

Section One

Branding and Usage Guidelines

It's important that all brand documents (especially the branding guidelines document) follow the guidance set out in the branding guidelines. This includes our fonts, sizing and colours

01

Typography

Generally, the “logo colors” act as pop colors in illustrations or icons but should not be used in design elements.

02

Colour Pallet

Avoid deviating from the core set of colors or creating tints of these values.

03

Our Logo

Please do not use, display, mirror or frame (including in metatags or hidden text) our company assets.

Typography

Futura PT

**AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz**

We have decided to use Futura PT as our main font. This was decided as the font looks both fun and professional.

We also considered the use of **Gadugi** or **Raleway**.

Though we ended up deciding on Futura PT as we preferred it's look and it resulted in more people reading the content in our target audience testing.



Headings

Futura PT Bold

Sub Headings

Futura PT Book

Main Body

Futura PT Light

About Futura PT

A little bit of history about this amazing font from Wikipedia.

Futura is a geometric sans-serif typeface designed by Paul Renner and released in 1927. It was designed as a contribution on the New Frankfurt project. It is based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period. It was developed as a typeface by the Bauer Type Foundry, competing with Ludwig & Mayer's seminal Erbar typeface of 1926.

We also decided to create some variance within the font for headings, sub headings and body text by using varied fonts from the same family to better display font and typography hierarchy.

Typography Hierarchy also applies to size, colour, contrast and alignment. We have left it fairly free in this document because it allows our designers more flexibility however some guidelines do state exact sizes and more.

Our Colour Palette

#21A9ED

Youths Choice
Blue

#0F4E6E

Youths Choice
Midnight Blue

#1984B8

Youths Choice
Dark Blue

#187CAD

Youths Choice
Alternative
Dark Blue

#23B2FA

Youths Choice
Light Blue

Colour Palette,

Our primary color is Youths Choice Blue. We use it to portray Trustworthiness, Loyalty and Energy.

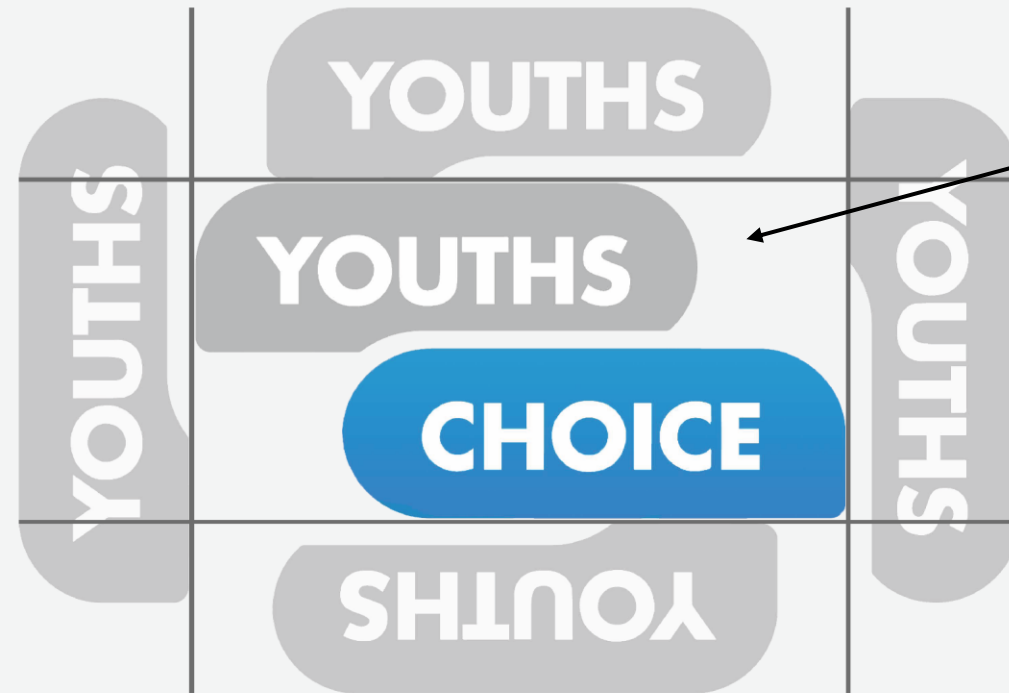
Alternative Colours,

- Youths Choice Blue
- Youths Choice Midnight Blue
- Youths Choice Dark Blue
- Youths Choice Alternative Dark Blue
- Youths Choice Light Blue

I decided on the main blue being called Youths Choice blue, this has the hex code of #21A9ED

The connotations of this were looked up on sharonshamladesign.wordpress.com. Full links to pages used can be found in the references list

Alternative Complementary Colours where also chosen for things like links, fades and more.



Our Logo

Our logo is our most valuable asset. It's not a shape-shifter, and doesn't have plans to become one anytime soon. So, please do not edit, change, or distort it in any way.

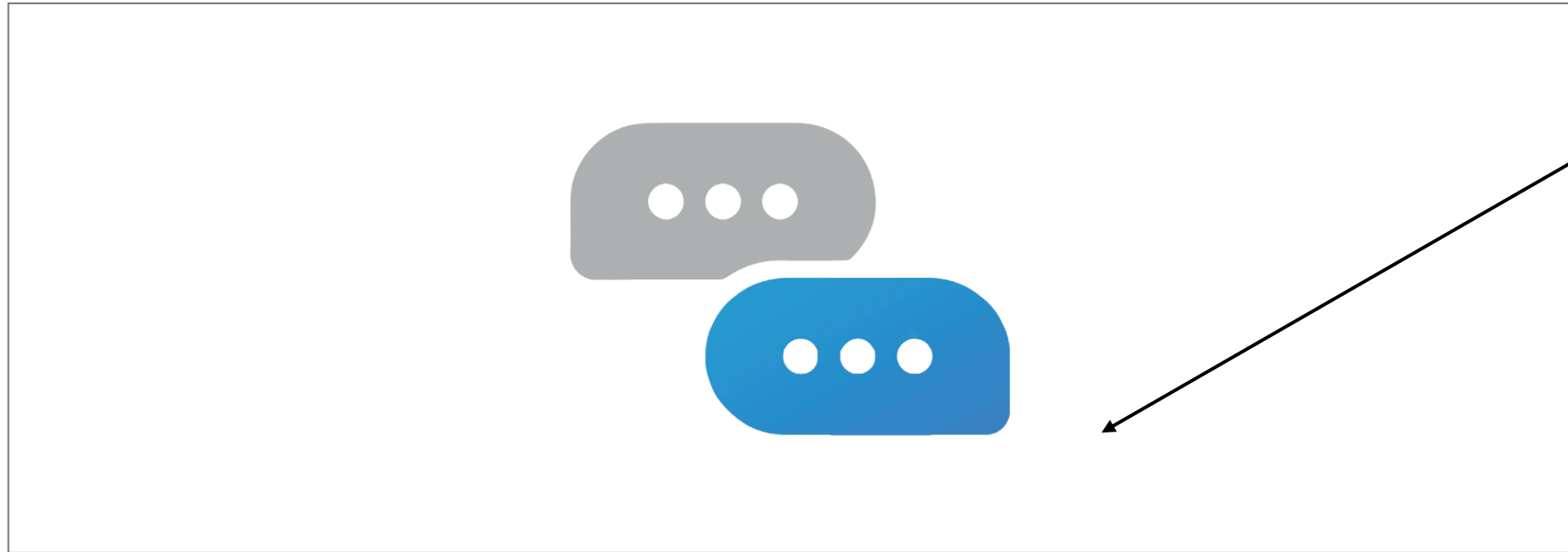
Clearspace

Since our logo is our most valuable asset we want to make sure that it stands on it's own. Because of this we ask that you leave half the logo on all sides.

Logo spacing is very important to it can stand uninterrupted and without other words or logos to distract the user. It's also important for this space to be relevant to the logo size and not just a set pixel width as when the shape grows and shrinks you want it to change accordingly

Our Alternative Logo

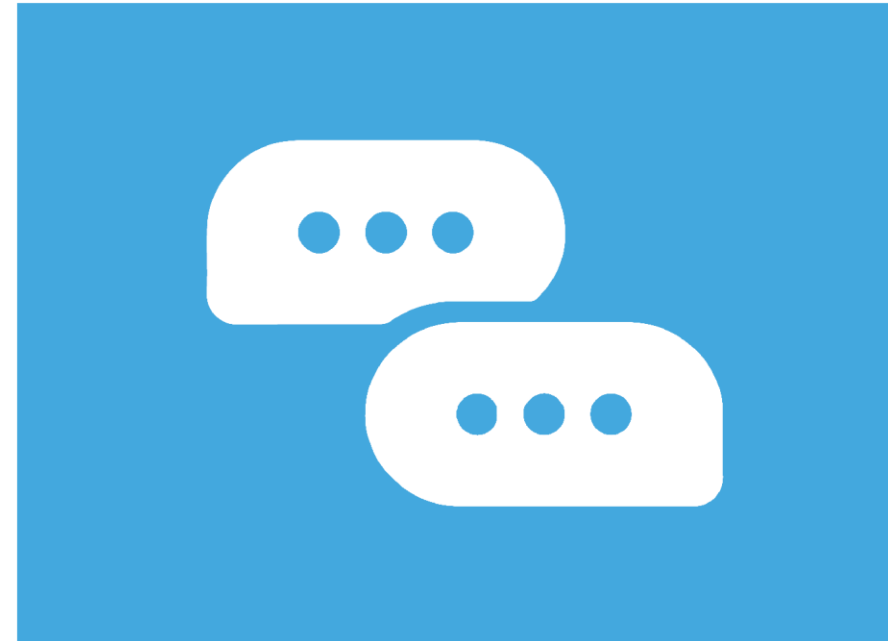
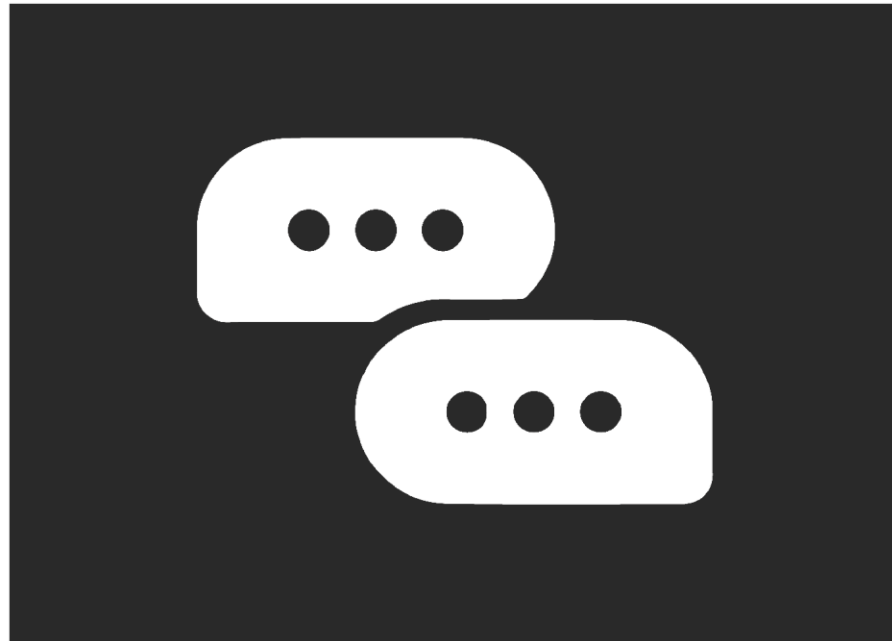
For places that our full size logo won't fit we also have a smaller version that also fits into a square. This works perfectly on Social Media Profiles as well as smaller watermarks. It's available in the gray and blue of our main logo as well as fully white for coloured backgrounds.



Alternative Logos are also very important. It's always good practice to have a scalable logo. Here's some good examples of brands who do this well

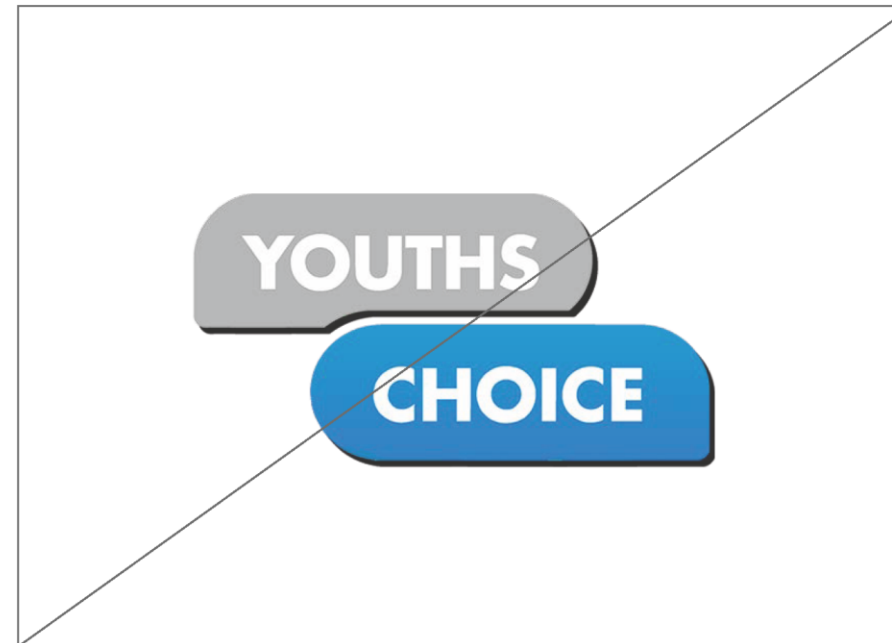
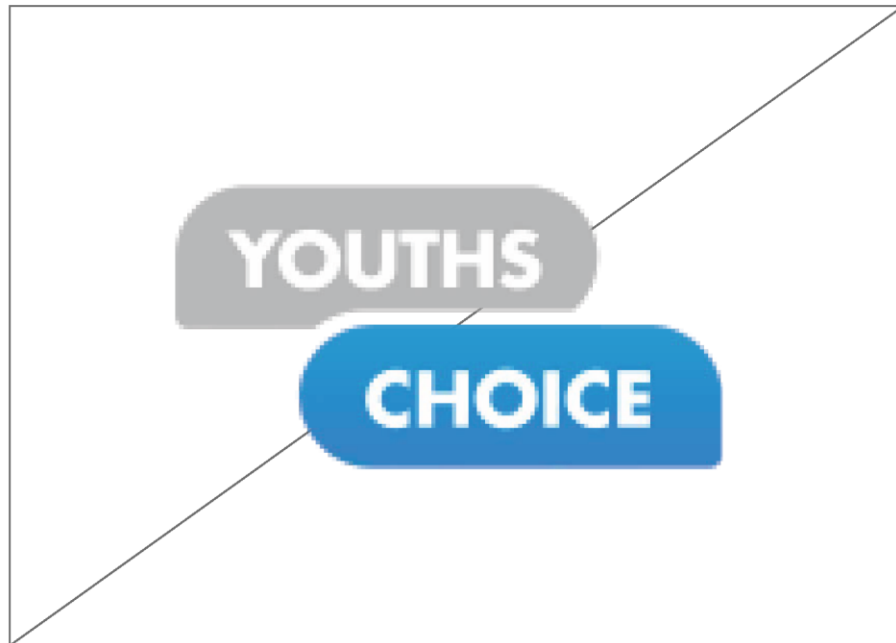
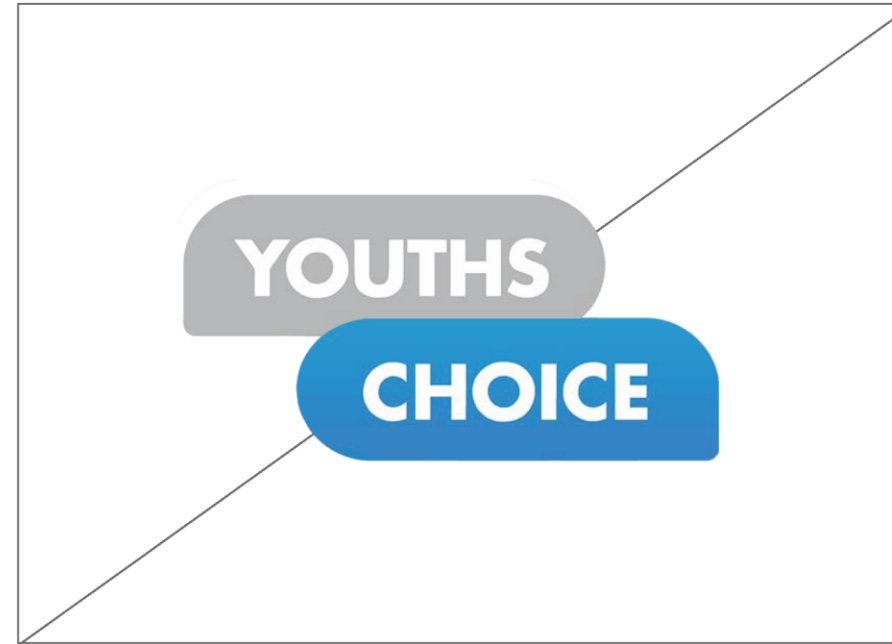
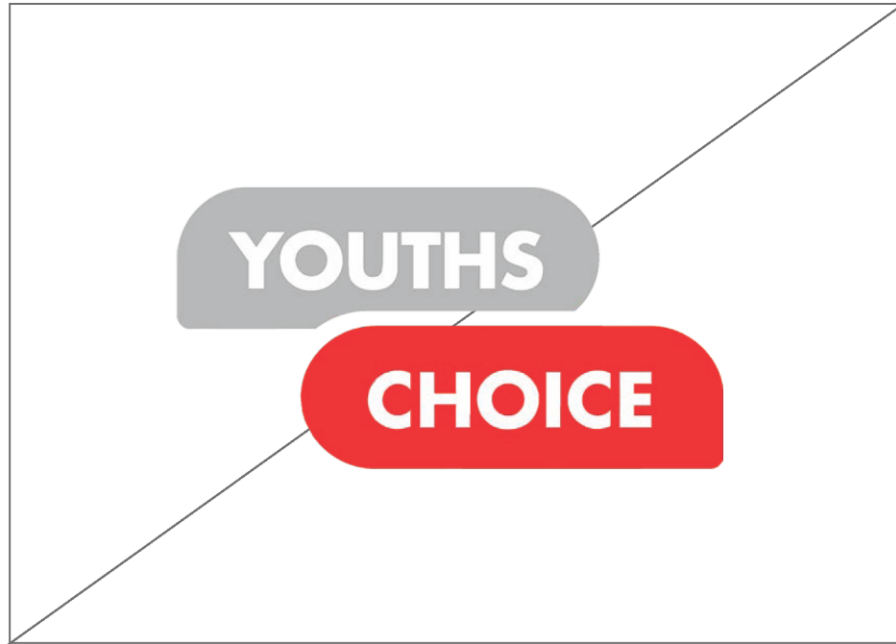


At every layer of this you know what the brand is still, it's still recognisable and consistent with their brand image and main logo



Incorrect Usage of our Logo

- Don't change the colour of our logo
- Don't Connect the two elements of the logo
- Don't use a bad quality of pixelated logo
- Don't add any drop shadow effects to the logo



Here's the don'ts. Similar to spacing it's important that nothing removes from the logo itself and it's important it doesn't change. Here are a simple set of guidelines that include but aren't limited to. Colour, Spacing, Resolution and Shadows.

Section Two

Our Tone of Voice

We and Us not I and Me

Where you would say I or Me we replace that with We or Us, for example we wouldn't say 'I'm happy to hear that!' we would say 'We're happy to hear that!'

We swap Formal Words for Normal Words

Would you say,
Commence or Start
However or But
Assistance or Help
Hello or Hey
Discover or Find Out
In Addition or Also

Emojis

We love to use emojis on our social media and other online mediums. Though we use them to add context to complete sentences not replace them. For example we wouldn't say 'We ♥ That' we would say 'We Love That ♥'

Bullet Points and to the point

We use bullet points to list items quickly because it makes things easier to read. We also use short sentences that get straight to the point, it get's points across quicker saving readers and listeners time.

The tone of voice is a critical new addition to branding guidelines. Especially in the world of social media. You want clear guidance on how the brand would say things to allow for consistency between different employees posting and responding to comments.

For example here we say that we swap formal words for normal words. As our target audience is teens and young people it's important they understand and relate to the words that we use. It's also important they aren't confused by our use of emojis hence our clause here about using them to add context and nor replace text

Section Three

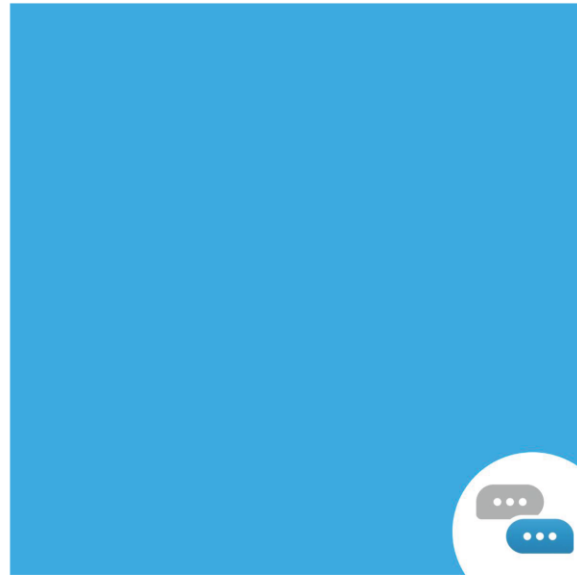
Our Social Media

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Main Square Posts

We use a logo poking out from the right hand side as constant branding across all posts. Photos, Text and more



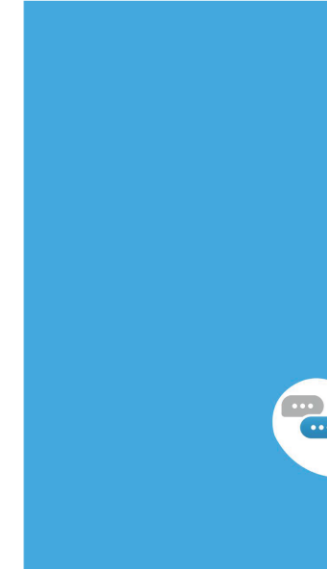
CoBranded Posts

For CoBranded Posts we use both our standard logo in a white circle with the cobrand mirrored on the left hand side.

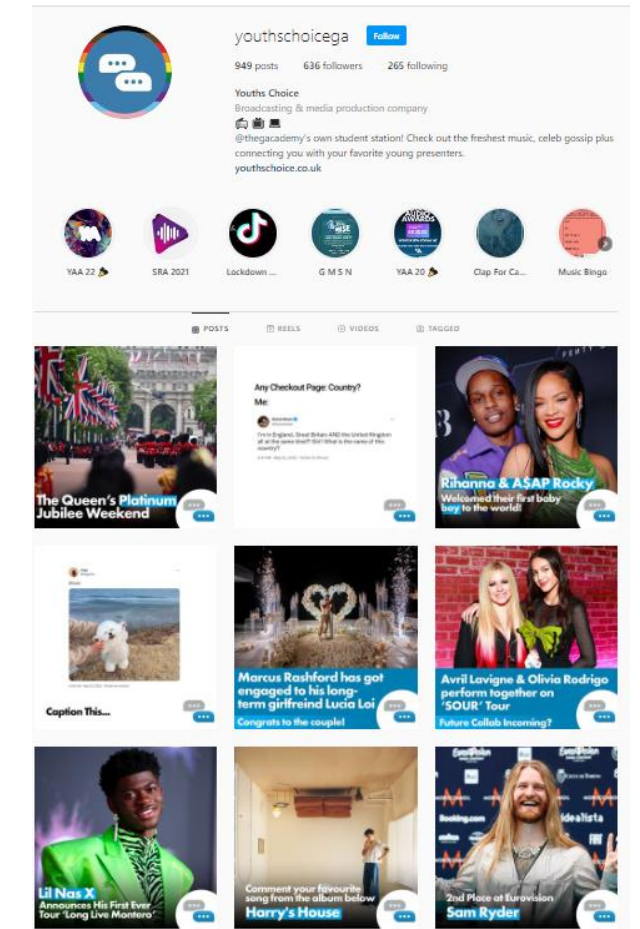


9x16 Posts

We use the same circular shape that simply extends round to accommodate a longer post. It also allows 1:1 thumbnails to look the same as square static posts



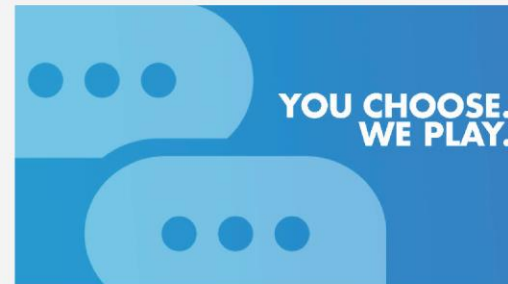
Here is our posts guidelines. It's important to keep consistent as it allows everyone to quickly see and recognise our posts. (It also look pretty nice on our feed)



Profile Photos



Cover Photos



Profile Photos and Banners

Our Main Profile photo is a simple blue gradient with our white logo. This background can be replaced with other colors when needed for example black for national events or the LGBTQIA+ flag

Our banners are scalable into a variety of heights to fit from the header on something like Facebook to an email signature.

Finally our profile pictures and banners are here so people can reference them as needed. All the previous branding guidelines apply to these.