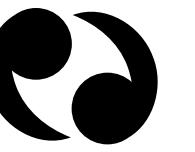


My Life My Voice



Brand Identity Guidelines

Prepared for My Life My Voice - 2022



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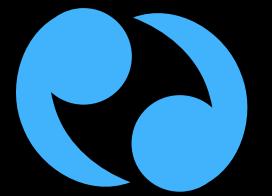
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01 Brand Proposition



**Your future, designed by you,
supported by our community.**

A brand proposition that reflects and embodies the values, mission, processes and aspirations of My Life My Voice.

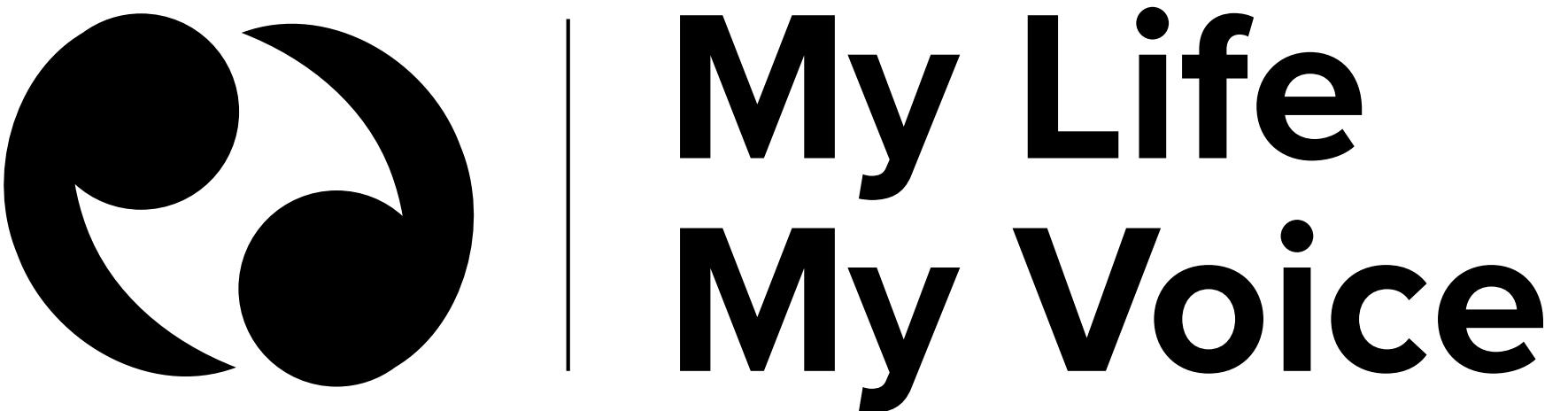
02 Logo

Primary Logo

The graphic element is representative of quotation marks and the concept behind this is to reclaim 'voice' as a community who has been unheard for too long.

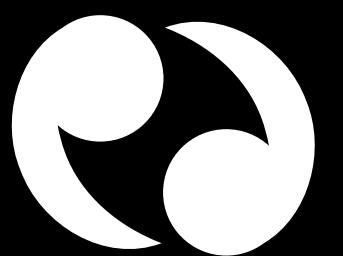
Simultaneously, it has been formed in a way to be representative of a koru shape so that it ties into the Māori essence of the organisation and the importance My Life My Voice place on aligning with Te Tiriti and having a Te Ao Māori perspective.

Thus, both the mark and the typeface have been worked to be bold & confident but also welcoming.

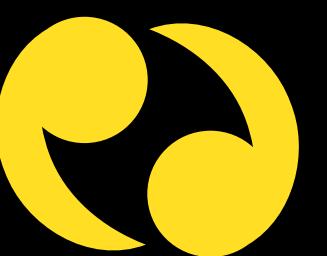


02 Logo

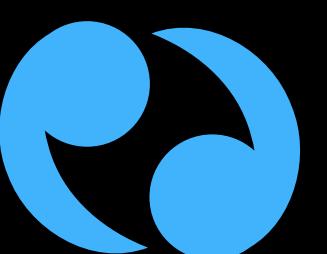
Primary Logo In Colour



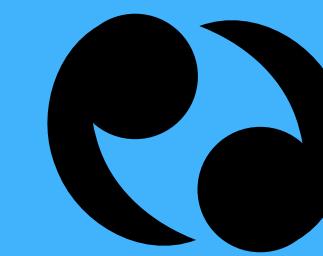
**My Life
My Voice**



**My Life
My Voice**



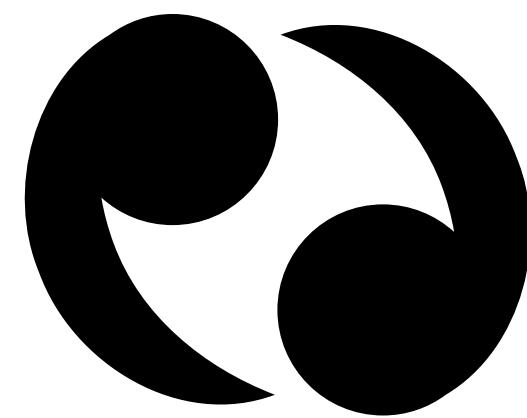
**My Life
My Voice**



**My Life
My Voice**

02 Logo

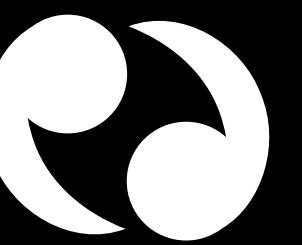
Secondary Logo



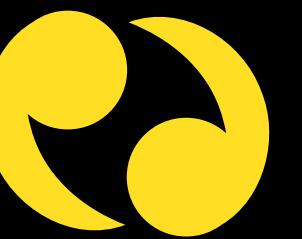
My Life My Voice

02 Logo

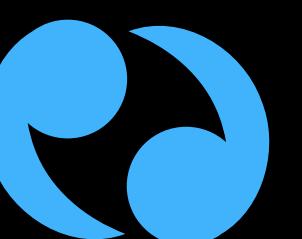
Secondary Logo In Colour



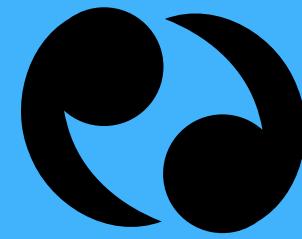
My Life My Voice



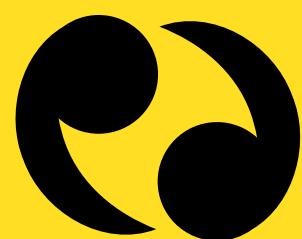
My Life My Voice



My Life My Voice



My Life My Voice



My Life My Voice

02 Logo

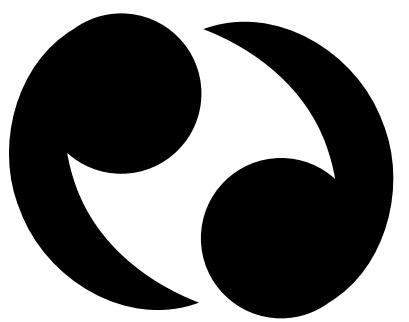
Responsive Logo Design

The primary logo should always be prioritised. If the logo needs to be used smaller, the secondary logo may be utilised.

In instances where the logo has to be placed so small that the logomark becomes difficult to make out, the text only logo may be used, however ideally primary or secondary are used if possible.

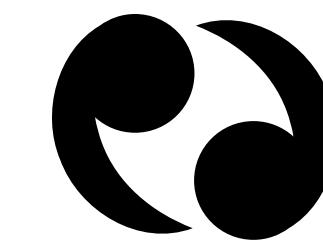
The logomark without words can be used as social media profile images or website icons. It is important that when this is used, there are the words "My Life My Voice" somewhere else on the collateral.

First Priority logo



**My Life
My Voice**

Second Priority logo

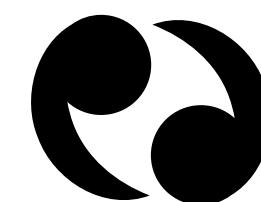


My Life My Voice

Only to be used when the logomark cannot be made out

My Life My Voice

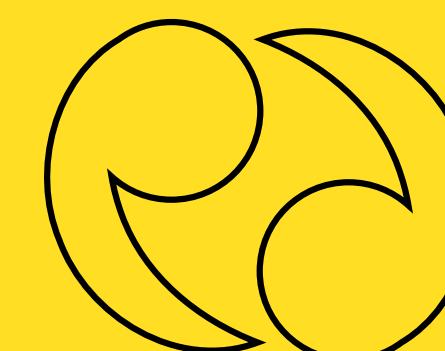
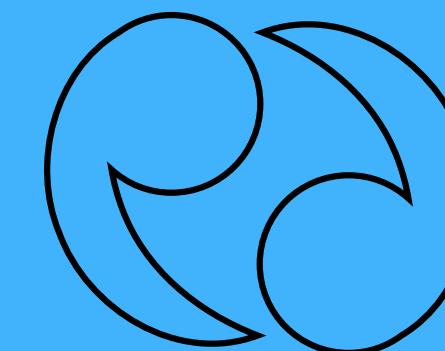
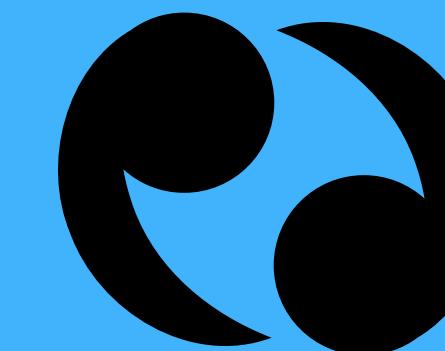
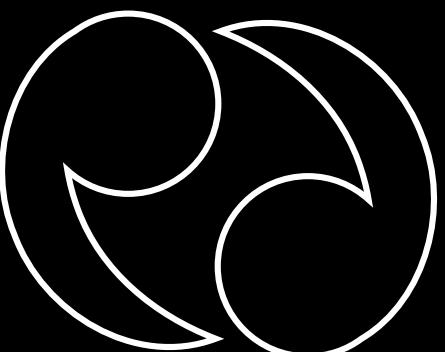
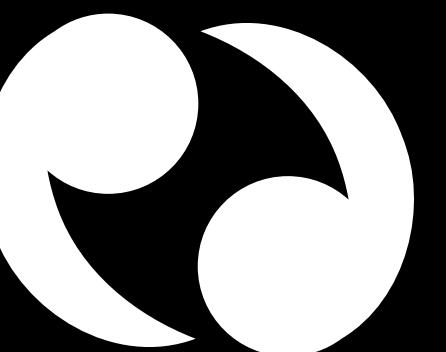
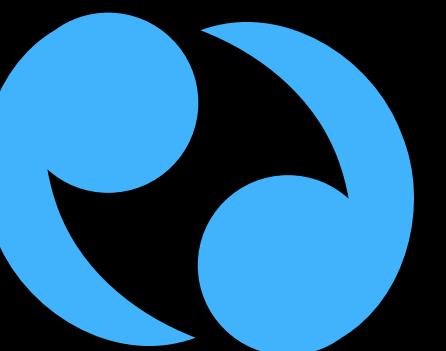
Logomark to be used in social media profiles



02 Logo

Logomark use

The logomark can be used in both full and outlined. For use with the outline, please use the logos provided in the logo pack as they are the correct outline thickness.



03 Typefaces

Headings

Proxima Nova Bold

Subheadings

Open Sans Semibold

Body Copy

Open Sans Regular

My Life My Voice Headings

My Life My Voice offers meaningful support, information and connections that assist disabled people and their whanau to plan for, and have their good life.

My Life My Voice offers Kaitūhono/Connector support to disabled people and whānau. Many of our Kaitūhono/Connector team are people who have personal lived experience of disability.

My Life My Voice currently operates its Kaitūhono/Connector service in the MidCentral region only (at this stage) and has an office in Palmerston North. The team travels across the region to meet people wherever and whenever is best for them.

03 Typefaces

Typeface Rules

Minimum Sizing

It is vital our communication is accessible to all, and therefore we have set a minimum sizing requirement for both digital and printed collateral that is created for My Life My Voice.

Print is relatively straight forward, however digital depends on the size of the collateral. For this purpose, the minimum size for copy is relative to a standard 1080 x 1080 Instagram tile.

Print

Headings

minimum size is 20pt and must use Proxima Nova Bold.

Subheading

minimum size is 16pt and must use Open Sans semibold.

Body copy

minimum size is 16pt and must use Open Sans Regular.

Digital

Headings

minimum size is 55pt and must use Proxima Nova Bold.

Subheading

minimum size is 40pt and must use Open Sans semibold.

Body copy

minimum size is 40pt and must use Open Sans Regular.

04 Colours

Brand Colours

For our brand colours, we use the blue and yellow exclusively on black or vice versa. The blue and yellow MUST not be used on white, or on each other as the contrast on white does not meet the required standards for accessibility.

Black can be used on white, yellow or blue.

Yellow can be used on black only.

Blue can be used on black only.

White can be used on black only.

Black

#000000

White

#ffffff

Yellow

C: 2 R: 255
M: 9 G: 222
Y: 94 B: 36
K: 0

#ffde24

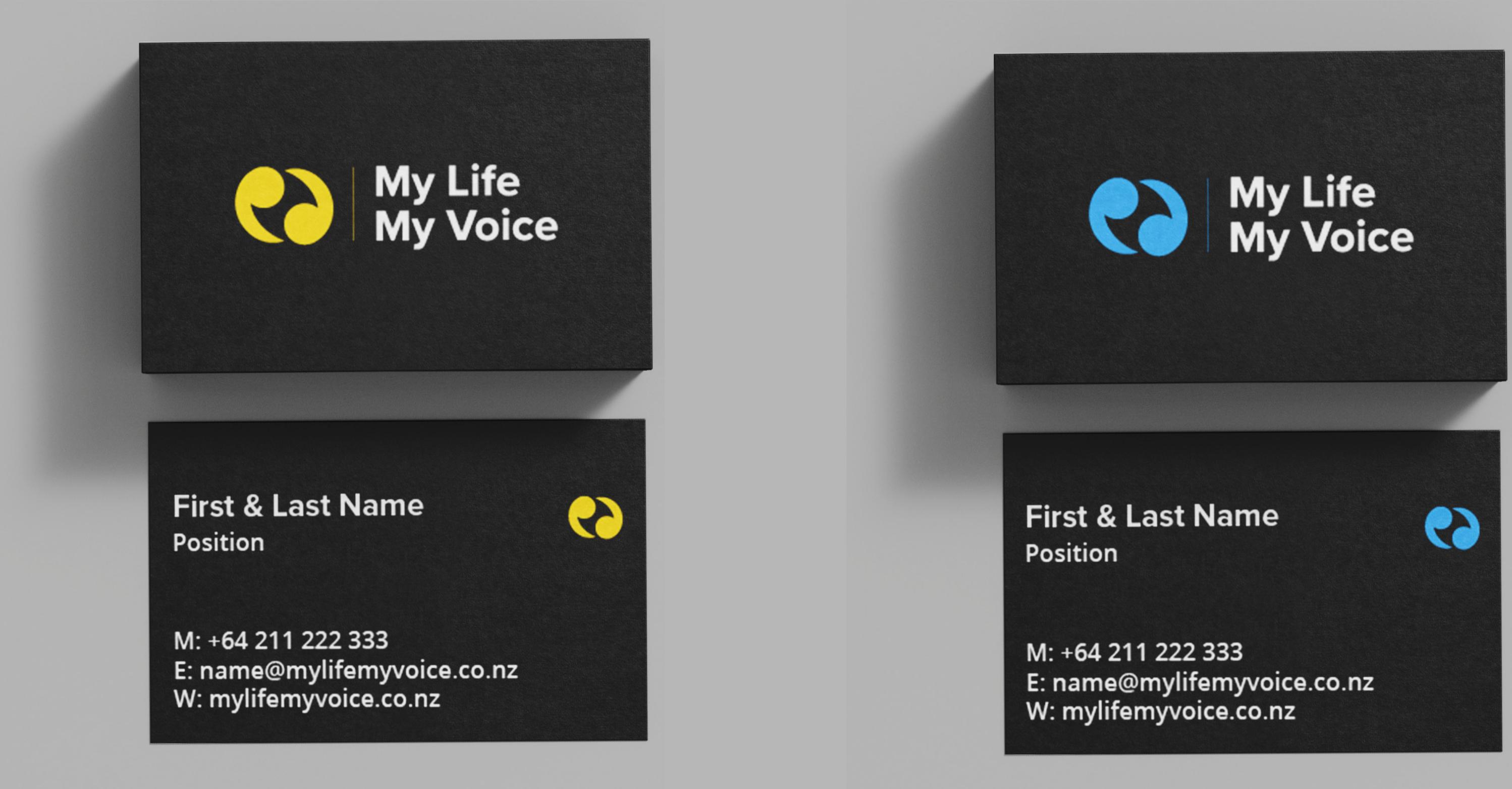
Blue

C: 60 R: 64
M: 17 G: 178
Y: 0 B: 252
K: 0

#4062fc

05 Collateral

Business Cards



05 Collateral

Email Signature



First & Last Name

Position

M: +64 211 222 333

E: name@mylifemyvoice.co.nz

W: mylifemyvoice.co.nz



First & Last Name

Position

M: +64 211 222 333

E: name@mylifemyvoice.co.nz

W: mylifemyvoice.co.nz

06 Social Media

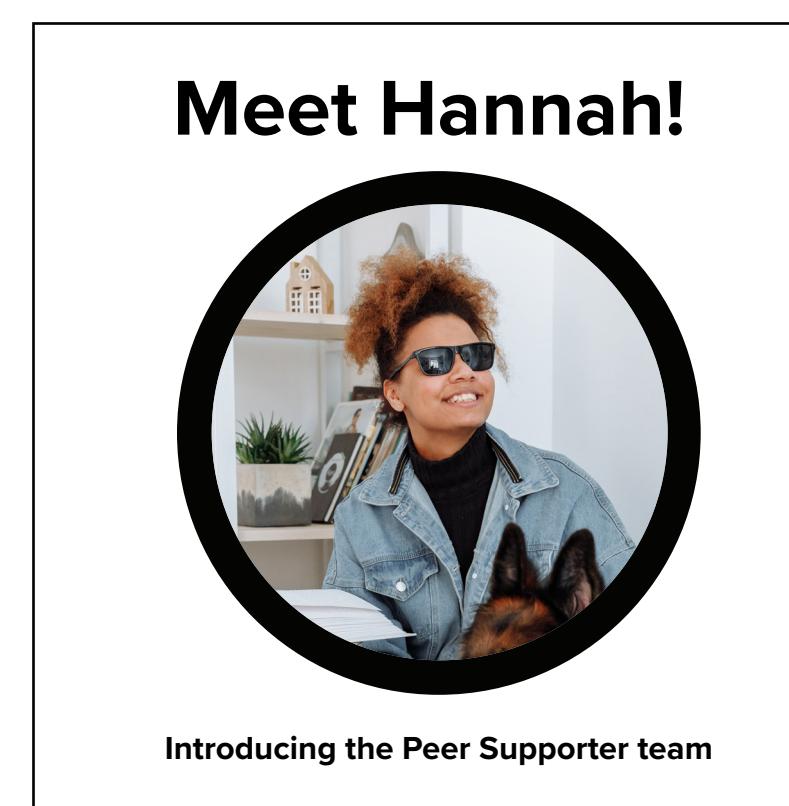
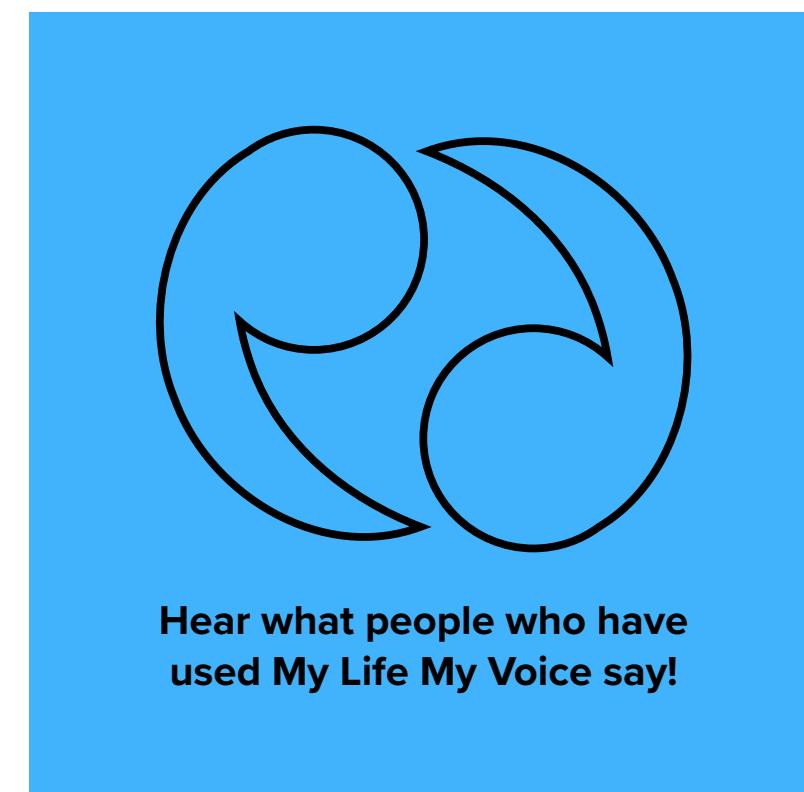
Social Media Mockups

For social media, My Life My Voice's brand should look to be a combination of graphic style posts as well as purely photographs of people within the community.

Some ideas here include:

- Introducing Peer Supporters
- Quotes from people who have used the service
- Photographs of people in the MLMV community (board members, users, peer supporters etc). This helps to show the human element of the brand.

Please note these have been mocked up in Canva so that you can have access to edit them as you please for future posts.



Testing

Throughout the branding process, the assets, typefaces, colours and overall sizing was tested to ensure it meets best practices to be an accessible brand. That is why with certain elements of the brand, there have been rules created. We advise for these guidelines to be stuck to when creating any My Life My Voice collateral so that it can always be an accessible brand for all.

Please see the next slides for how we tested the branding.

My Life My Voice

Internal Testing

Internal testing with both the board and working team was carried out to get feedback throughout the design process.

This was helpful firstly as it helped to form design choices from an access perspective such as removing orange, and utilising the blue and yellow, and having a big impact of the final logo choice, a more simple and easy to understand concept.

It also was beneficial as it gave us, the creative team an internal perspective, to ensure the brand is truly representative and in line with the direction, values and goals of My life My Voice

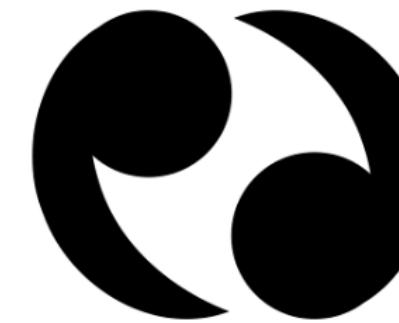


Image Description:
Logo image above shows a symbol of single quote marks, that almost look like the infinity symbol, all filled in with the colour black. The quote marks are next to each other with the ends slightly pointed.



Image Description:
Logo image above shows a symbol of single quote marks, that almost look like the infinity symbol, the centre of the quote marks are transparent with black used for the bold outlines that give the shape of single quote marks. The quote marks are next to each other with the ends slightly pointed.



Image Description:
Logo image above shows a symbol of single quote marks, that almost look like the infinity symbol, all filled in with the colour black. The quote marks are next to each other with the ends slightly rounded that look like mini koru patterns.

Board Members - Logo preference

- 1) 3
- 2) 1
- 3) 0

Team Members - Logo preference

- 1) All
- 2) 0
- 3) 0

All is for All Testing

All is for All engaged their community to test the overall accessibility at each step of the design development process.

Focus Groups were formed, where persons with a range of disabilities came together to test all elements of the brand from colour, to type, to logo form and shape.

With the wider community, Instagram was used to test digital assets in order to check minimum size requirements, the legibility of typefaces and colours.

Which design is more appealing and easier to make out?



My Life My Voice



My Life My Voice

At which number do these words become difficult to see?

^{1.} The quick brown fox jumps over the lazy dog.

^{2.} The quick brown fox jumps over the lazy dog.

^{3.} The quick brown fox jumps over the lazy dog.

^{4.} The quick brown fox jumps over the lazy dog.

At which mark does it become difficult to make out?



Are any of these marks difficult to see?



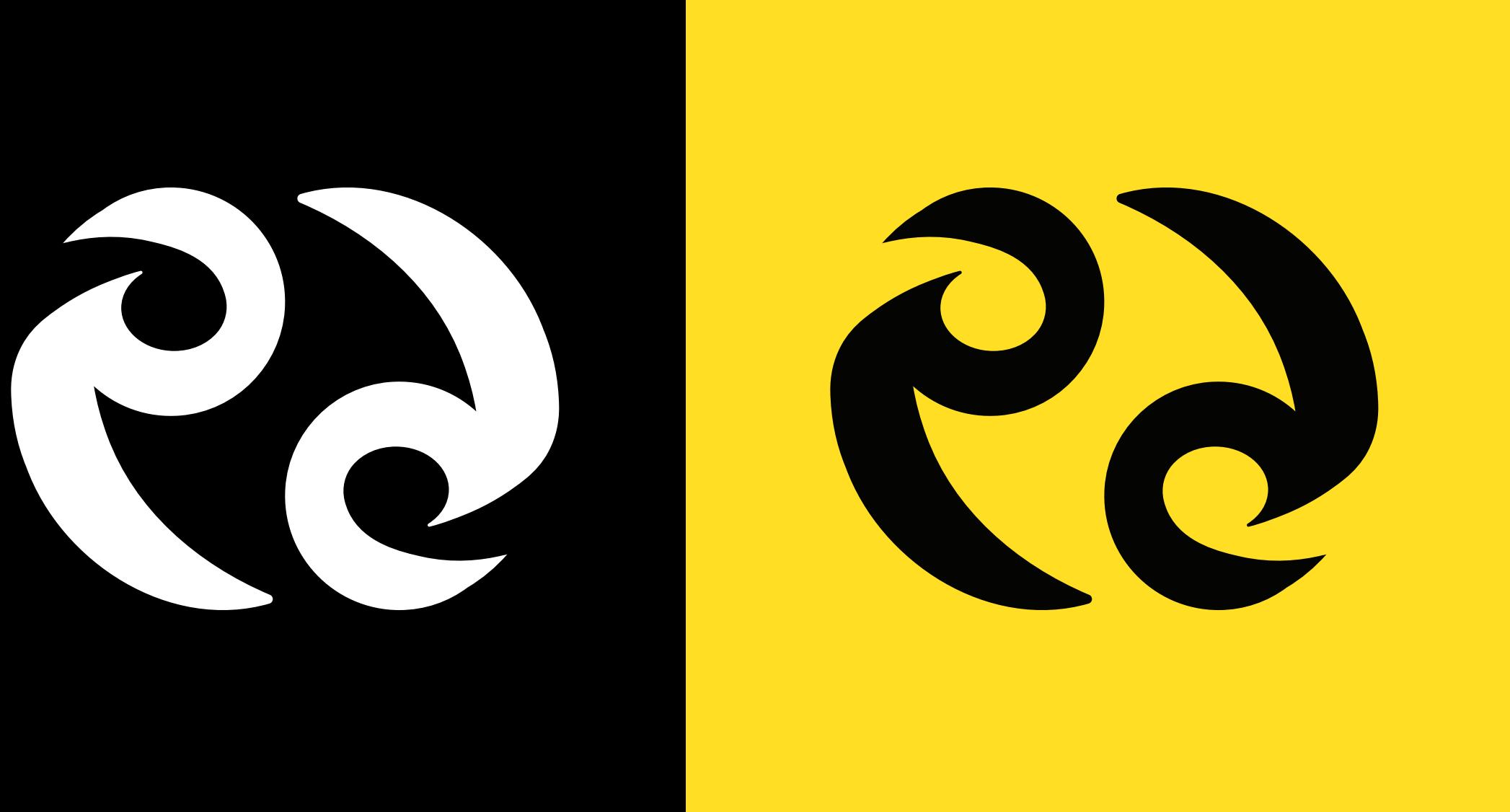
Which colour and mark do you prefer?



Intersectionality Testing (Te Tiriti Lens)

When designing the logo quotation mark concept, we worked with All is for All's Thomas Chin, to get his thoughts on how the mark could be formed to help highlight the importance of Te Tiriti and Māori culture as part of the championing of voices for MLMV.

The concepts Thomas came up with involved incorporating a koru into the negative space of the quotation mark. This was refined and then delivered to the board and internal MLMV team for feedback. The feedback received was that the concepts were visually too busy, and moved too far from the initial concept, that they had liked.



Colour Testing

In terms of colour, we received feedback from our testing with All is for All's community via focus groups and Instagram as well as from the My Life My Voice stakeholders.

This helped to guide the final colour selections. Once we knew we were going with blue and yellow in combination with white and black, we tested the colours further on registered colour contrast checker websites. Both our colours when used with black, meet the criteria of having AAA contrast. Having high contrast means that even if someone has a form of colourblindness, there is still clear enough differentiation to make it accessible, visible and legible.

Contrast Ratio
9.07:1

[permalink](#)

Normal Text
WCAG AA: **Pass** WCAG AAA: **Pass** The five boxing wizards jump quickly.

Large Text
WCAG AA: **Pass** WCAG AAA: **Pass** The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: **Pass** Text Input ✓

Contrast Ratio
9.07:1

[permalink](#)

Normal Text
WCAG AA: **Pass** WCAG AAA: **Pass** The five boxing wizards jump quickly.

Large Text
WCAG AA: **Pass** WCAG AAA: **Pass** The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: **Pass** Text Input ✓

Contrast Ratio
15.83:1

[permalink](#)

Normal Text
WCAG AA: **Pass** WCAG AAA: **Pass** The five boxing wizards jump quickly.

Large Text
WCAG AA: **Pass** WCAG AAA: **Pass** The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: **Pass** Text Input ✓

Contrast Ratio
15.83:1

[permalink](#)

Normal Text
WCAG AA: **Pass** WCAG AAA: **Pass** The five boxing wizards jump quickly.

Large Text
WCAG AA: **Pass** WCAG AAA: **Pass** The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: **Pass** Text Input ✓

AAA

Contrast

Contrast is the difference in luminance or color that makes an object (or its representation in an image or display) distinguishable. In visual perception of the real world, contrast is determined by the difference in the color and brightness of the object and other objects within the same field of view. Because the human visual system is more sensitive to contrast than absolute luminance, we can perceive the world similarly regardless of the huge changes in illumination over the day or from place to place. The maximum contrast of an image is the contrast ratio or dynamic range.

Foreground: #000000, Saturation 0%, Lightness 0%
Background: #ffd124, Saturation 100%, Lightness 57%

AAA

Contrast

Contrast is the difference in luminance or color that makes an object (or its representation in an image or display) distinguishable. In visual perception of the real world, contrast is determined by the difference in the color and brightness of the object and other objects within the same field of view. Because the human visual system is more sensitive to contrast than absolute luminance, we can perceive the world similarly regardless of the huge changes in illumination over the day or from place to place. The maximum contrast of an image is the contrast ratio or dynamic range.

Foreground: #000000, Saturation 0%, Lightness 0%
Background: #40b3fc, Saturation 97%, Lightness 62%

Thank you.

If you have problems or questions regarding the branding that you need answered, please get in touch via email to:

connor@originstudio.online

Brand Identity Guidelines

Prepared for My Life My Voice - 2022