

Our identity

Key visual elements

April 2017

Contents

02 Key visual elements

03 Logo

04 Colour

06 Typography

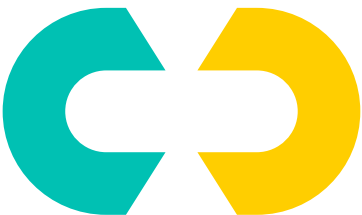
Key visual elements

Our visual identity is composed of a set of key visual elements that individually and collectively help to express Modern Slavery Registry.

Logo



Symbol



Typeface

Effra Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@£\$%^&{}()

Effra Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@£\$%^&{}()

Colours

Primary



Secondary



Logo

Our logo is made from two elements; a symbol and custom typemark. The symbol should be used sparingly where space is restricted, e.g. social media profile picture or App icon.

Colour variants

There are four colour variants of our logo. No other colour variants should be created.

Clear space

The clear space is the minimum space required around the logo, which no other graphic, type, third party logo or image can puncture. It is defined as a space equal to the height of the 'M' character in the typemark.

Minimum size

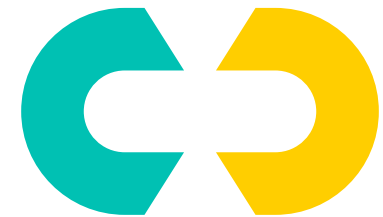
The minimum size for print reproduction is 30mm wide.

The minimum size for digital applications is 70 pixels wide.

Logo



Symbol



Colour variants

Full colour



Negative



Mono black



Mono white



Clear space



Minimum size

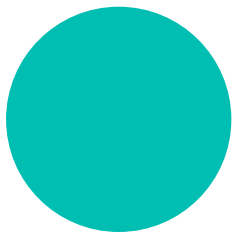


Colour

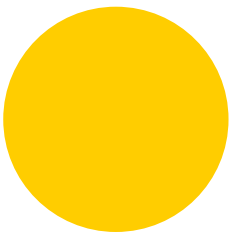
Using our colours in the appropriate proportions is a very important part of our visual identity, ensuring better and quicker recognition of Modern Slavery Registry communications.

These colours should be the most commonly used achieving an overall impression of: 80% coverage.

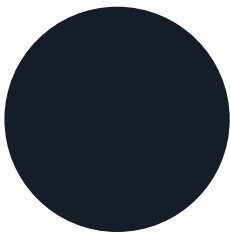
Primary colours



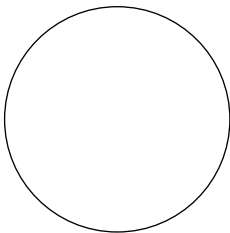
Green
Pantone 3262
CMYK 81.0.36.0
RGB 0.191.178
HEX 00BFB2



Yellow
Pantone 116
CMYK 0.14.100.0
RGB 255.205.0
HEX FFCD00



Dark Navy
Pantone 7547
CMYK 99.73.30.80
RGB 19.30.41
HEX 131E29



White
CMYK 0.0.0.0
RGB 255.255.255
HEX FFFFFFFF

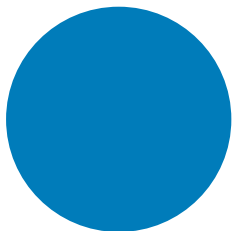
Colour

Our secondary colours offer greater choice where extra variety is required.

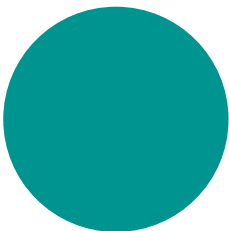
These colors allow us to draw attention to specific pieces of information, e.g., digital navigation buttons, infographics or call to action.

They should not be used as background colors, or across larger areas.

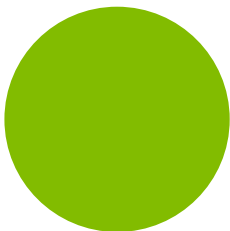
Secondary colours



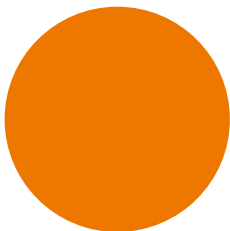
Blue
Pantone 7461
CMYK 98.23.1.3
RGB 0.125.186
HEX 007DBA



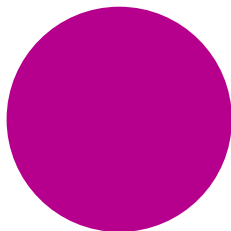
Turquoise
Pantone 7716
CMYK 83.0.40.11
RGB 18.178.166
HEX 12B2A6



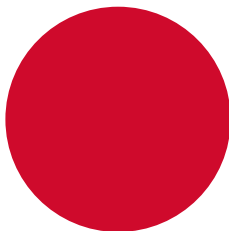
Grass green
Pantone 376
CMYK 54.0.100.0
RGB 132.189.0
HEX 84BD00



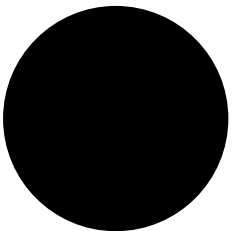
Orange
Pantone 716
CMYK 0.61.99.0
RGB 234.118.0
HEX EA7600



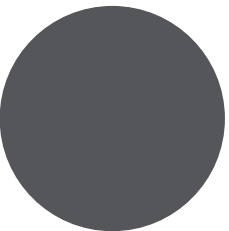
Purple
Pantone 2405
CMYK 38.100.0.0
RGB 176.0.142
HEX B0008E



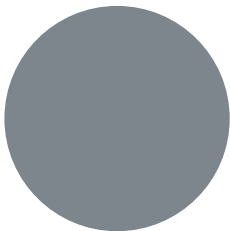
Red
Pantone 186
CMYK 2.100.85.6
RGB 219.0.32
HEX DB0020



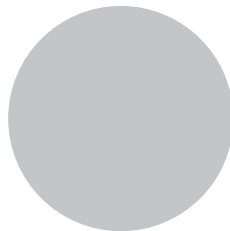
Black
Pantone Black
CMYK 0.0.0.100
RGB 38.38.42
HEX 26262a



Dark Gray
Pantone Cool Gray 11
CMYK 44.34.22.78
RGB 64.64.68
HEX 404044



Mid Gray
Pantone 430
CMYK 33.18.13.40
RGB 95.98.103
HEX 5F6267



Gray
Pantone 428
CMYK 10.4.4.14
RGB 193.198.200
HEX C1C6C8



Light Gray
Pantone Cool Gray 1 @50%
CMYK 16.10.14.0
RGB 244.244.243
HEX F4F4F3

Typography

Effra is our typeface.

It has been chosen for its overriding design features, which are:

- open proportions
- circular character
- geometric structure expresses modernity
- soft and humanist design details
- high level of legibility.

Effra is also available free to all design professionals using Adobe Creative Cloud through Adobe Typekit. This applies to use in print or web.

Default

For situations where Effra is not available we use Arial e.g. Microsoft Powerpoint or Microsoft Word.

Effra

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@£\$%^&{}()

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@£\$%^&{}()

Default – Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@£\$%^&{}()

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@£\$%^&{}()

Typography and accessibility

It is important that all our communications are clear, legible and accessible to everyone.

All of the colour combinations shown here have achieved the required AA accessibility ratings* for use in digital applications.

We only use these colour combinations when applying type with colour in digital applications.

All secondary colour combinations should be checked before use at <http://dasplankton.de/ContrastA/>

*Web content accessibility guidelines (WCAG 2.0)

Light type on dark backgrounds



Type colour
Green: #00BFB2
Background colour
Dark Navy: #131E29



Type colour
Yellow: #FFCD00
Background colour
Dark Navy: #131E29



Type colour
White: #FFFFFF
Background colour
Dark Navy: #131E29

Dark type on light backgrounds



Type colour
Dark Navy: #131E29
Background colour
Green: #00BFB2



Type colour
Dark Navy: #131E29
Background colour
Yellow: #FFCD00



Type colour
Dark Navy: #131E29
Background colour
White: #FFFFFF