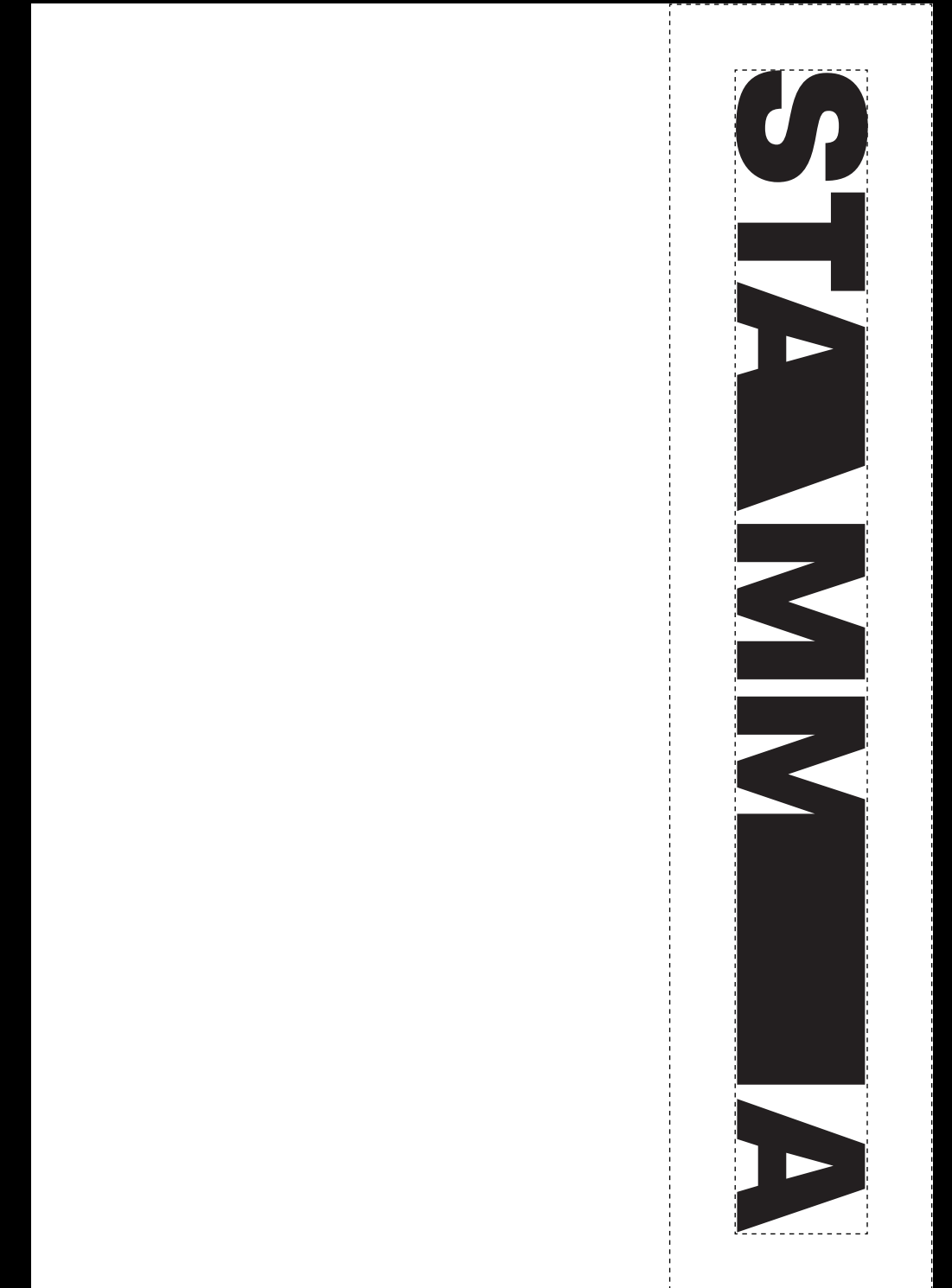


Large formats

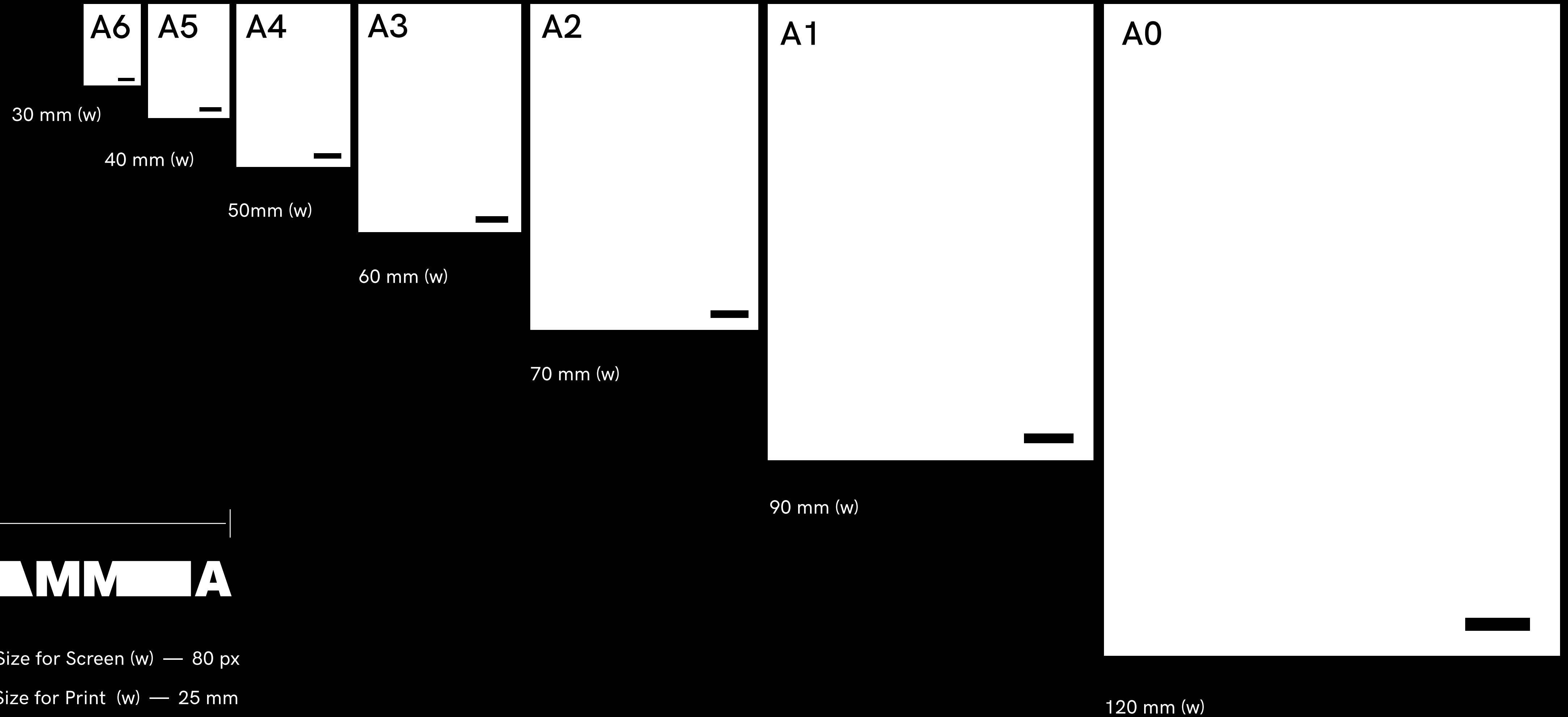
It can be any size between 1/6th and 1/3rd of the page width depending on the format size. Recommended sizes for each format on the next page.



The supergraphic version extends from the top to the bottom of the format (including exclusion zone) and is rotated so that the logo is facing inward.



Sign off logo suggested dimensions





Small formats



Large formats



Stammering.

We all know what it is.
We've all met someone who stammers.
But knowing what a stammerer is
isn't the same as knowing
what to do or how to act.

Should you help out?
Or finish a sentence if someone
seems to be struggling?
Should you say don't worry,
take your time...relax?
Should you smile,
Or not smile,
Or make a joke to break the tension,
Or check the clock?

Not knowing what to do
makes you feel awkward.
But the fear of the awkward situation
THAT is the biggest challenge
for someone who stammers.

The fear of the job interview.
The one that leads to the dream career.
The small talk that leads to a new friend.
The look you might get
if you ask someone out.
The stupid long name
of the coffee you love...

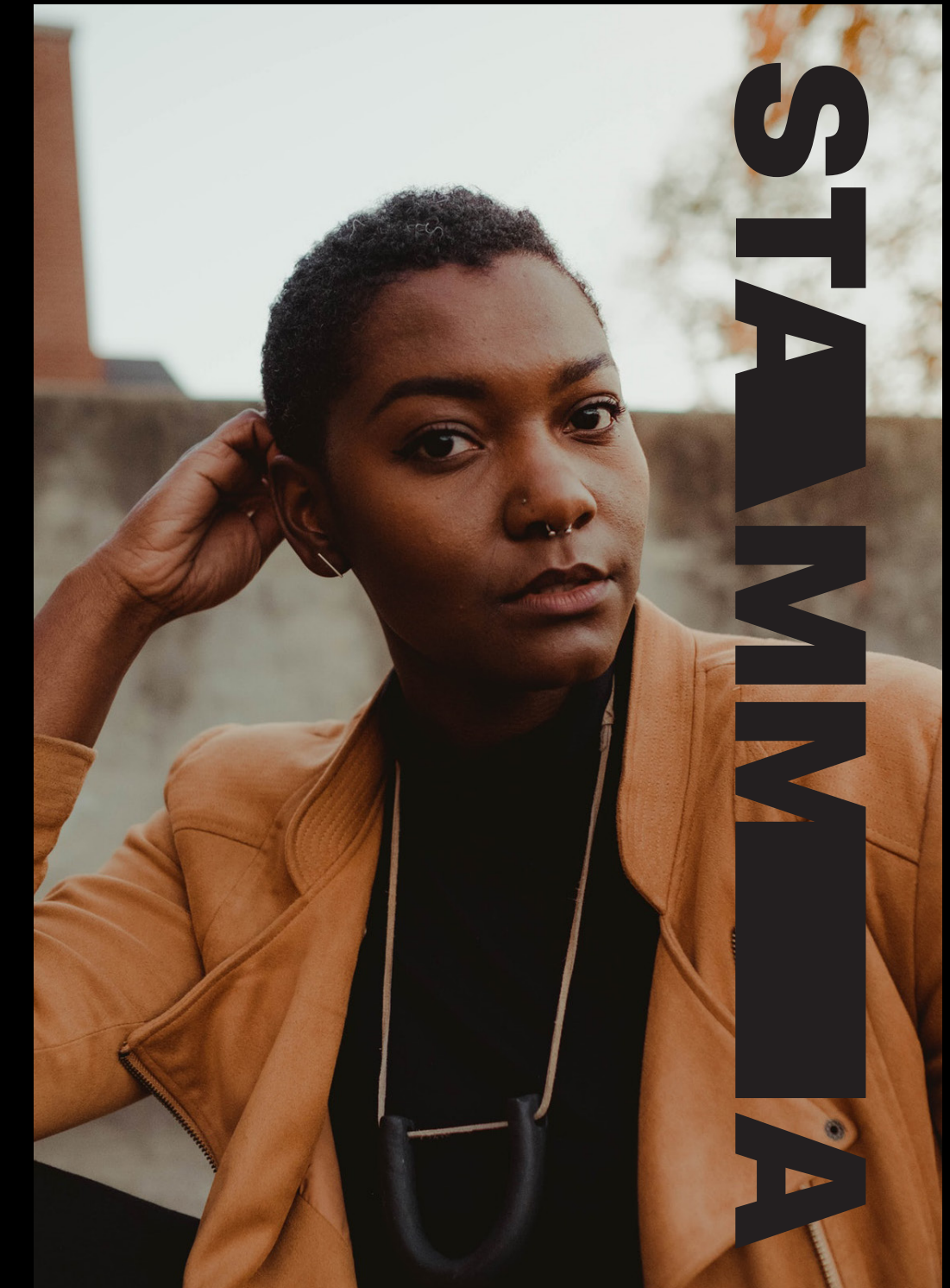
The E that always trips you up
at the start of your name,
that means you don't use
that name any more.

Stammering affects 1%
of the population in the UK.
It can prevent people from living
the life they want to.
It's a problem that's real for a stammerer,
but it's something we can all
be a part of solving.

So when was the last time you heard voices
speak out for stammering.
Speak proudly about their stammers,
Speak loudly about the support they need,
Or create a welcome home
for anyone who stammers?

Well hello,
Nice to meet you.
We are STAMMA.

And to the question at the start
if you hear someone stammer
What should you do?
It's simple.
Just hear them out.



The logo should never be the same size as the rest of the typography in the design nor should it be incorporated within sentences or copy.

3.0

Colour

Combinations

Examples



HEX	#FFFFFF	#000000	#ED7091	#006457	#F8BD2E	#735197	#364390	#DB5E4E
RGB	255 255 255	0 0 0	237 112 145	0 100 87	248 189 46	115 81 151	54 67 144	219 94 78
CMYK	0 0 0 0	0 0 0 100	0 68 21 0	88 34 64 29	2 28 87 0	66 75 11 1	95 79 5 0	9 74 66 0
PANTONE			190 C	7720 C	136 C	7677 C	7687 C	7418 C

Our colour palette consists of eight colours that form four colour combinations, including black and white.

Use:

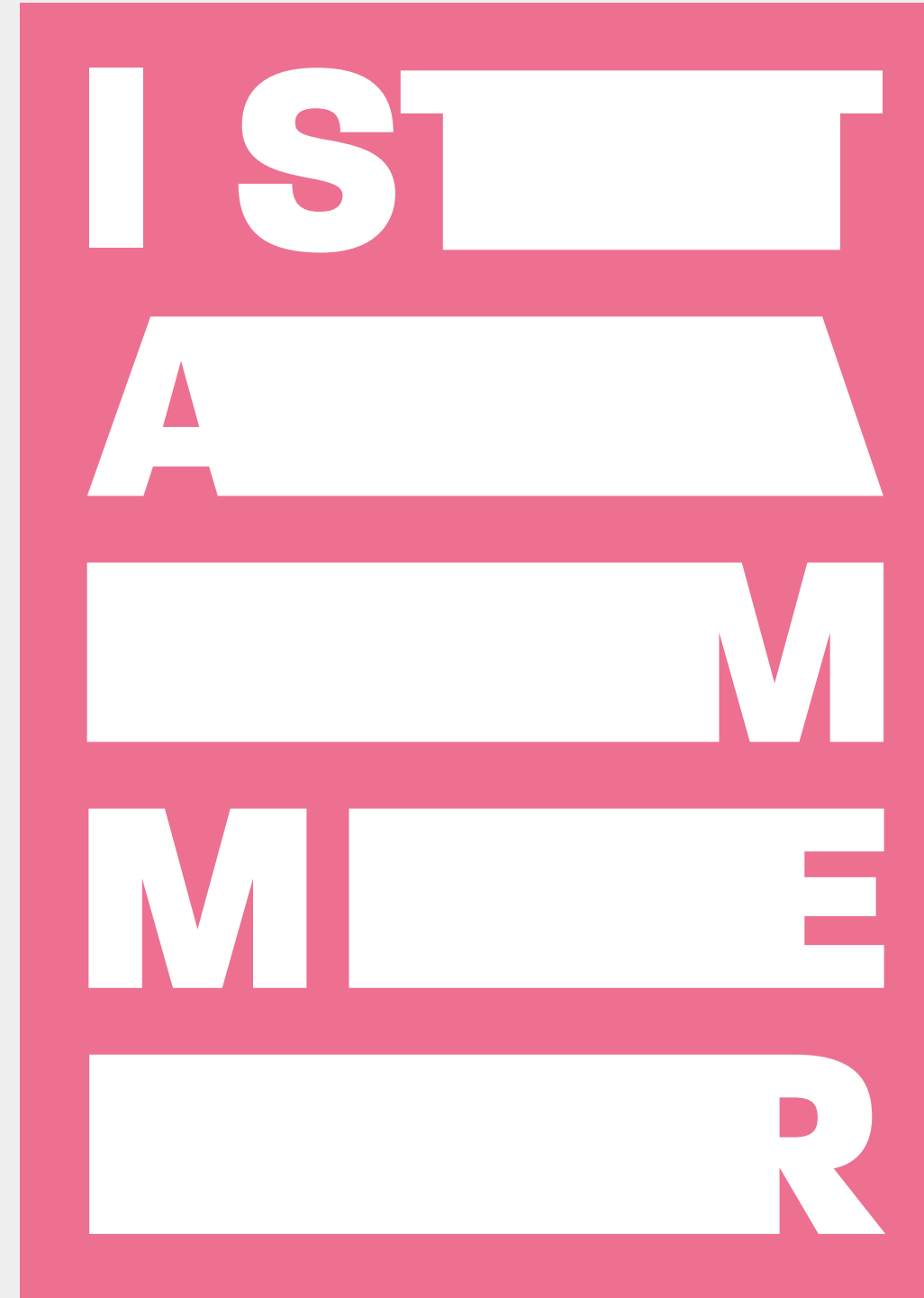
- A single colour with white.
- A single colour with black and white.
- A colour combination on its own.
- A colour combination with white OR black.

Don't use:

- Colours from different combinations together, other than with black or white.
- A single colour with black.
- More than three colours at once.



COLOUR COMBINATION



SINGLE COLOUR + WHITE



SINGLE COLOUR + WHITE + BLACK



COLOUR COMBINATION + WHITE

4.0

Typography

Overview

Main Font

Handwriting

Supporting Font

Examples

Three typographic styles

1 **HEADLINE** ² *our voices* **ES**

3

Typography is a key part of Stamma's visual identity. The brand uses three core typographic styles, each one with a different function. The most important of these is the headline.

In a way that's completely unique to stammering and to our brand, the headlines contain letters that are extended, symbolising the pauses and irregular rhythm of conversation.

The bold headlines are combined with handwriting, which represents the voice of the Stamma community. The handwriting sits within the extended letters, filling the drawn out silences with useful insights.

Finally, the style of this paragraph, which is common across all body copy in both print and digital. The next pages further explain these three styles.

Paralucient is our main font. It is used in its heavy weight for headlines. Only headline characters get extended.

HEADLINES

PARALUCENT HEAVY**ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz**

How to extend it

**TRANSFORMING
AWKWARD SILENCES
INTO SPACES
TO BE HELPFUL.**

All letters can be extended except for rounded letters like C's or S's. Counters shouldn't be extended. Try to extend letters that have different kinds of edges to create a more varied design.

Whenever the text is longer, the extended characters should be close enough to one another on the page to generate tension, while still being used relatively sparingly overall.

I LIKE TO TALK.

M

WE CHANGE THE WORLD

MIKE

INTERRUPTING

MAKES IT WORSE

Lucy

All voices are equal

LET ME FINISH

I am just like you

The handwriting inside the bold text should always be different. It should be used inside the extended type but can at times spill outside the edges, as long as it doesn't disrupt the legibility of the text in bold.

When creating the handwriting make sure to use a pen/pencil of a suitable thickness to ensure good readability and standout.

Body Copy

Hanken Grotesk

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Example Text

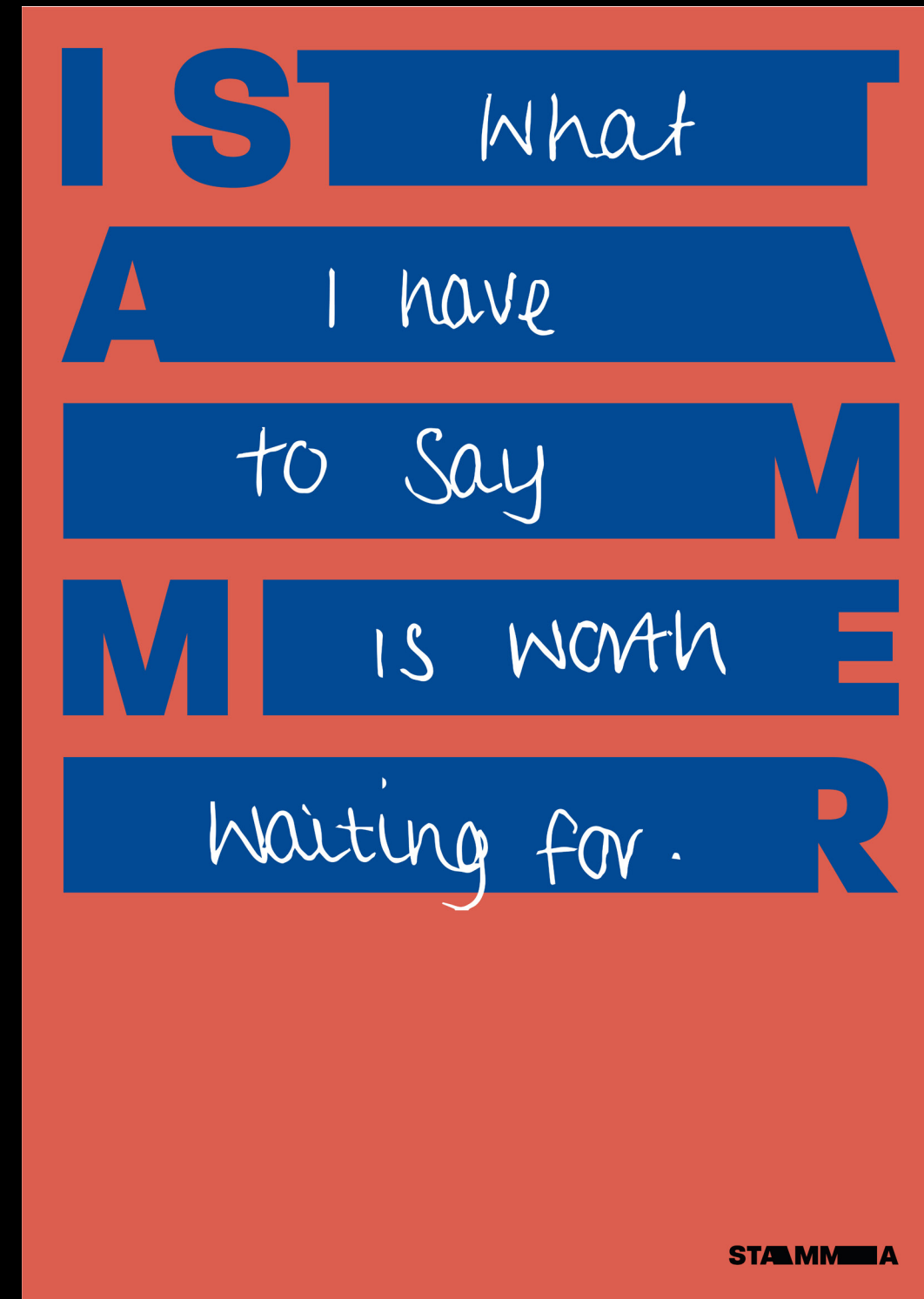
It is widely accepted that 5% or more of children under the age of five will go through a phase of stammering at some stage in their speech and language development. Up to a quarter of these children are at serious risk of developing persistent stammering without intervention during the pre-school years. About 1% of the adult population stammers. More men stammer than women, with a ratio of about 3.5 to 4 stammering men for every woman who stammers. So around 80% of adults who stammer are men.

Published research studies indicate that these figures are consistent world-wide and that stammering occurs across all cultures and in all social groups. Some people assume that if a person has difficulty speaking, they are less intelligent. Research indicates that people who stammer have the same range of intelligence as people generally. A person who stammers knows what they want to say but has difficulty getting the words out. So speed of speech should not be confused with speed of thought.

The supporting font is Hanken Grotesk. This is for body copy and it should be mainly used in Medium, but Regular and Bold can be used to add hierarchy within the body copy.



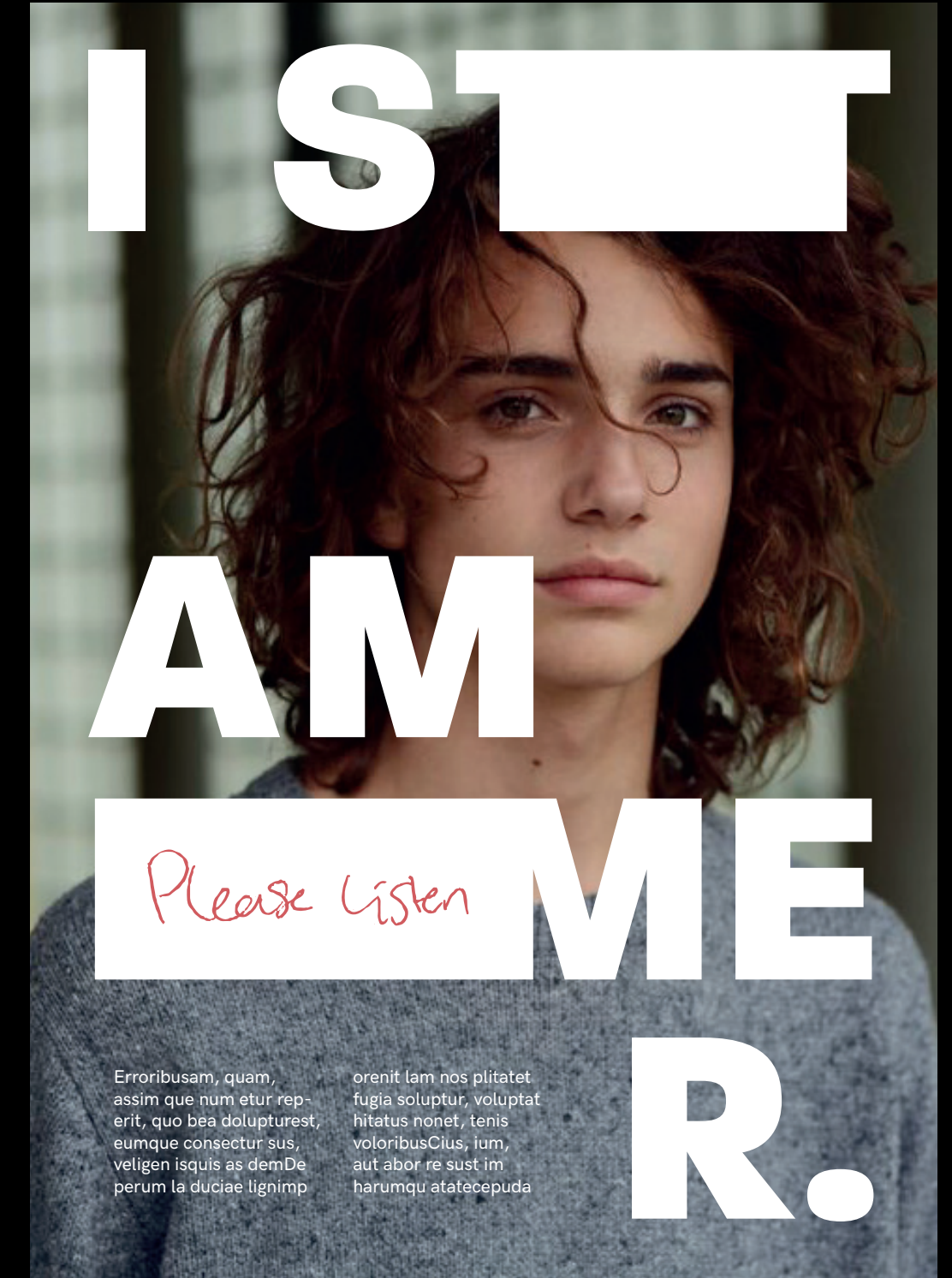
EXTENDED TITLE



EXTENDED TITLE + HANDWRITING



GRAPHIC + HANDWRITING + BODY

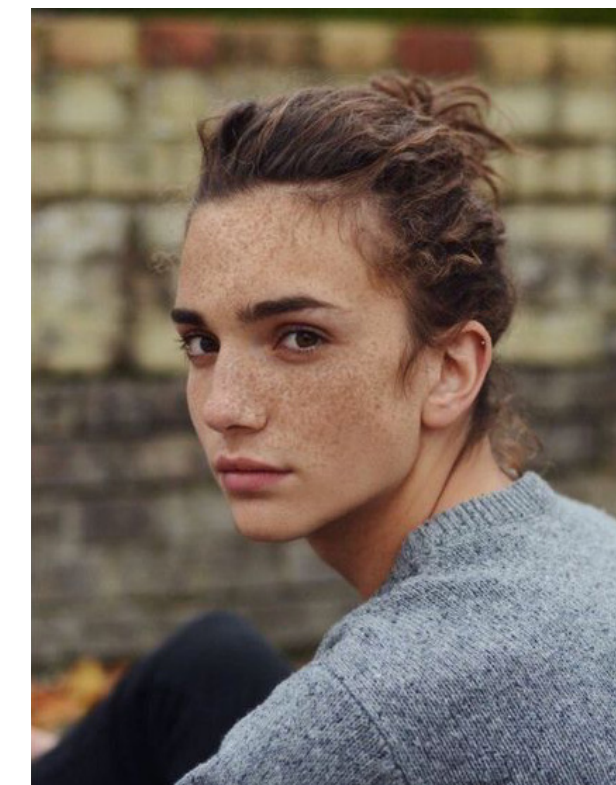


EXTENDED TITLE + HANDWRITING + PHOTO

5.0

Photography

Recommendations



Our photography shows people that stammer. In the most candid, human way possible.

Lighting

Warm and diffused lighting adds calmness to the photography, as well as making it consistent.

Focus

A shallow depth of field can help our viewers focus on the subject in the foreground and the typography.

Composition

Leave enough negative space for copy, and with minimal backgrounds to guarantee the readability of the smaller copy.

People that stammer

When subjects look at the camera, or when they are engaged in an activity, our portraits feel intimate and honest.

6.0

Brand in Action

Applications

ALL WORDS MATTER

STAMMA

Dear Sir/Madam

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Best Regards,



Old Ford Road, E2 9HJ, London

stamma.org 0203456789

ALL WORDS MATTER

STAMMA

STAMMERS Information Support Act LOG IN

Get to know our community

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STAMMERS What We Do Who We Are Community Media Act LOG IN

UPCOMING EVENTS

London	Weekly Meetup	01.10.18
Cardiff	Annual Stammering Conference	3.10.18
Manchester	'Psychology of Speech' Seminar	11.10.18
Liverpool	5K Stamma Fundraiser	23.10.18
Hull	Pub Social	27.11.18
Brighton	Exploring the Lanes	02.01.19

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Helpline
 020 8880 6590
 info@stammering.org

INFORMATION

How can we help you?

For Parents →
 For people who stammer →
 For professionals + employers →

Get an information pack

TOPICS

- What is Stammering?
- Early Intervention
- Under 5s
- School/Education
- At Work
- Therapy + Treatment
- Self Help

STAMMERS Information Support Act LOG IN

community - Events

EXPERIENCES

HOW TO DEAL WITH UNCOOPERATIVE TEACHERS

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Video Responses
 Melissa M.
 Julian K.
 Helena X

STAMMERS Information Support Act LOG IN

Your Comments

FANCY A CHAT?

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STAMMERS Information Support Act LOG IN

UNDER 5'S

Information for Parents & Teachers

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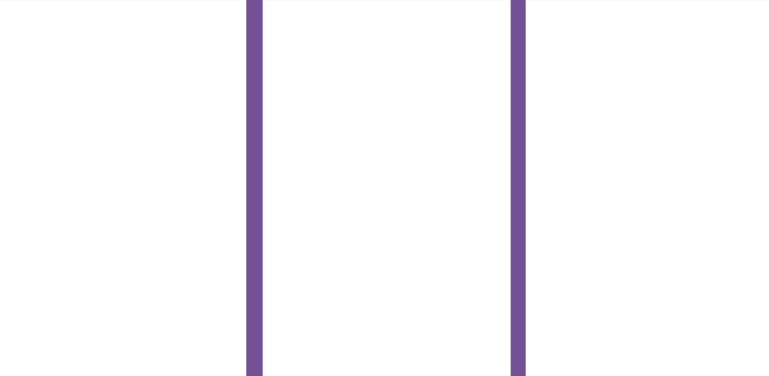
Website Possibilities

Hero Image

Title Here

NAME DATE STALMWA

Title Here



NAME DATE STALMWA

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NAME DATE STALMWA

Title Here

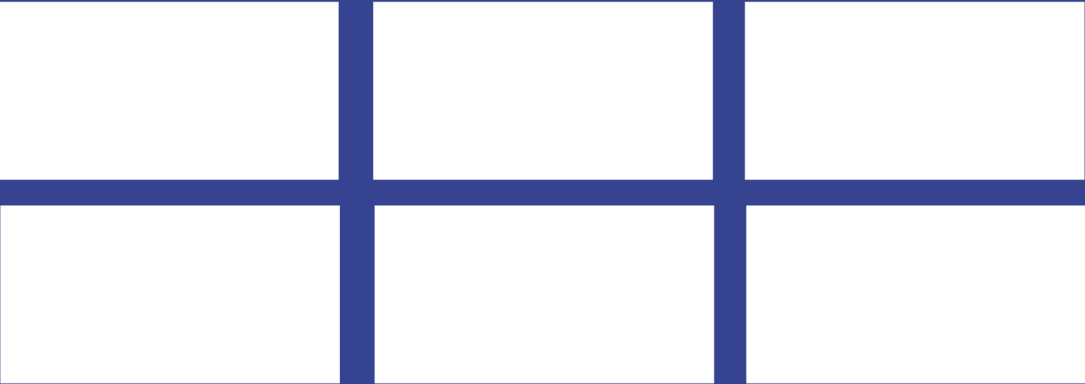
NAME DATE STALMWA

Title Here

- Bullet Point
- Bullet Point
- Bullet Point

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NAME DATE STALMWA

QUOTE

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“Extract from the copy or other important sentence”

NAME DATE STALMWA

Thank you

NAME DATE STALMWA

**THE
TEENAGER
WHO
STAMMERS**

Some questions answered

STAMMA

**THE
CHILD
WHO
STAMMERS**

Some questions answered

STAMMA

**THE
ADULT
WHO
STAMMERS**

Some questions answered

STAMMA

**THE
YOUNG ADULT
WHO
STAMMERS**

Some questions answered

STAMMA

**THE
PUPIL
WHO
STAMMERS**

Some questions answered

STAMMA

**THE
EMPLOYEE
WHO
STAMMERS**

Some questions answered

STAMMA

STAMMIA

**THE
TEENAGER
WHO
STAMMERS**

Some questions answered

STAMMIA

**THE
CHILD
WHO
STAMMERS**

Some questions answered

STAMMIA

**THE
ADULT
WHO
STAMMERS**

Some questions answered

STAMMIA

**THE
YOUNG ADULT
WHO
STAMMERS**

Some questions answered

STAMMIA

**THE
PUPIL
WHO
STAMMERS**

Some questions answered

STAMMIA

**THE
EMPLOYEE
WHO
STAMMERS**

Some questions answered

**THE
TEENAGER
WHO
STAMMERS**

Some questions answered

STAMMA

**THE
CHILD
WHO
STAMMERS**

Some questions answered

STAMMA

**THE
ADULT
WHO
STAMMERS**

Some questions answered

STAMMA

**THE
YOUNG ADULT
WHO
STAMMERS**

Some questions answered

STAMMA

**THE
PUPIL
WHO
STAMMERS**

Some questions answered

STAMMA

**THE
EMPLOYEE
WHO
STAMMERS**

Some questions answered

STAMMA

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THE ADULT WHO STAMMERS

Some questions answered

STAMMING A



WHAT IS STAMMERING?

Approximately one person in every hundred stammers, and you may think that most of these people stammer in the same way that you do. In fact, people stammer in different ways so that the term 'stammering' covers a wide range of behaviours. One person may get blocked or stuck on a certain word or sound, another may repeat sounds, another may go back in speech and take a run at the difficult word, and yet another may do all of these things and many more. Consider your own speech: you will probably find that you are fluent at times, perhaps when by yourself or with a friend. At other times you stammer, and this may occur more frequently when you are tired, excited or under stress. Your stammer may be worse when speaking to someone in authority or when you are on the telephone. Why is it that you are fluent at times, and at other times, you stammer? Stammering usually starts in early childhood, but when you were small your speech may not have bothered you as much. Probably in your early teens, you became more self-conscious and more aware that you were not speaking in the right way. Once aware and conscious of a problem, you tried to do something about it. At the same time, you started to develop feelings and thoughts about stammering, as to how it affected you as a person and what people thought about you. These feelings and thoughts have stayed with you

into adult life. They may have grown and changed, but they have become part of your stammer. Over the years, you have used certain strategies to cope with the situation. You may have come to the conclusion that your best course of action is to keep talking regardless of how you speak; or you may have decided to hide and avoid your stammer, even if it means not speaking when you want to do so. Whichever way you have coped, your feelings and thoughts have become associated with the speech difficulties. Therefore, you instinctively get tense when you think you are in a situation where your stammer will be a nuisance, and this tension will make your stammer worse. Other people, even close relatives, may think that your stammer is solely related to your speech, or they may not know that you stammer because you hide it so well. Regardless of what others think, you will know that the answer to the question 'What is stammering?' is that it is a speech problem, but also a problem of the feelings and thoughts associated with the act of speaking.

WHAT CAN YOU DO?

You should get the help of a speech and language therapist - preferably one who specialises in the treatment of stammering. If you have already had therapy and feel that you were not helped, try again because therapy may have changed and you may have changed. Details of how to get help from a speech and language therapist are given at the end of this pamphlet. However, you may be unable to get the help of a therapist and would like some ideas about how to help yourself - starting immediately. Here are some suggestions.

1 - Defining the problem

When dealing with any problem in life, the first step has to be to define that problem accurately. You know that you have a stammer, but what does that mean? What do you do when you stammer?

- Do you repeat sounds (s . . s . . supper) or syllables (su . . su . . supper)?
- Do you prolong sounds (ssssssupper)?
- Do you get blocked in speech so that you are unable to make any sound (s . . upper)?
- Do you close your eyes or rush through speech?
- Do you try to avoid the word by changing it for another that is easier to say?
- Do you give up speaking altogether?

These are the sorts of questions you

need to ask yourself to begin to understand what it is that you do when you stammer. You also need to consider what you think and feel about your stammer:

- Do you think it is severe or quite mild?
- Do you think that it is holding you back in your social life or at work?
- Do you think it is better with some people and in some situations than at other times?
- How do you feel when you stammer: embarrassed? annoyed? frustrated?
- Do you get angry at other people, at yourself, or both?

2 - One step at a time

Once you have begun to think about your stammer as being like a jigsaw puzzle, with small pieces that fit together and make up the whole, you can then tackle one piece at a time. Start with a piece which you feel might be possible to change. For example, you might take one sentence of your speech two or three times a day and make a special effort to say that sentence slowly and calmly; do not allow yourself to rush or panic. There is considerable evidence that, when speaking more slowly, most people stammer less. Perhaps you might find it easier to try and concentrate on not looking away from people or closing your eyes when you stammer. Try and make changes very slowly, a little at a time and step by step.

3 - Don't try to hide it

Another important issue is the use of avoidance behaviours, i.e. anything that you do to hide or avoid your stammer. The reason you need to hide the stammer is because you may have become convinced that people think all sorts of things about you once they hear you stammering. Are you certain this is so? Most people have their own problems and are often not particularly concerned with the way that you speak. If you use quite a lot of avoidance, you will find that the more you avoid, the more you need to go on avoiding. Also, there are times when it is almost impossible to avoid. If you are avoiding very successfully, you may be thought to be fluent by your boss, workmates, partner and friends. In order to maintain this fluency, you have to be constantly vigilant. You know, of course, that your stammer does not go away or improve because you hide it. Therefore, it will help you gradually to reduce the number of times that you avoid either saying a word, talking to a particular person or speaking in a certain situation. As well as experimenting with stammering more openly, you may find it useful to try and talk about your stammer to one or two people who are close to you. In this way you will become less anxious as you start to learn that people are not as critical as you had thought, and the world does not stop because your stammer comes out into the open.

4 - Degrees of fluency

You may think that there are only two possibilities: either you stammer or you are fluent. Watch and listen closely when people are speaking on buses, on radio phone-ins, at home and in shops. Is everyone as fluent, concise and articulate as you had imagined? Perhaps you will discover that many fluent speakers are often hesitant when speaking, and that there is not such a clear division between being fluent and stammering. Because of this you could now begin to accept that you do not have to be fluent all the time.

5 - Get expert advice

Contact the British Stammering Association (see helpline numbers below) to get accurate information and contacts for therapy, and to talk with someone who understands stammering and who can outline the options available to you. The most important thing is to find a specialist therapist. You may need to spend some time exploring until you find the approach that will work best for you. Where can I get help?

1. Most speech and language therapy is provided through the NHS. Contact BSA to see if there is a specialist in your area and to get contact details.
2. Contact your local speech and language service directly- in most areas you will need a GP's referral.
3. Contact other people who stammer. There are several online discussion groups for people who stammer as well as self-help groups in some parts of the UK. Many people who stammer

find it valuable to talk openly about their experiences with others who understand.

www.stammering.org/selfhelp_internet.html

You are not alone. There is help available. Contact the British Stammering Association - today! Helpline 020 8880 6590

WHO ARE WE?

The British Stammering Association (BSA) is a registered charity founded in 1978. It aims to help child and adult stammerers to overcome the limitations set by their dysfluency and thus communicate more effectively. BSA offers a free information and support service. We can provide details of specialist speech and language therapy, intensive courses and self-help groups. We also provide a professional telephone counselling service offering confidential information and support to all whose lives are affected by stammering. Through these activities we aim to provide up-to-date information about therapy options available to people who stammer. We also aim to empower stammerers to help themselves. In addition to the above, BSA works to raise awareness of stammering together with those difficulties experienced by people who stammer. We aim to initiate and support research into stammering and wherever possible we aim to promote enhanced life experiences through shared understanding.



Helpline: 020 8880 6590
email: info@stammering.org
Website: www.stammering.org
Facebook: www.facebook.com/stammeringbsa
Twitter: @stammer

Registered #
Number Charity

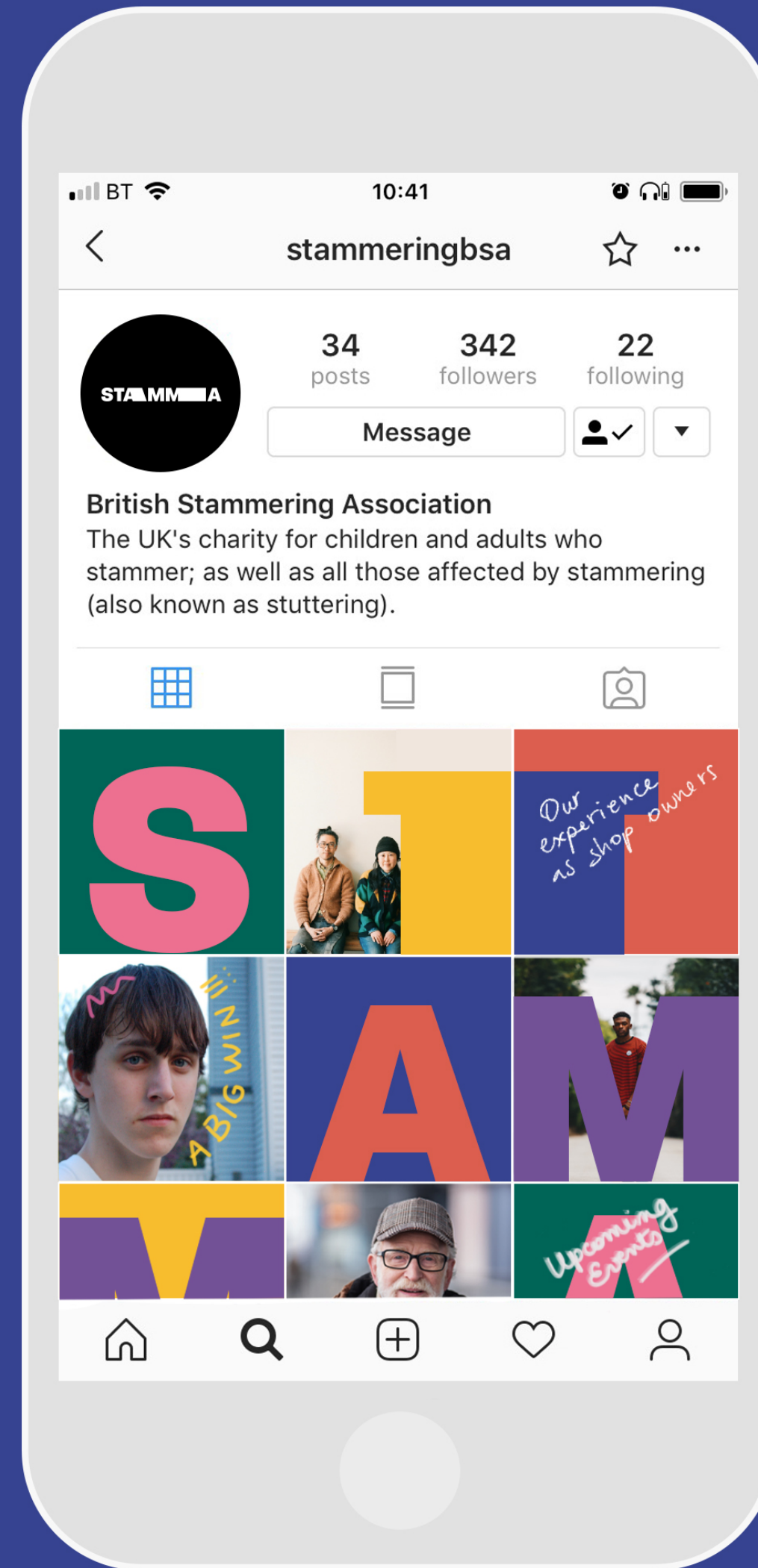
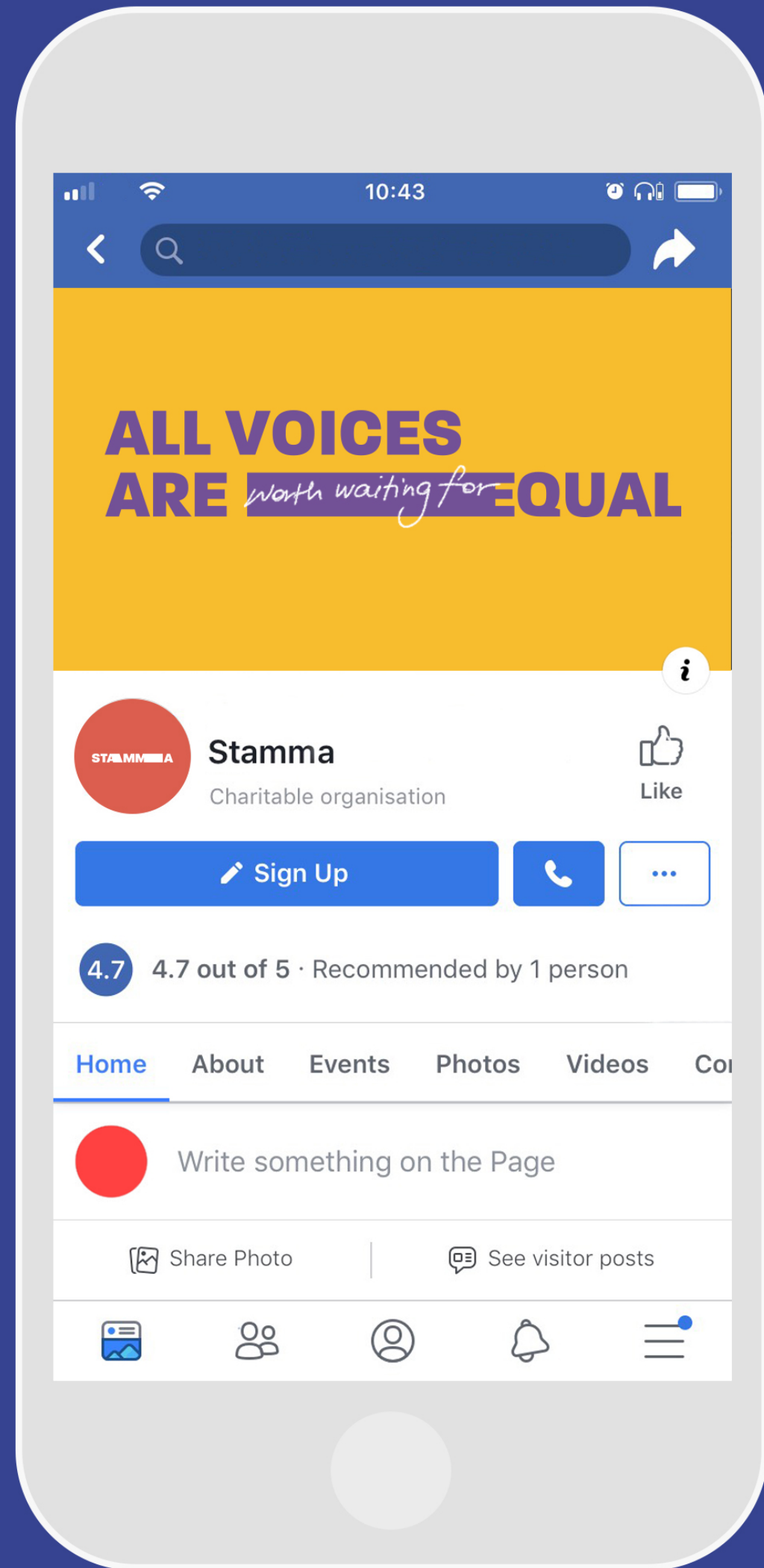
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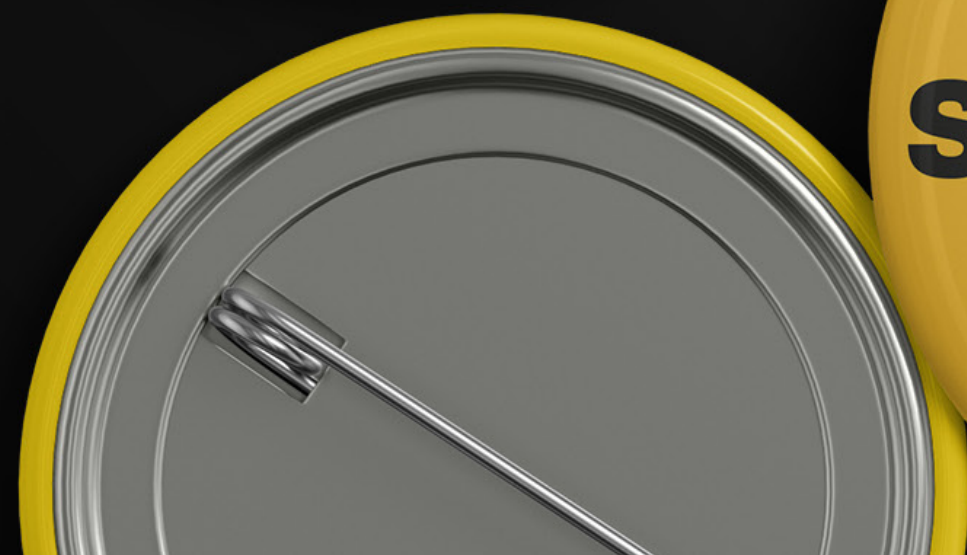
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**We look forward
to working with you**

For any further queries please contact jane.powell@stammering.org