The Dyslexia Guild

LITERACY SPECIALISTS • TEACHERS • ASSESSORS

Brand Guidelines

Style & Graphic Usage Manual 2017/18

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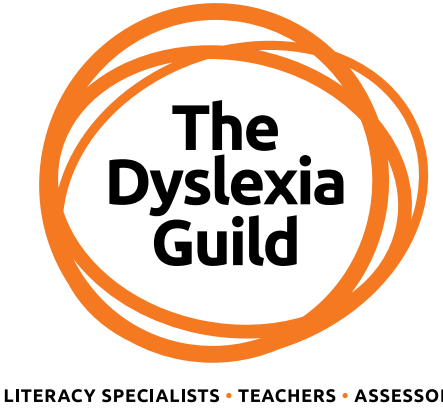
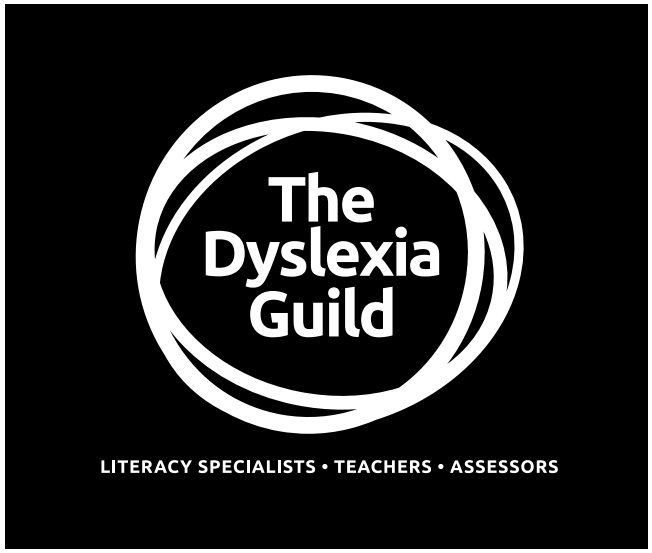
LITERACY SPECIALISTS • TEACHERS • ASSESSORS

This is the primary logo for The Dyslexia Guild and should be the priority use when possible.

1 Main Logo

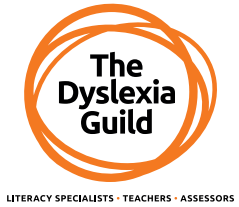




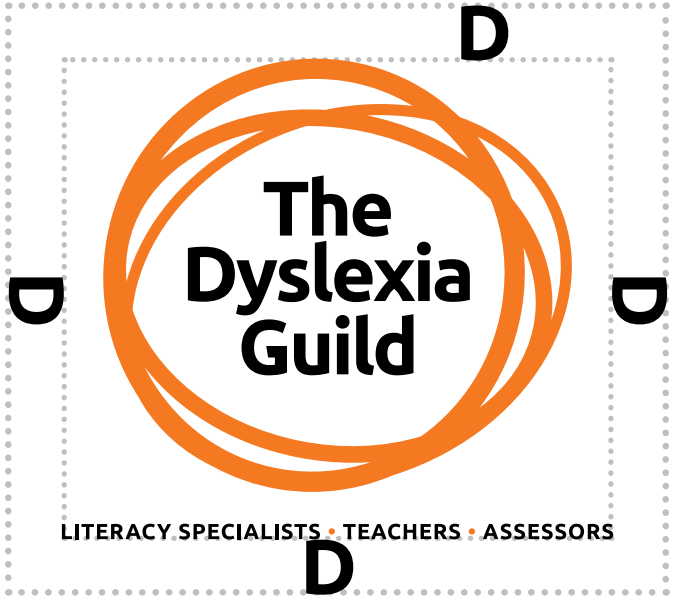
The Dyslexia Guild logo should always be represented by one of the variants shown.

The primary logo is to be used wherever possible . All other variants are suitable when the usage of the primary logo is not possible.

1 Main Logo | Variants



Minimum Size
30mm wide x 26mm high



Minimum Exclusion Zone

To establish clarity and presence, please ensure that the logo is given enough space around it's border equivalent of the height of the captial 'D' from the logo type.

1 Main Logo | Usage & Placement

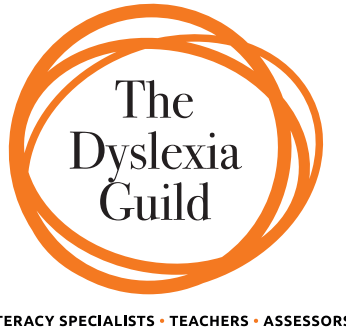
DISTORTED

TOO SMALL

STRAP-LINE MOVEMENT

CROPPING

COLOUR CHANGE



FONT CHANGE

1 Main Logo | Unacceptable usage

Orange

Colour Values

C:0 / **M:**65 / **Y:**100 / **K:**0

R:238 / **G:**114 / **B:**3

Hex: #EE7203

Pantone: Orange 021 C

Black

Colour Values

C:0 / **M:**0 / **Y:**0 / **K:**100

R:0 / **G:**0 / **B:**0

Hex: #000000

Pantone: Black

2 Colour Palette

Blue Values

C:84 / **M:**17 / **Y:**0 / **K:0**

R:0 / **G:**155 / **B:**219

Hex: #009BDB

Pantone: TBC

If needed, one of the best complimentary colours for orange is grey. It adds a element of authority without being overbearing and will happily work with most tones.

Another colour to consider is the blue already is use by The Real Group.

2 Colour Palette | Complimentary colours

Aa

GLYPH

Ubuntu

FONT NAME

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*()><.,:;"'
LIGHT

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*()><.,:;"'
REGULAR

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&()><.,:;"'*
ITALIC

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*()><.,:;"'
BOLD

The Ubuntu Font Family was started to enable the personality of Ubuntu to be seen and felt in every menu, button and dialog. The typeface is sans-serif, uses OpenType features and is manually hinted for clarity on desktop and mobile computing screens.

Available for all uses through Google Fonts.

3 Typography