The Butty

Community food, on the canal

A concept by adamroe.

Brand guidelines.



The name, the boat, colour, type, photographs and website rules for The Butty, a community food charity on the Grand Union Canal. One reference, so everything made for it is made the same way.

Give

Volunteer

October 2026 · Version 1.0

Not a real charity. Built to show the work.

01 Who it is for

Three people, one table.

A small charity with a kitchen, a hall by the canal and a rota of volunteers: a weekly community meal, a pay-what-you-can food shelf and cooking sessions. The site turns a visitor into somebody who gives, helps or comes to eat, and makes the third as ordinary as the other two.

Person 1

Somebody deciding to give

They want to know what the money does, in plain numbers, and to give in under a minute, with Gift Aid asked properly.

Person 2

Somebody with a free evening

What the roles are and what each involves, what is needed this month, and a sign-up that does not read like a job application.

Person 3

Somebody who could use a hot meal

That it is for anybody, when it is, and that there is no form, no referral and nobody will ask.

Before anything else

Where real help is

The Butty is a concept. Every page says so and points to MK Food Bank and the council's cost of living support, which are real.

How it sounds

Plainly, and soon

When, where, how long, and what it costs, which is often nothing. The answer comes first, the story after.

Alongside, never above

People come to eat, not to be helped. Nobody is a case, a story or a statistic, and nobody is thanked for being poor.

Numbers, not adjectives

What £10 pays for is a fact the charity supplies, [WHAT £10 PAYS FOR], not a feeling. Nothing is rounded up to sound better.

The line

Food, and somebody to eat it with.

The short one

A community food charity on the Grand Union Canal in Milton Keynes.

Facts and unknowns

Anything a real charity would supply stays in [BRACKETS]: the registered number, the meals served, what each pound pays for. Nothing is invented to fill them.

02 Logo

A boat that is a sandwich.

A butty is the boat towed alongside the working boat, carrying the load. It is also a sandwich, and in parts of the country a friend. The mark is all three: two slices of bread, each shaped like a narrowboat's hull, the filling between, and a chimney on top.

Primary · horizontal

The Butty
Community food, on the canal

The header, letters, the donation receipt. At least 160px wide on screen.

Stacked

The Butty
Community food, on the canal

Square spaces: posters, the apron, a tote.

On Lock

The Butty
Community food, on the canal

Words in Paint; the filling turns Moss so it still shows.

The badge

The butty on a Lock circle. Favicon, profiles, the sign by the door.

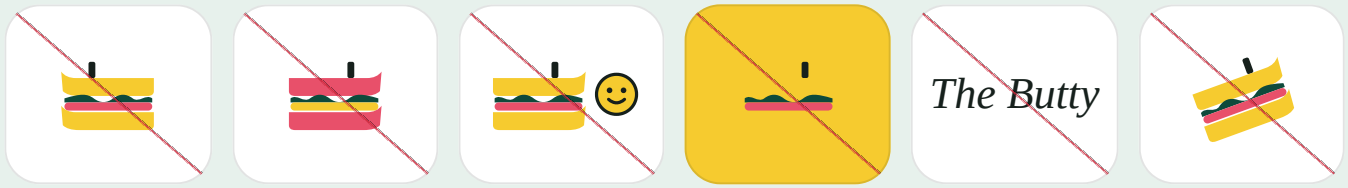
Small

Under 40px, always the badge.

Construction and space

On a 64-unit square: two hull-shaped slices in Brass, a Lock leaf, a Rose stripe and a Coal chimney. It faces right, the way a boat moves. Clear space: one slice's height, all round. The master is SVG in the theme.

Never



Turn it round · Swap the colours · Give it a face · Set it on Brass · Retype the name · Tilt it

03 Colour

Painted like a working boat.

The colours of the canal: Lock, the deep green of a boat's cabin side; Brass, the chrome yellow of its lettering and fittings; Rose, from the roses painted on every panel. A cool Towpath ground, never cream. Every pair below is measured, not estimated.

Lock
#0E4A3B
The dark ground; buttons on light

Hull
#0A3329
Blocks on Lock, the concept bar

Coal
#16201C
All text on light

Reed
#4A5A53
Second text on light

Brass
#F6CB2F
Give, and one highlight

Rose
#E8506A
The painted rose. Never text

Water
#BFE0EA
Tiles, Gift Aid

Moss
#A9C9B5
Second text on Lock

Towpath
#E7F1EC
The light ground

Paint
#FFFFFF
Blocks, fields

Measured, 7 October 2026 (WCAG 2.x)

Body text	Aa	14.47:1	AAA
Second text	Aa	6.32:1	AA
Text on Lock	Aa	10.19:1	AAA
Second text on Lock	Aa	5.68:1	AA
Buttons, Paint on Lock	Aa	10.19:1	AAA
Give, Coal on Brass	Aa	10.74:1	AAA
Brass on Lock	Aa	6.55:1	AA
Coal on Rose	Aa	4.60:1	AA
Rose on Paint	Aa	3.63:1	FAIL
Rose on Lock	Aa	2.81:1	FAIL

10.7 Coal on Brass, 10.7:1. Give is the brightest thing on the screen, and its words are the easiest to read.

Rose never carries words. On Paint it measures 3.63:1. It is the painted rose, a stripe in the mark, the ring round the real-help card.

One Brass thing a screen. Usually Give. A page with three yellow buttons has no button.

04 The canal

Roped side by side.

On a wide canal like the Grand Union, a working boat and its butty could be roped side to side, breasted up, and taken through the locks as one. That is the charity: alongside, carrying the load. The panel pattern and the rope come from the boats themselves.

The pair





The panel: diamonds and roses in a row, as a boat's cabin was painted. A divider, a poster border, the foot of a block, always on Lock or Hull.

The rope

The towline between two parts of a page. In Brass on Lock, Lock on light.

The highlight

Somebody to eat it with.

A painted stripe under the last words of a headline. Once a screen.

The real canal

The Grand Union enters Milton Keynes at Fenny Stratford Lock, which drops it by only 12 inches, runs level for 11 miles, and leaves at Wolverton on an embankment (Wikipedia, read 7 October 2026).

The real boats

A butty is an unpowered boat, towed by a motor boat: two hulls, one engine, twice the cargo. On a wide canal the pair could go through a lock side by side (Wikipedia, Narrowboat, read 7 October 2026).

Never

No pattern behind words. The boats and the rope are drawn whole or not at all, and no place in the brand is named as the charity's address.

05 Typography

Sign-written on top. Easy to read underneath.

Alfa Slab One is a fat slab, like the painted name on a boat’s cabin side. Atkinson Hyperlegible Next, made by the Braille Institute and named after its founder, makes every letter distinct from its neighbours for readers with low vision, which is who a charity like this most often serves.

Headlines · Alfa Slab One

Food, and somebody to eat it with.

Everything else · Atkinson Hyperlegible Next 400 and 700

Tuesdays, 5pm to 7pm, in the hall by the canal. Anybody is welcome, there is no form, and nobody will ask why you came.

Il1 O0 rn m: told apart at a glance.

Role	Face	Size, desktop / phone	Weight	Leading, tracking	WordPress size
Hero headline	Alfa Slab One	88 / 46px	400 (its only)	1.0, minus 1%	xx-large
Section headline	Alfa Slab One	52 / 34px	400	1.05, minus 1%	x-large
Block title	Alfa Slab One	28 / 23px	400	1.15	large
Figures	Alfa Slab One	80 to 180px	400	0.9	colossal
Body	Atkinson Hyperlegible Next	19 / 18px	400, 700	1.6	medium
Small print, labels	Atkinson Hyperlegible Next	16px	400 / 700	1.5	small
Buttons	Atkinson Hyperlegible Next	18px	700	1.1	

Rules

Sentence case everywhere, buttons too. No capitals for labels: the eyebrow carries a painted diamond. Body never under 18px, on any screen.

Self-hosted

Both are SIL Open Font Licence, served by the theme, so no visitor’s details go to Google for a typeface. The headline face was picked from twelve set side by side (Brand/type).

06 Photography

People doing things.

The photographs are made with AI for this concept, the way its drawings are drawn, and say so where they appear. They show what happens on a Tuesday: hands passing a crate, a long table, a pot on the stove. Nobody is in hardship for the camera.



01 Passing a crate · 3:2



02 The long table · 3:2

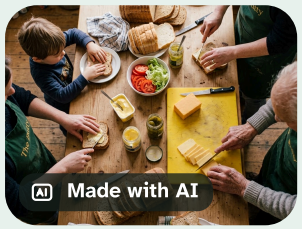
[AI PHOTO 3]

Made with AI

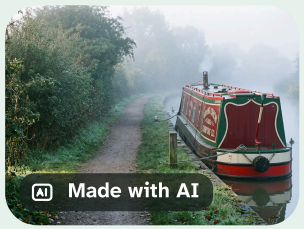
03 Packing bags · 4:5



04 The kitchen · 4:5



05 Making butties · 1:1



06 On the towpath · 3:2



07 From the allotment · 4:5



08 Loading up · 3:2

Made by Adam Roe for this concept, from the shot list in brand.md, which has a prompt for each. Each shape is the photograph's own; here they are cropped to one. Until a photograph is ready its frame says [AI PHOTO].

Three rules, every time

1. Labelled **Made with AI** in the corner, wherever it appears.
2. Nobody in one is given a name, a role or a quote, so none passes as a volunteer or a guest.
3. People are shown doing: cooking, packing, eating together. Never in hardship as a spectacle.

How they look

Daylight, candid, nobody looking at the camera, faces turned away or soft. Plain clothes, Lock aprons. No words in the frame but The Butty's own name: no place, no brand.

The canal itself

Made with AI and labelled like the rest. An openly licensed real photograph (CC0 or CC BY) can replace one, its licence checked and its photographer credited.

07 Website parts

One thing to press, and it is Give.

Plain blocks, plenty of room, and the next step obvious. Give is Brass, the brightest thing on the screen. Volunteer and Come and eat are just as easy to find, never smaller. Every page says where real help is.

Giving

£5
[WHAT IT PAYS FOR]

£10
[WHAT IT PAYS FOR]

£25
[WHAT IT PAYS FOR]

Other
Any amount

Add 25p to every £1, at no cost to you. Tick if you pay UK Income Tax or Capital Gains Tax.

The declaration says which charity, your full name and home address, which gifts it covers, and that you will pay any difference if your tax is less than the Gift Aid claimed. That is what GOV.UK requires.

Give £10

Give monthly

Come and eat

Tuesdays, 5pm to 7pm

A hot meal · No form · Step-free

Volunteer · a role card

Cook on a Tuesday

3.30pm to 7.30pm, once a month or more

What it involves, who to ask, and what is needed this month, before the form.

Need food today? The Butty is a concept, not a real charity. MK Food Bank and the council's cost of living support can help.

Shape

Blocks 20px, 16px on a phone. Fields 12px. Buttons fully round. Photographs 20px, labelled.

Buttons

Give: Brass, Coal words, 10.7:1. Others: Lock pill, Paint words. Second: a Coal outline.

Targets

Nothing under 44 by 44px. Focus always shown: Lock on light, Brass on dark.

Motion

Almost none. Charities are read on old phones over slow connections.

08 In WordPress

The brand, built into the editor.

The site is built from WordPress blocks. These rules go into the theme itself, so whoever posts the week's menu or a call for volunteers can only pick the brand's colours, fonts and sizes. Nothing to remember, and nothing to drift.

The colour picker, exactly

Lock	`lock`
Hull	`hull`
Coal	`coal`
Reed	`reed`
Brass	`brass`
Rose	`rose`
Water	`water`
Moss	`moss`
Towpath	`towpath`
Paint	`paint`

Switched off, so it cannot drift

- ✓ Custom colours and gradients
- ✓ Custom font sizes, and any other font
- ✓ Duotone filters
- ✓ Drop caps

Type, space and parts

Fonts	`alfa-slab-one · atkinson, self-hosted`
Sizes	small to colossal, fluid
Spacing	seven steps, 8px to 128px
Block styles	`block · lock · brass · give · eyebrow`
Package	WordPress, Five page

Ready-made patterns

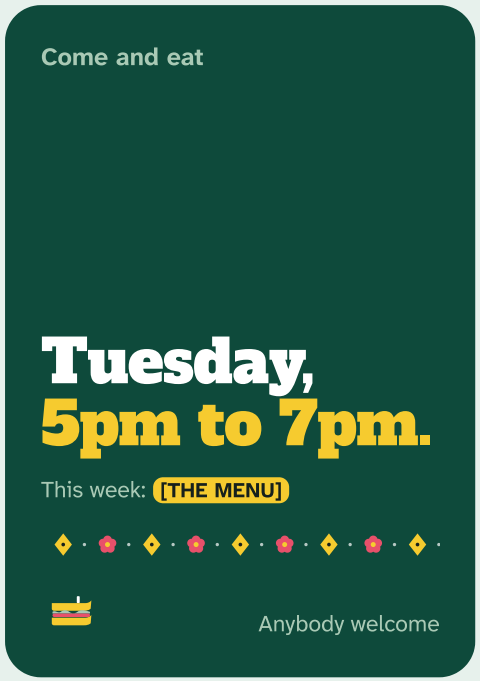
Hero, with Give	`bt/hero-give`
Come and eat	`bt/come-and-eat`
Where the money goes	`bt/where-it-goes`
Give, with Gift Aid	`bt/give`
Volunteer roles	`bt/roles`
Real help	`bt/real-help`
Questions	`bt/questions`
Find us	`bt/find-us`

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"color": {
  "custom": false,
  "palette": [
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      "name": "Brass",
      "color": "#F6CB2F" }, ...
```

09 Social

Three posts, every week.

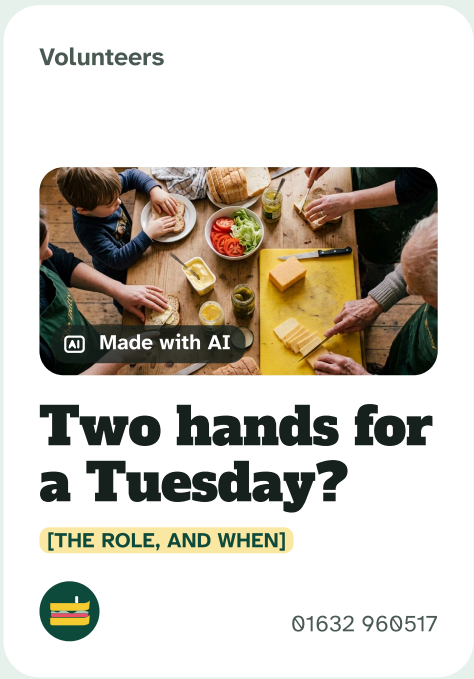
Facebook and Instagram are where a local charity is passed on. Three templates cover almost every post, and the words in brackets are all that change. A photograph, when there is one, carries its AI label here too.



Every Monday, so it is seen before Tuesday.



A real number, once a month, from the charity's own figures.



When a role needs filling, and only then.

Profiles

The badge, centred with room around it, because every platform crops to a circle.

Name	The Butty, everywhere
Handle	[HANDLE]
Posts	1080 × 1350, portrait
Share image	1200 × 630
Profile	720 × 720, the badge

10 Name, details & trust marks

Written the same way, everywhere.

A donor checks the charity number before giving, and so does the Charity Commission's register. When the name and number match everywhere, to the letter, the charity is easier to find and easier to trust.

The record

Name	**The Butty**. Always with "The"; never Butty Charity or TB
Status	[REGISTERED CHARITY NUMBER]
Phone	01632 960517 · Ofcom's drama range, so it reaches nobody
Meal	Tuesdays, 5pm to 7pm
Area	Milton Keynes, on the Grand Union Canal. No street, no estate
Real help	MK Food Bank; the council's cost of living support

Name checked 7 October 2026: no charity on the register with "butty" in its name; at Companies House the word belongs to sandwich shops, cafés, a bakery and a few others, none of them a charity and none in Milton Keynes. Watling Larder, Linford Butty and Lockside Larder were turned down because real projects sit too close.

Trust marks

Registered charity

The number, [NUMBER], in every footer and on anything that asks for money. A charity over £10,000 a year must say it is registered there (Charities Act 2011, s39).

Food hygiene

Serving food at least monthly means registering as a food business 28 days before starting (Food Standards Agency). The rating, [RATING], once inspected, and never before.

Gift Aid

Claimed only with a declaration that says what GOV.UK requires: the charity, the donor's name and address, the gifts covered, and the tax explanation.

Fundraising Regulator

The badge only if the charity registers with it [ONLY IF REGISTERED]. Never shown as decoration.

Formats

Dates	7 October 2026
Times	5pm, 7.30pm
Days	Tuesday, in full
Phone	01632 960517
Money	£10, £2.50
Spelling	UK: colour, organise

11 Application

The short version.

If only one page of this document survives, make it this one.

Do

- ✓ Place the butty from the theme files, facing right.
- ✓ Under 40px, use the badge.
- ✓ Keep Brass for Give and one highlight; Rose is never words.
- ✓ Set headlines in Alfa Slab One and everything else in Atkinson Hyperlegible Next, 18px at least.
- ✓ Say when, where and what it costs first.
- ✓ Label every AI photograph, and point to real help on every page.

Don't

- ✗ Turn the butty round, recolour it, or give it a face.
- ✗ Put three Brass things on one screen.
- ✗ Name, quote or caption anybody in an AI photograph.
- ✗ Show anybody in hardship for the camera, or write pity.
- ✗ Round a number up, or invent one.
- ✗ Name a street or an estate as the charity's home.

Because this is a concept

1. The charity, its volunteers and its meals are invented. Every page says so.
2. The charity number, the figures and what each pound pays for stay in **[BRACKETS]**.
3. The photographs of people are made with AI, labelled, and never named.
4. The phone number, 01632 960517, is in Ofcom's drama range.
5. MK Food Bank, the council's support, the canal and the law quoted are real, and dated.

Made by Adam Roe · adamroe.co.uk · the brand, the photographs, the website design and the WordPress build