Identity Guidelines

February 2020

THIS IS MY BRAVE

STORYTELLING SAVES LIVES

Contents

Logo

Clear space

Clear space refers to the minimum amount of space that must be kept clear on all sides of the logo in all uses and applications.

The minimum space around the logo should at least be equivalent to the dimensions of the "O" symbol seen here.

Wherever possible, the clear space should be increased. It should never be decreased and other elements should never be positioned within this space.

Recommended sizes and uses

It's essential that all parts of the logo identity can be easily read in every application. The recommended minimum size for the logo for print applications is 4 cm [B]. For digital applications it is 100 px [E]. For smaller applications, consider using the logo without tagline [C].
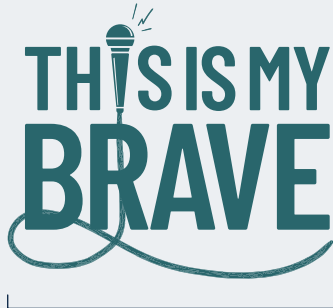
The favicon [D] should be used as a small graphical representation of your website, usually in the address bar of a browser. There are no maximum size restrictions for the logo or symbol.

Normal Logo
[A]

Minimum print size - 4cm
[B]

Logo without tagline
[C]

Favicon
[D]

Minimum digital size - 100px
[E]

Typography

Use of typography

Logo

Barlow

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09 10

Web

Primary

Lato

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09 10

Secondary

Maven Pro

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
01 02 03 04 05 06 07 08 09 10

Color Palette

Use of colors

Primary

CMYK: 97 / 40 / 52 / 18
RGB: 4 / 104 / 109
HEX/HTML: #04686D

CMYK: 1 / 19 / 100 / 0
RGB: 247 / 204 / 70
HEX/HTML: #F7CC46

CMYK: 5 / 2 / 2 / 0
RGB: 239 / 242 / 245
HEX/HTML: #EFF2F5

CMYK: 73 / 67 / 55 / 50
RGB: 55 / 55 / 62
HEX/HTML: #37373E

Secondary

CMYK: 0 / 84 / 58 / 0
RGB: 253 / 93 / 93
HEX/HTML: #FD5D5D

CMYK: 0 / 41 / 100 / 0
RGB: 255 / 169 / 0
HEX/HTML: #FFA900

CMYK: 87 / 5 / 40 / 0
RGB: 0 / 167 / 168
HEX/HTML: #00A7A8

CMYK: 79 / 69 / 62 / 80
RGB: 11 / 18 / 23
HEX/HTML: #0B1217

Correct Logo application

Incorrect Logo application

Iconography

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