The Dyslexia Guild

LITERACY SPECIALISTS • TEACHERS • ASSESSORS

Brand Guidelines

Style & Graphic Usage Manual: Updated May 2021

The Dyslexia Guild

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

1 Main Logo

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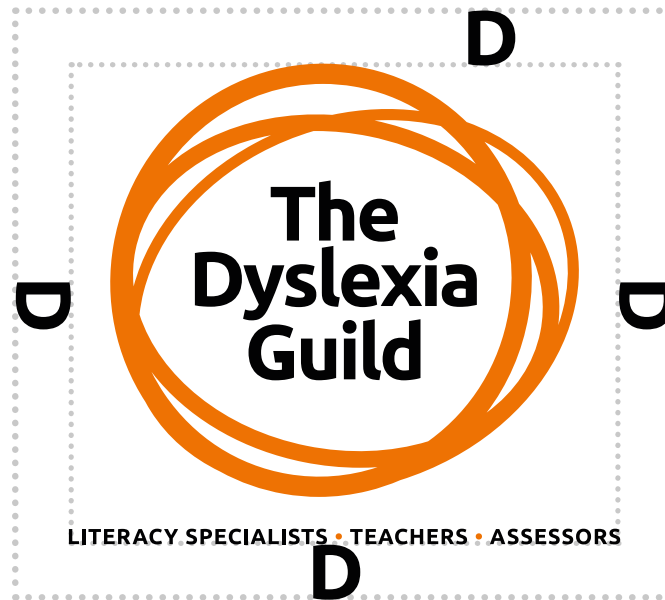The Dyslexia Guild logo should always be represented by one of the variants shown.

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

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.

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Minimum Exclusion Zone

The Dyslexia Guild
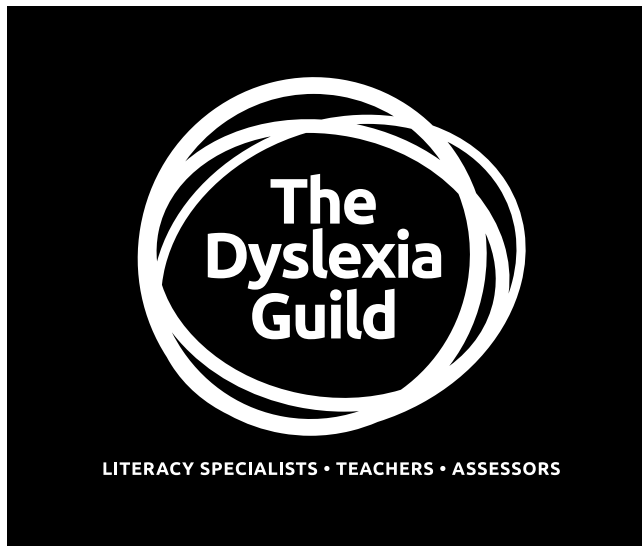
LITERACY SPECIALISTS • TEACHERS • ASSESSORS
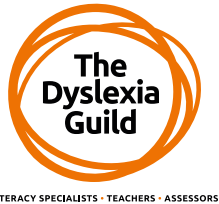
Minimum Size
30mm wide x 26mm high

1 Main Logo | Usage & Placement

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✗ **DISTORTED**

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✗ **TOO SMALL**

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✗ **STRAP-LINE MOVEMENT**

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✗ **CROPPING**

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✗ **COLOUR CHANGE**

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✗ **FONT CHANGE**

1 Main Logo | Unacceptable usage

Orange

Black

Colour Values

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

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

Hex: #EE7203

Pantone: Orange 021 C

Colour Values

C:0 / **M:**0 / **Y:**0 / **K:**10 0

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 | Ubuntu

GLYPH | 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