



Brand guidelines

July 2015

The new ACFA brand: guidelines for use

We have developed this new look and feel for ACFA in order to raise awareness of our organisation - to the public; to advice colleagues; and to potential funders & collaborators.

The hexagonal, 'honeycomb' graphic represents us as a member organisation, consisting of agencies who are separate but connected together - the sum is greater than the parts.

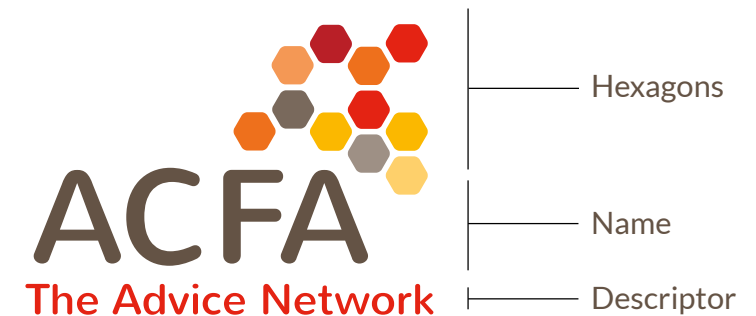
In order for ACFA to be perceived as professional, competent and visible, we need to ensure that all of our communications follow this new style consistently. These guidelines are a quick and easy guide to achieving this aim.

July 2015

1. The logo

The 3 elements of the logo should always be positioned as they appear on these pages. There are several versions of the logo to suit different requirements, but they should never be repositioned, recoloured or distorted in any way.

The hexagon graphic symbolises the ACFA community: connected, working together, but unique. They can be used as graphic devices in your documents - either as a pattern (as per the cover of this document), or as box shapes.



2. Logo versions

All logo variations are available as EPS or JPG files. Please contact Gail Bowen-Hugget at acfa.admin@gmail.com for a copy.

Colour logo

For use on white or light coloured backgrounds.



Reversed logo

This version has been created for use on dark coloured backgrounds.

Black and white logos

Only for use if it is not possible to print in colour.

NB, the fully black version on the far right is ONLY for use in fax documents.



If you aren't sure which to use, please speak to Gail on acfa.admin@gmail.com

3. Fonts

Headline font: Nunito

This is a rounded, friendly font which works well with our hexagonal graphic shape.

Use regular and bold weights, for headings and small amounts of text, such as intro paragraphs, quotes and pull-out text.

You can download Nunito for free at:

<https://www.google.com/fonts#UsePlace:use/Collection:Nunito>

Body font: Lato

This is a clear, rounded font that works very well with Nunito and is easy to read in larger bodies of text. Use light, regular, italic and bold weights throughout your documents.

You can download Lato for free at:

<https://www.google.com/fonts#UsePlace:use/Collection:Lato>

NB, to comply with accessibility guidelines, where practical body copy should appear at 12 point size. In any case, type should NEVER appear smaller than 9 point.

Sample document page

Headings Nunito bold

Intro copy reads well in Lato bold, and should always use darker colours for legibility

With subheads in Nunito regular

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“Quotes and pull-out text look great in a hexagon.”

4. Colours

Our colour palette is a warm mix of yellow, orange, red and warm grey. These colours can be used in combination to create interest and texture.

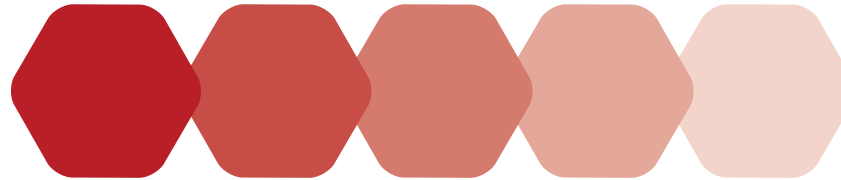
ACFA orange: PMS 158

C0 M70 Y100 K0
R255 G103 B31
HTML: E87722



ACFA dark red: PMS 1805

C5 M96 Y80 K22
R175 G39 B47
HTML: AF272F



ACFA bright red: PMS 485

C0 M95 Y100 K0
R218 G41 B28
HTML: DA291C



ACFA yellow: PMS 7409

C0 M31 Y100 K0
R240 G179 B35
HTML: FOB323



ACFA grey: PMS 7532

C23 M37 Y45 K65
R99 G81 B61
HTML: 63513D





For further advice and information on the
ACFA brand, please contact Gail Bowen-Hugget
on acfa.admin@gmail.com