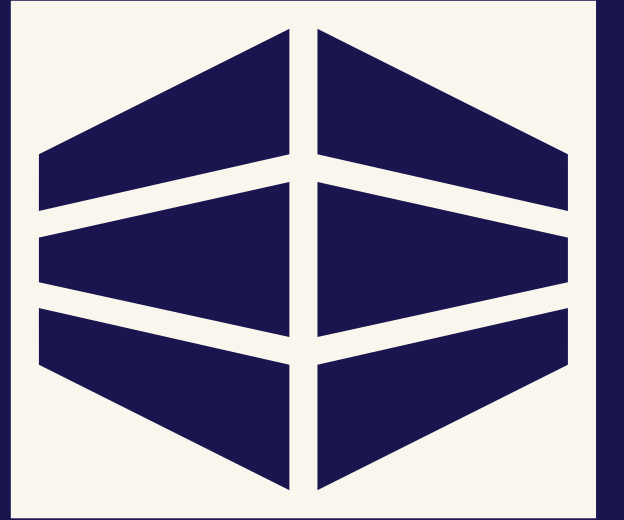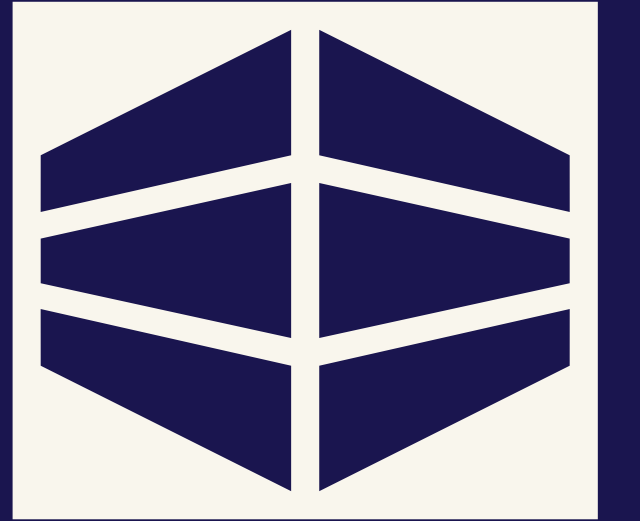# Brand Guidelines

Visual Identity

Welcome to VOX Equity's Visual Guidelines

This document is here to guide you through the basic elements of our visual identity system and explain how we use them to build our brand. Understanding and adhering to these guidelines will be essential for maintaining a consistent, unforgettable and meaningful experience for the consumers of **Research For Equity**.

Contents
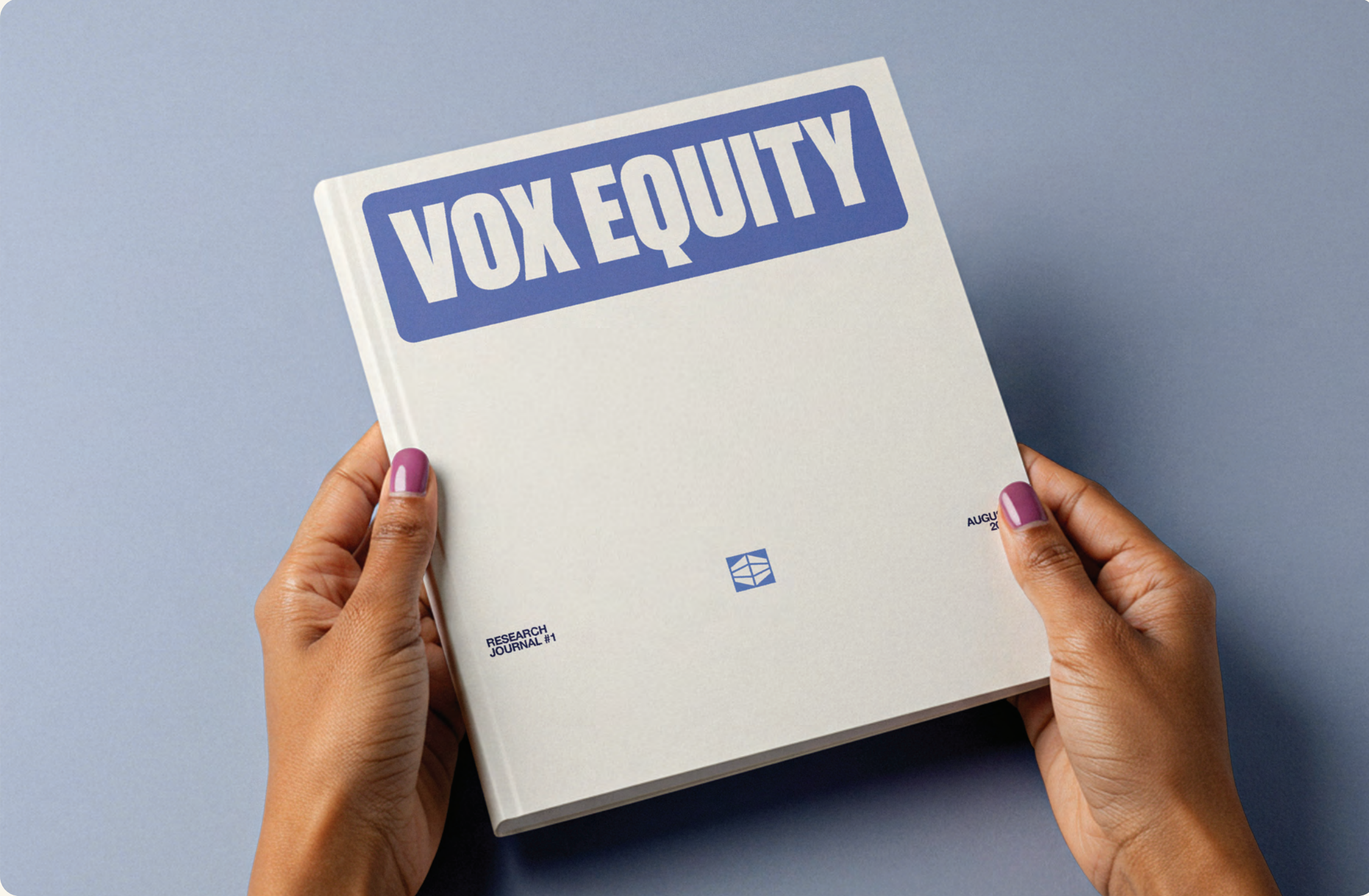
Logos

Our Logomark

The Research For Equity logomark is a thoughtful evolution of its parent brand, Voices of Equity. By reimagining part of the "E" from VOE and mirroring it, the form subtly transforms into the shape of a brain—symbolizing the intellectual rigor, curiosity, and analytical depth that define a think tank. This visual nod not only ties Research For Equity to its origin but also carves out its unique identity within the broader equity movement.

Encasing the brain within a rectangular shape was an intentional design choice. The rectangle represents the "tank" in think tank—a container for deep thought, focused research, and intentionality. It also reflects the boundaries and frameworks within which Research For Equity operates: rigorous, structured, and committed to quality over quantity in the spaces it holds for academic exploration.

Where to Use the Logomark
This logomark is ideal for applications where a strong visual identity is required to stand alone, such as:

• Report covers and executive summaries
• Presentation decks
• Website headers and navigation icons
• Research publication branding
• Partner and sponsor communications

By consistently using this symbol across strategic materials, we reinforce Research For Equity's role as a critical space for thought leadership and impactful scholarship rooted in equity.
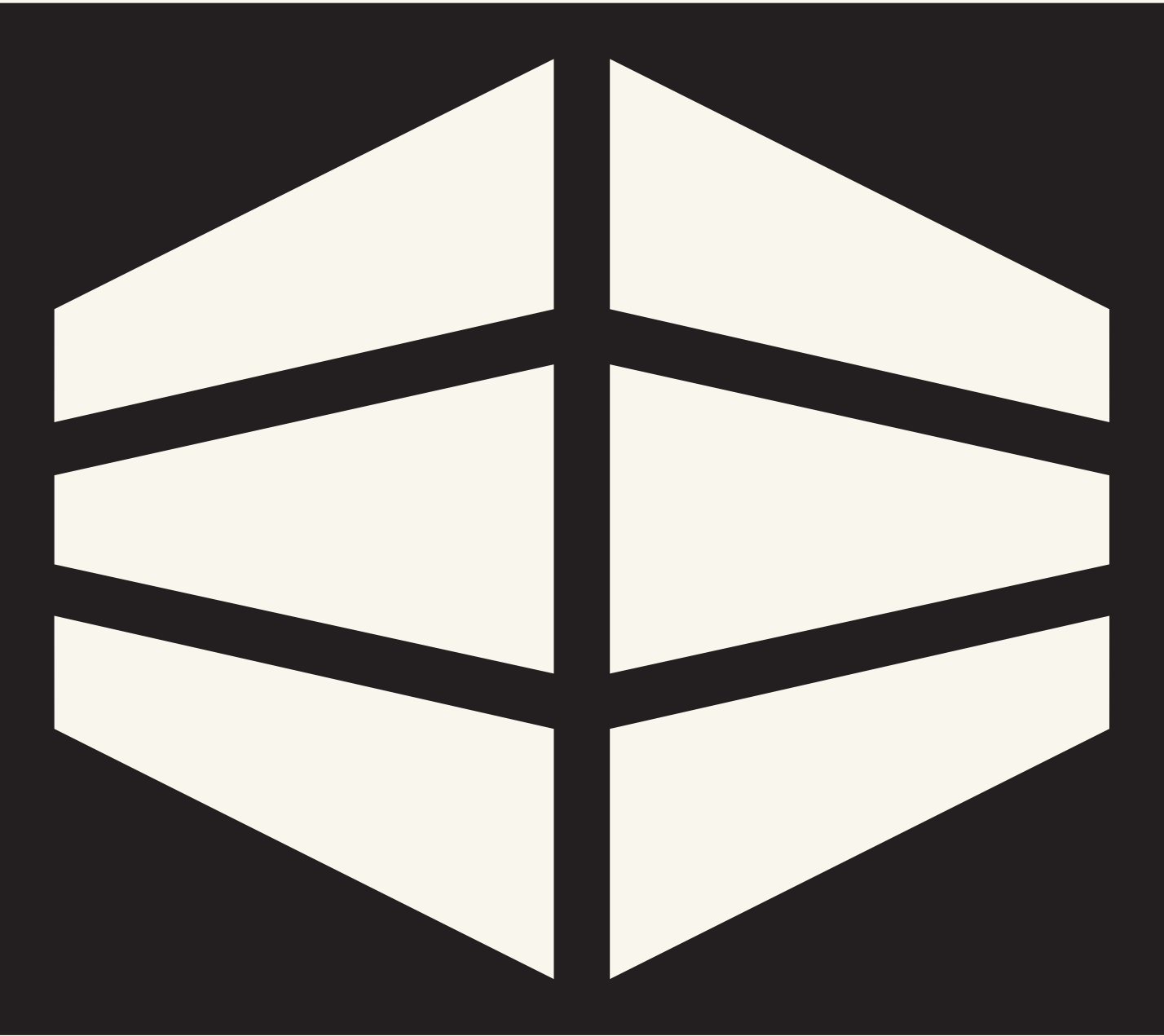
Clearspace

Clear space is used around a logo to ensure its visibility and impact. It creates a protective area that prevents other elements, like text or graphics, from cluttering or distracting from the logo. By maintaining this buffer zone, the logo remains legible, preserving its integrity across various applications and enhancing brand recognition.

Our clearspace is defnined by 1/3 the height of the Logo Mark repeated around the edges. Do not let any elements intrude this clearspace unless approved by the design team.
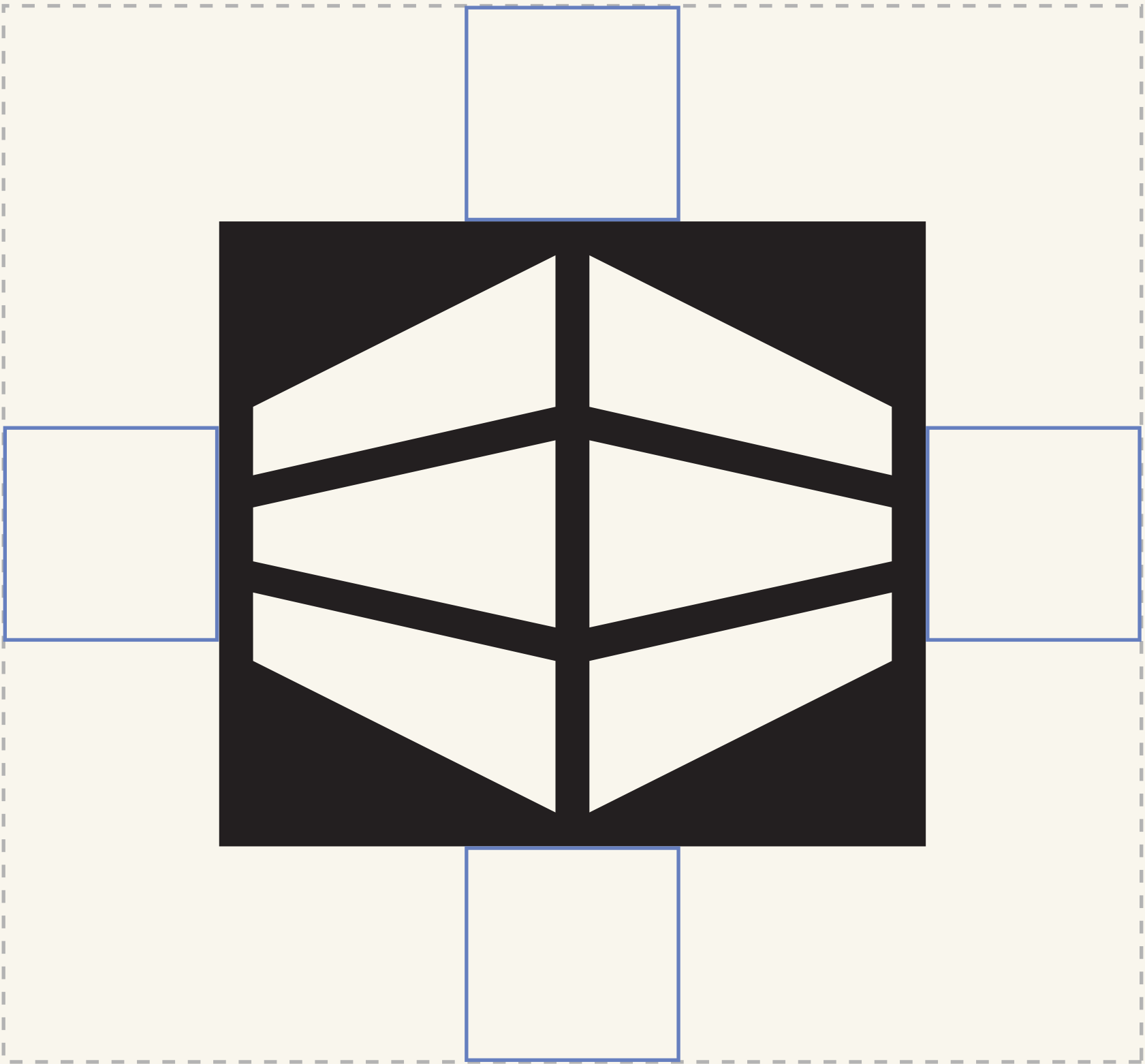
The Research For Equity wordmark is a bold, stacked typographic mark that commands attention. Set in a heavy, condensed sans-serif, it conveys strength, urgency, and academic rigor. The tight spacing and block-like structure reflect the focused and intentional nature of the work RFE leads.

Unlike the more symbolic logomark, the wordmark is direct and authoritative. It's best used in formal or wide-format contexts—such as publication covers, presentation slides, and headers—where clarity and presence are key. Wherever it appears, the wordmark speaks to RFE's commitment to equity through research that's grounded, structured, and unafraid.
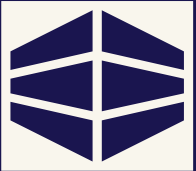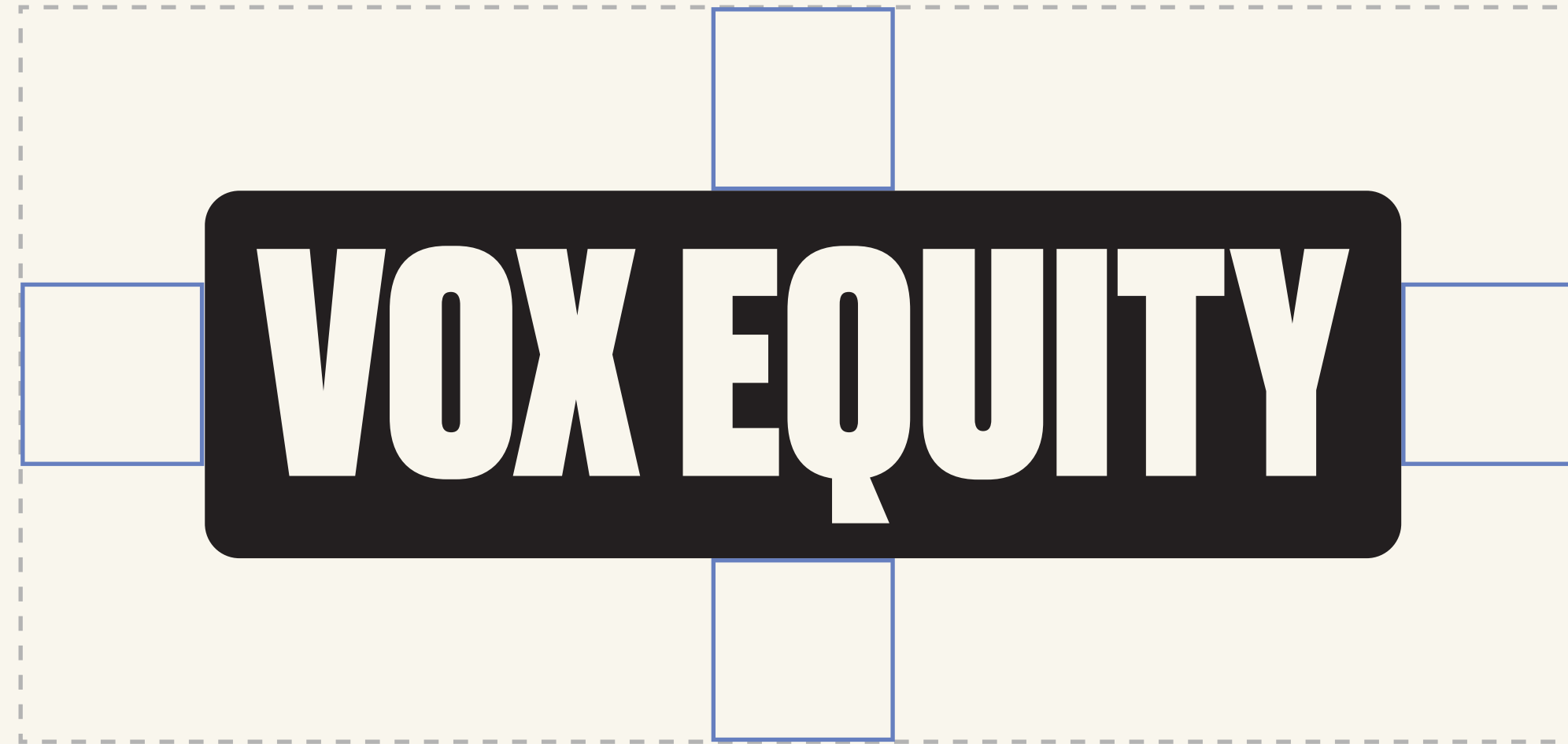
Our Wordmark

Clear space is used around a logo to ensure its visibility and impact. It creates a protective area that prevents other elements, like text or graphics, from cluttering or distracting from the logo. By maintaining this buffer zone, the logo remains prominent and legible, preserving its integrity across various applications and enhancing brand recognition.

Our clearspace is defnined by a half of the height from our Wordmark repeated around the edges. Do not let any elements intrude this clearspace unless approved by the design team.
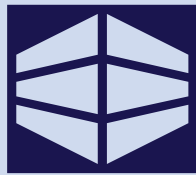
Clearspace
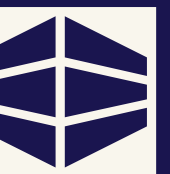
Logo Lockup

The Find A Way logo is designed with flexibility in mind, offering both horizontal and vertical lockups to ensure it fits seamlessly across various applications.

The horizontal lockup is ideal for placements where width is preferred, such as website headers, email signatures, and business cards. On the other hand, the vertical lockup works well in more compact or centered layouts, like social media graphics, letterheads, and print materials.

By using the appropriate lockup for each situation, we maintain brand consistency while allowing the logo to feel natural and well-integrated across all platforms.

VOX EQUITY

Clearspace

Clear space is used around a logo to ensure its visibility and impact. It creates a protective area that prevents other elements, like text or graphics, from cluttering or distracting from the logo. By maintaining this buffer zone, the logo remains prominent and legible, preserving its integrity across various applications and enhancing brand recognition.

Our clearspace is defnined by a third of the height from our Wordmark repeated around the edges. Do not let any elements intrude this clearspace unless approved by the design team.
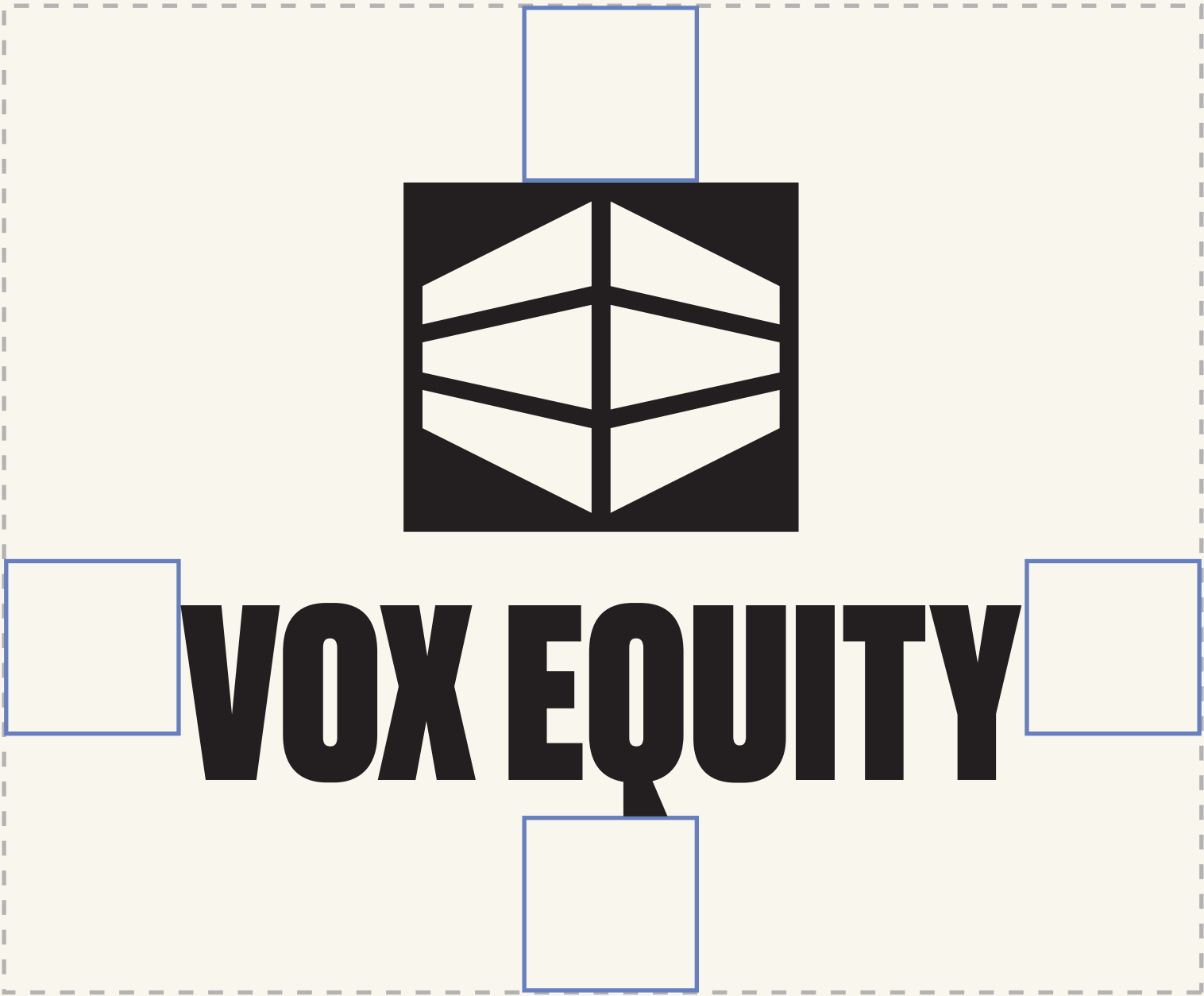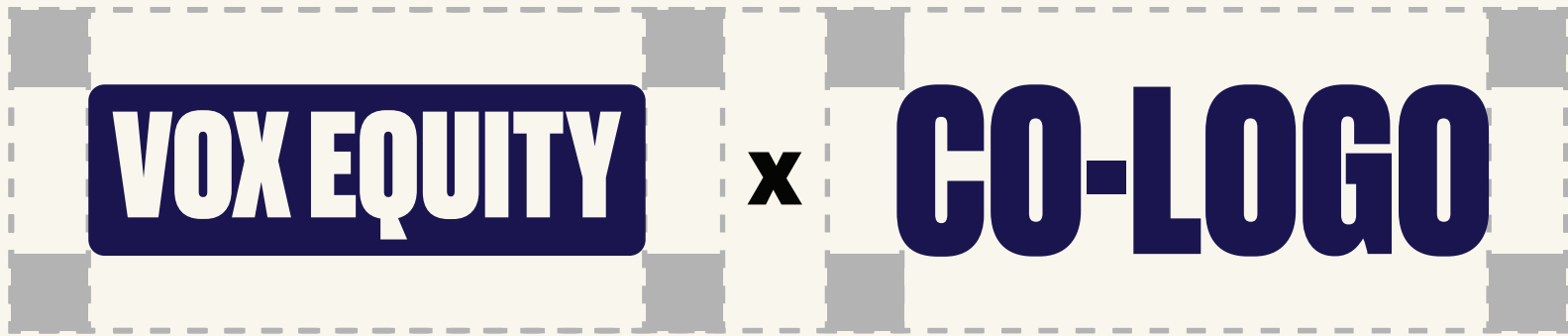
Co-Branding

Co-branding clearspace ensures that both logos in a partnership are displayed clearly and maintain their integrity. By establishing a dedicated amount of space around each logo, co-branding guidelines prevent overlap or clutter, allowing each brand's identity to stand out. Clearspace rules ensure that both logos are visually balanced and aligned, reinforcing the collaboration while preserving individual brand recognition.
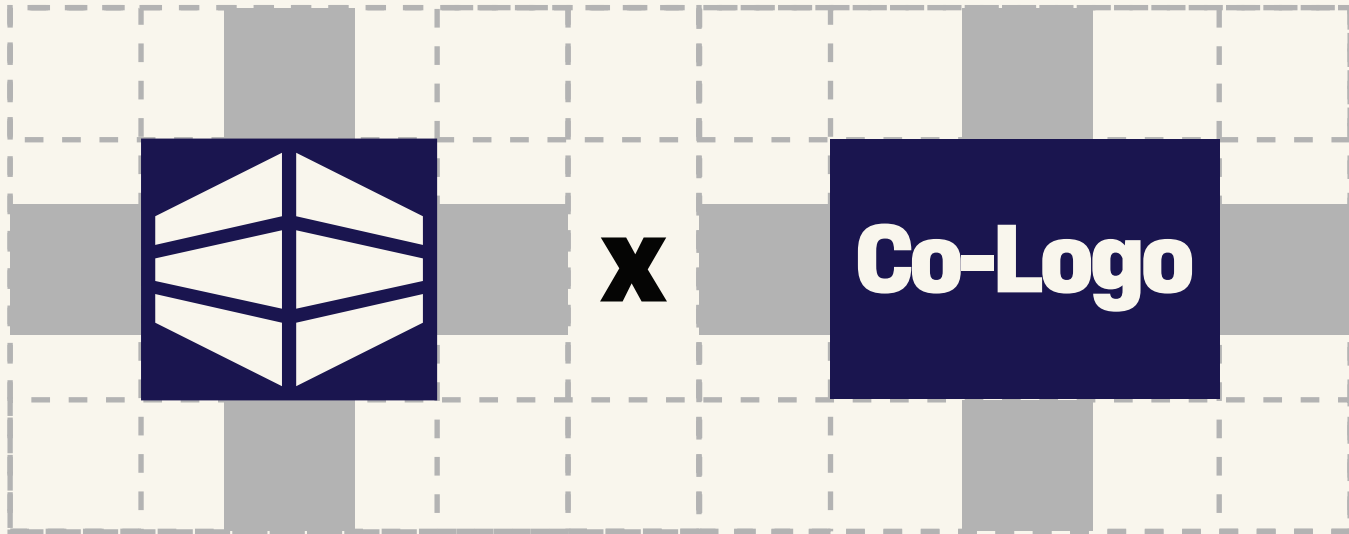
Both our wordmark and symbol can be co branded. To define the clearspace between the logo partnerships, simply dupilcate our clear space and place it next to our logo.

WORDMARK CO BRANDING

Logo Clearspace doubled to define co branding clearspace.
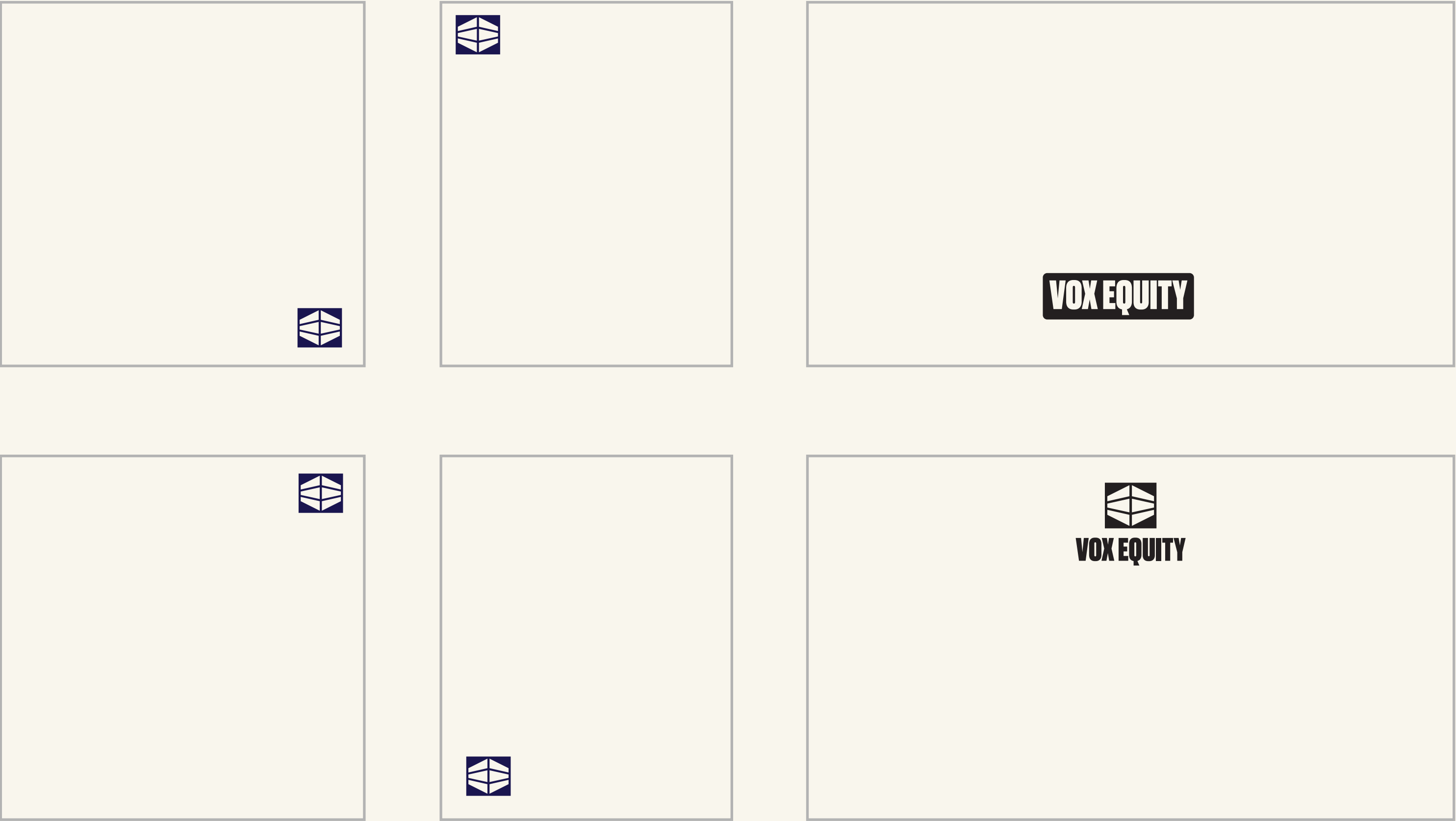
SYMBOL CO BRANDING

Logo Clearspace doubled to define co branding clearspace.

Placement

This is where our logo can be placed on digital and printed canvas' for maximum effect and that is in line with our visual guidelines.

Include the logo where it is optimal for your design. It's not a one size fits all branding rule ;)

VOX EQUITY

VOX EQUITY

Minimum Sizing

Proper sizing helps maintain the logo's visual impact, ensuring it's not too small, which could compromise clarity. Establishing minimum and maximum size recommendations guarantees that the logo appears professional and recognizable in every application, from digital screens to printed materials.

Our Vertical Lock Up should not go below 3" for print use and 300px for digital use.

Our Symbol should not go below 1" for print use and 100px for digital use.

Our Wordmark should not go below 1.5" for print use and 150px for digital use.

DIGITAL

Smallest Size 300px

Smallest Size 100px

Smallest Size 150px

PRINT

Smallest Size 3"

**Smallest Size 1"**

Smallest Size 1.5"

Logo Colors

Our Logos must only be coloured in our Primary colours of "Midnight Blue," "Steel Blue," "Pale Blue," and "Off-White".
Our Logo must not be coloured in any of our secondary colours. Our secondary colour — "Vibrant Orange" — is only to be used for supporting graphics, text highlights, and backgrounds.

Please see the next few pages for more in-depth Brand Colour info.

Where the logo absolutely cannot be printed in our brand colours, or for certain accessibility needs in digital use, black and white may be used if needed — but only for one-off circumstances.
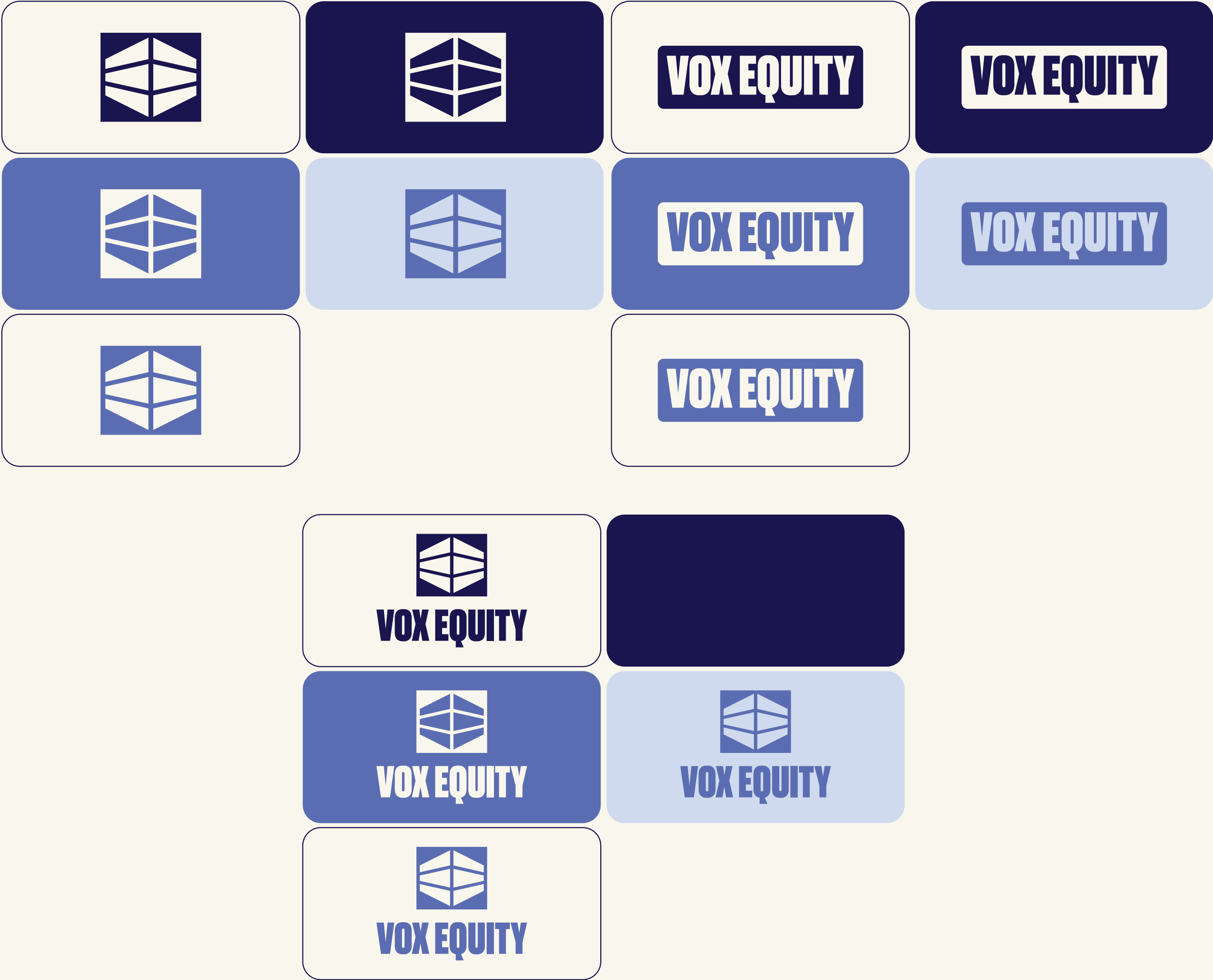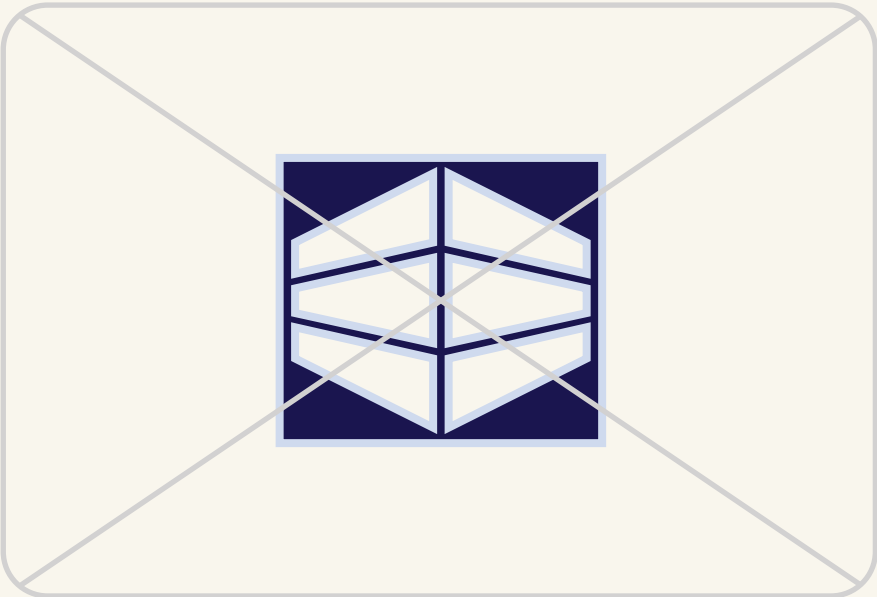
Logo Dont's

Our Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, color and composition should remain as indicated in this document.

To illustrate this point, some of the more likely mistakes are shown on this page. These rules apply to all elements of the Logo including the wordmark and the Vertical Lockup.
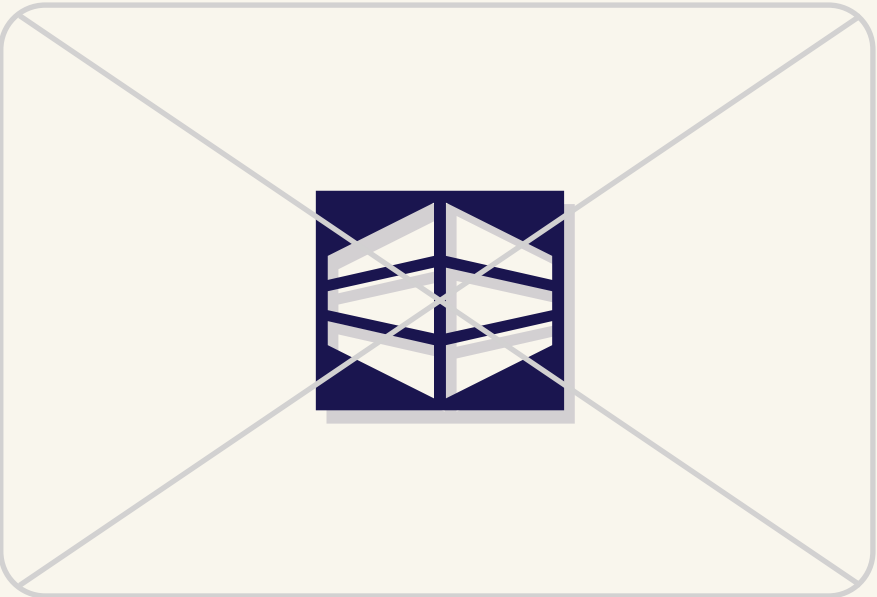
This list is meant for illustrative purposes, and should be considered for an exhaustive list of mistakes.
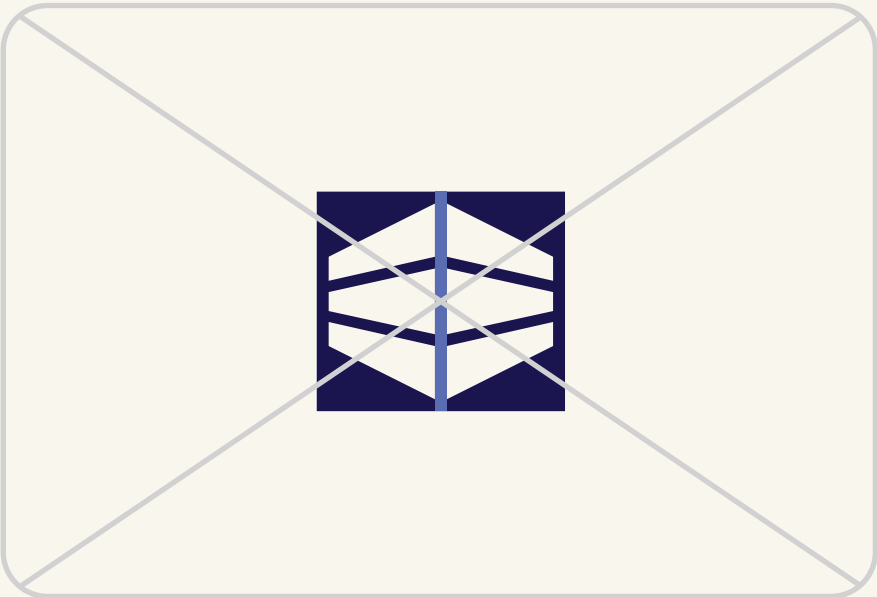
Do not Skew or Stretch our Logo.
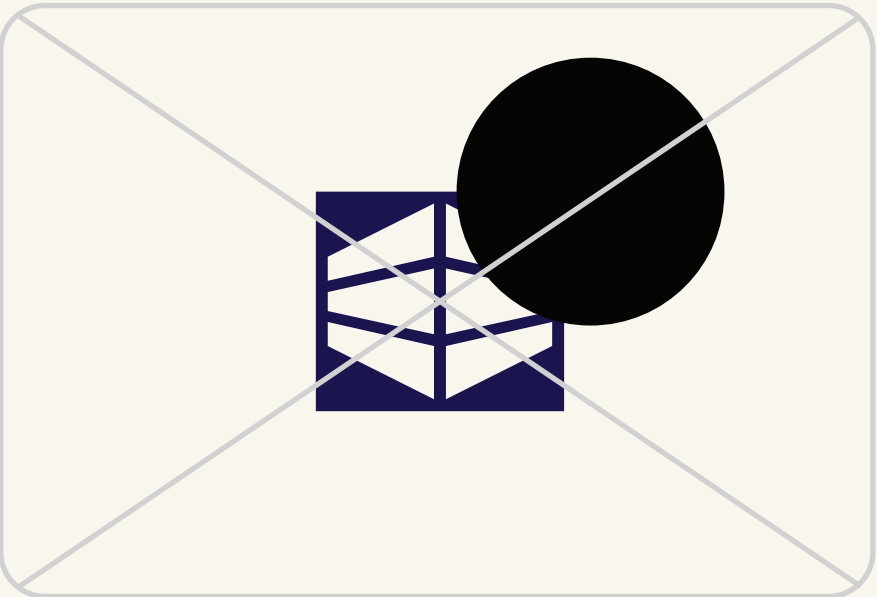
Do not outline our logo.
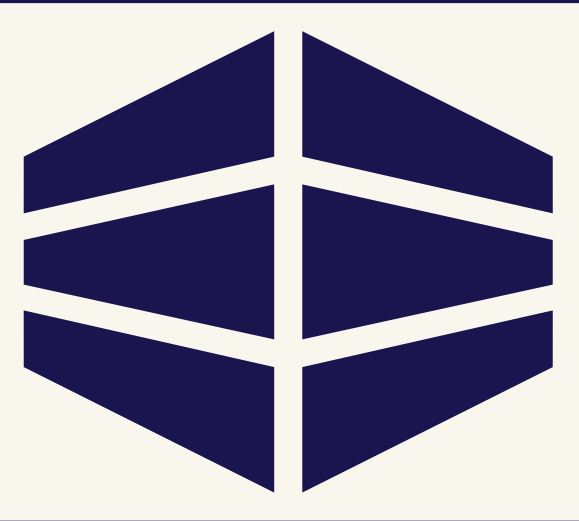
Do not add a drop shadow to our logo.

Do not rotate our logo.

Do not make the logo two tone with colours

Do not let any elements obstruct our logo.
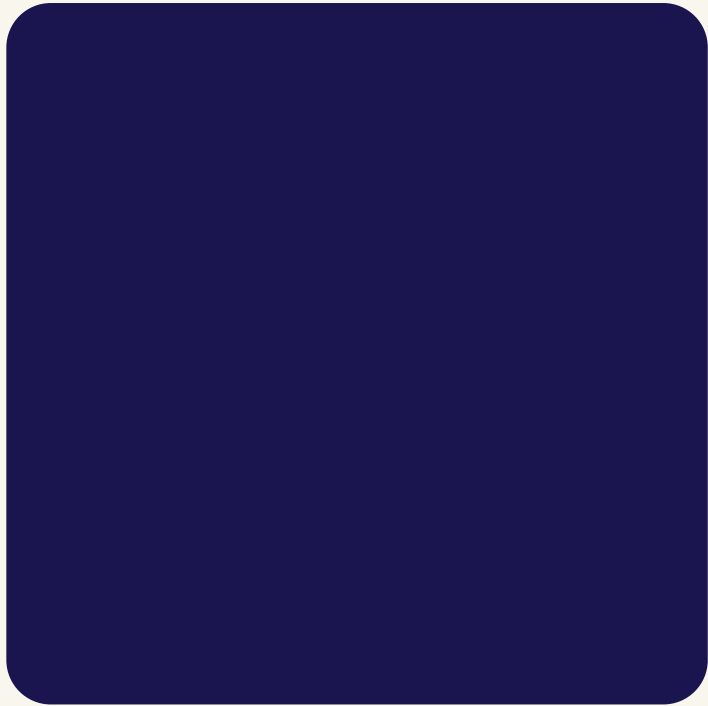
Colors

Brand Colors

Our Logos must only be colored in our Primary colours of "Midnight Blue," "Steel Blue," "Pale Blue," and "Off-White".
Our Logo must not be colored in any of our secondary colors. Our secondary color — "Vibrant Orange" — is an accent colour and should only be used in supporting graphics, text highlights, and backgrounds.
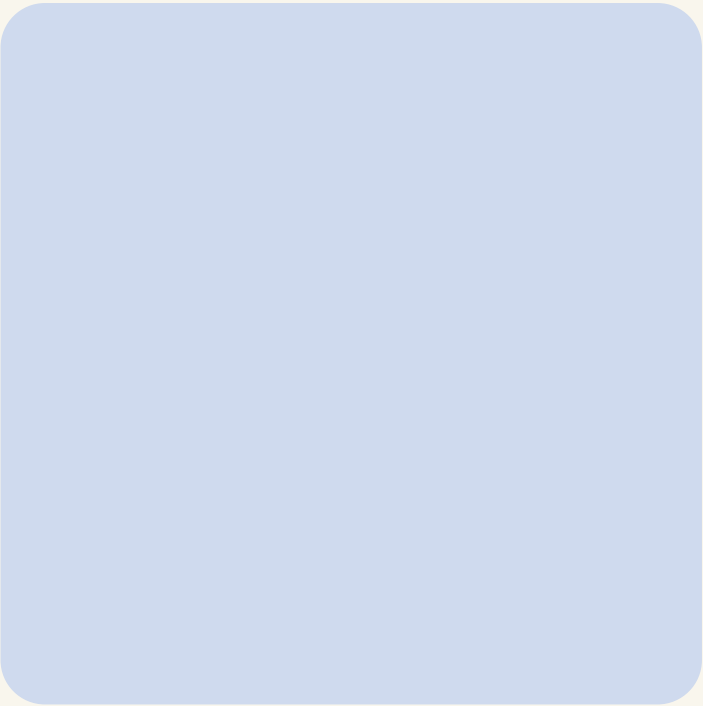
Please see the next few pages for more in-depth brand color information.

Where the logo absolutely cannot be printed in our brand colors, or in cases requiring certain accessibility accommodations in digital use, black and white may be used if needed — but only for one-off circumstances.
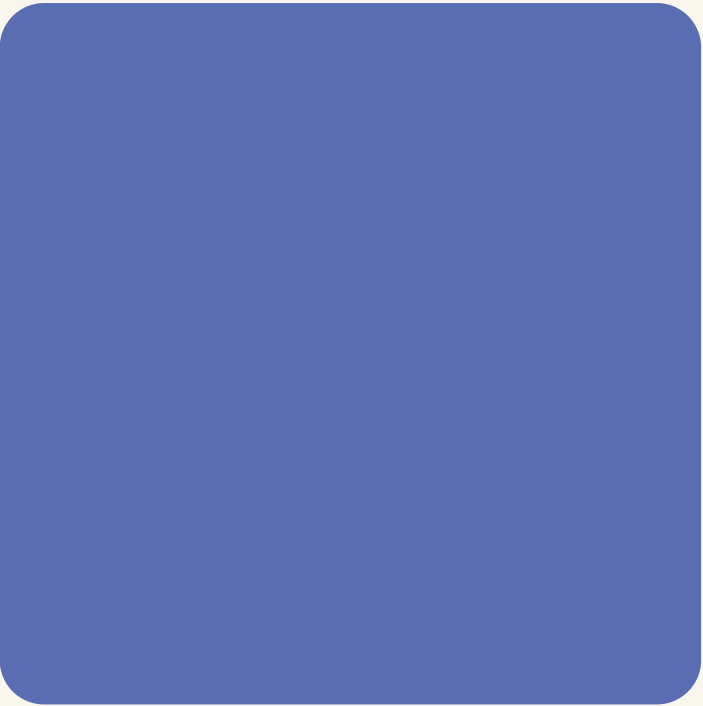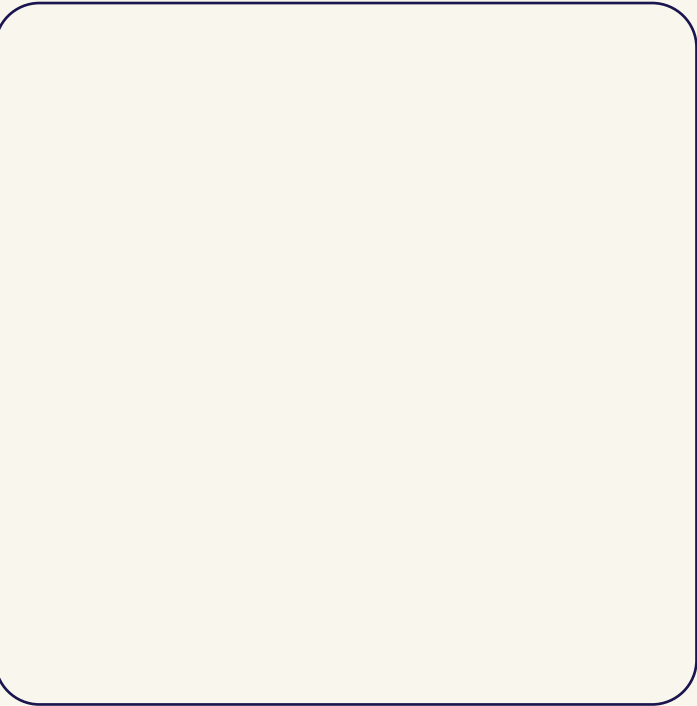
PRIMARY COLORS

Midnight Blue
HEX 1B174E

Powder Blue
HEX CFDAEE

Steel Blue
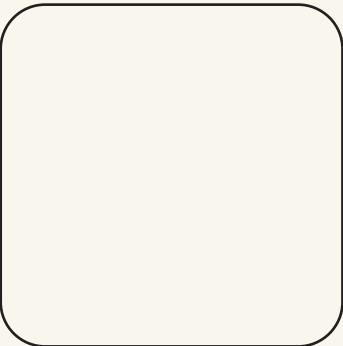HEX 5C6DAD

Cream
HEX F8F3EB

ACCENT COLOURS

Vibrant Orange
HEX F99534

Black
HEX 231F20

White
HEX F8F3EB

Color Pairings

When using our brands colours, those shown on the top right are the correct pairings. This is for text and supporting elements.

Underneath are examples of colours that should NOT be paired as they either create too much contrast or they simply do not go together as part of our colour guidelines.

Do NOT Introduce any colours outside of our colour palette under any circumstances.

CORRECT USAGE

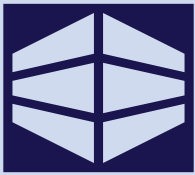HELLO   HELLO   HELLO   HELLO

HELLO   HELLO   HELLO   HELLO

**INCORRECT USAGE**

HELLO   HELLO   HELLO

Color Hierarchy

To ensure a consistent and balanced brand identity, we follow a clear color hierarchy.

Off White (50%) serves as the primary background, creating space and enhancing readability.
Pale Blue (20%) supports layouts with a calm, approachable tone.

Midnight Blue (15%) is used for typography and key accents, adding depth and clarity.
Steel Blue (10%) provides contrast and structure in secondary elements.

Vibrant Orange (5%) is our accent color, used sparingly to highlight calls to action and moments of energy.

This structure maintains visual harmony and reinforces our brand's clarity, creativity, and focus.
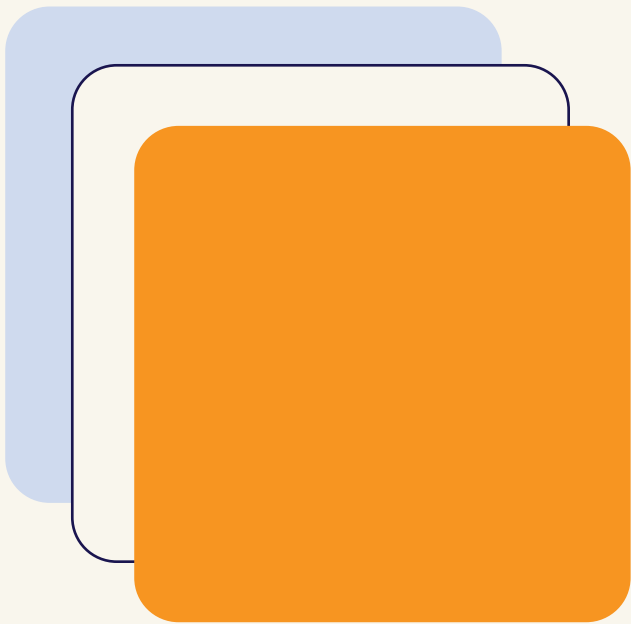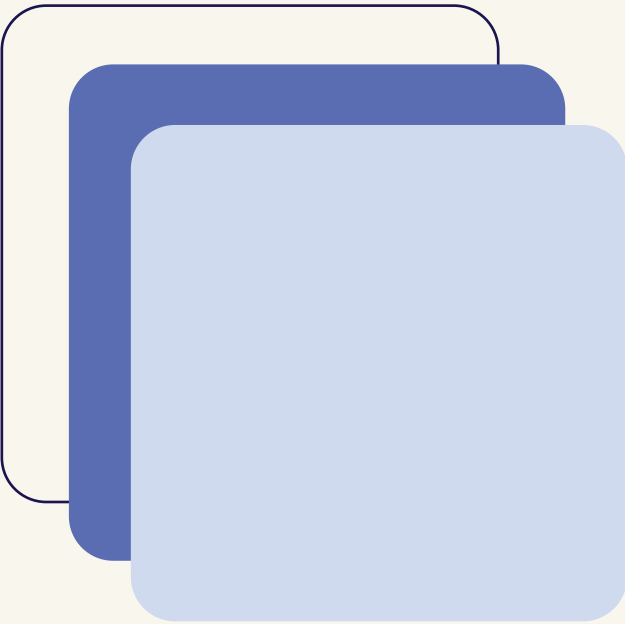
50%　　　　20%　　15%　　10%　　5%
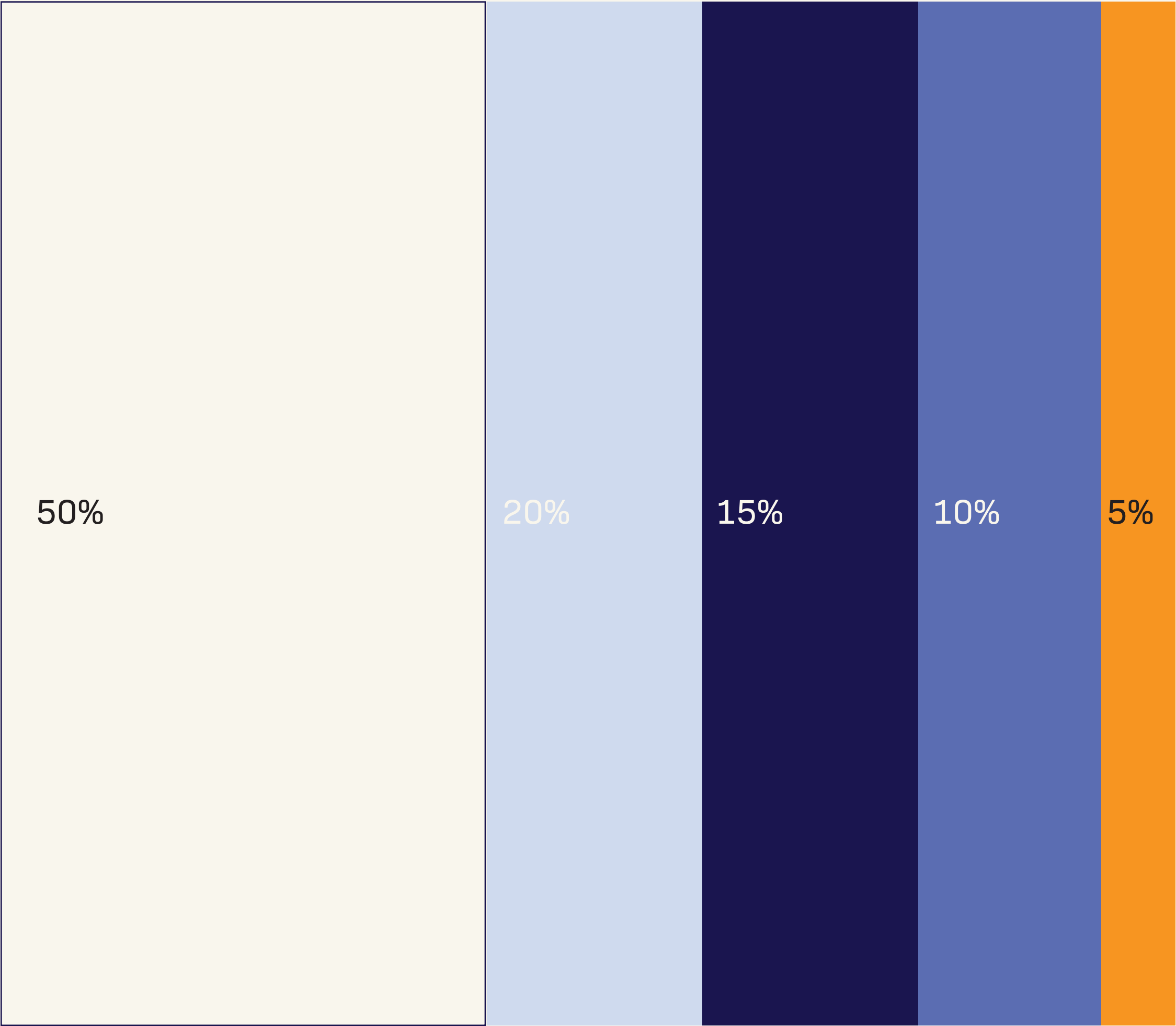
Color Schemes

Here are some examples of suggested color schemes you can use when creating graphics, social media content, marketing materials or posters for VOX Equity.

Refer back to Pg19 Color Pairings if your not sure on what colours work and do not work.
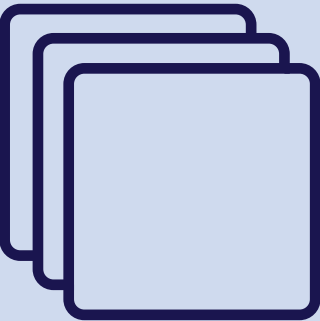
Background Color
Typography Color
Decorative Color
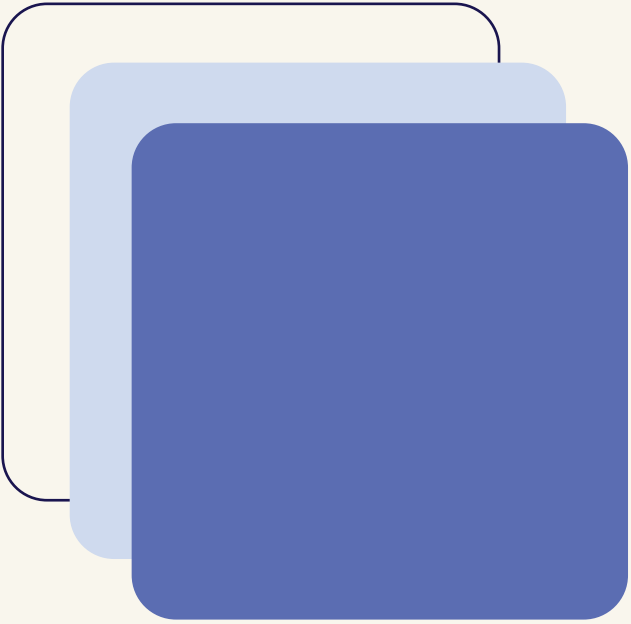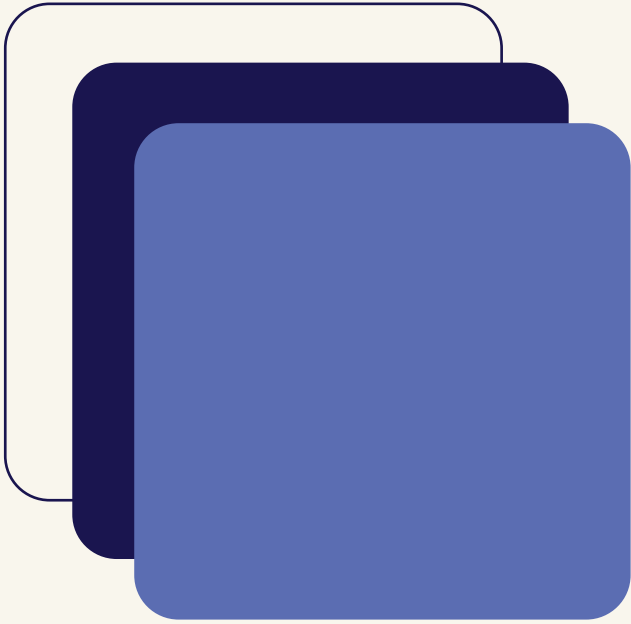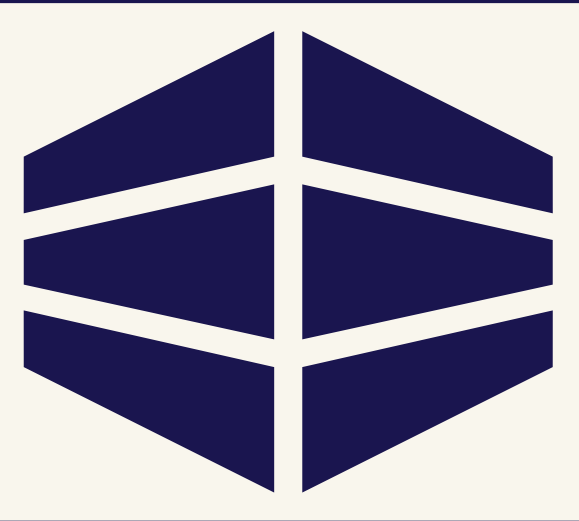
Typography
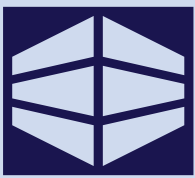
Primary Typeface

VOX Equity uses Druk Heavy as its primary typeface to reflect the strength, clarity, and creative conviction behind its missio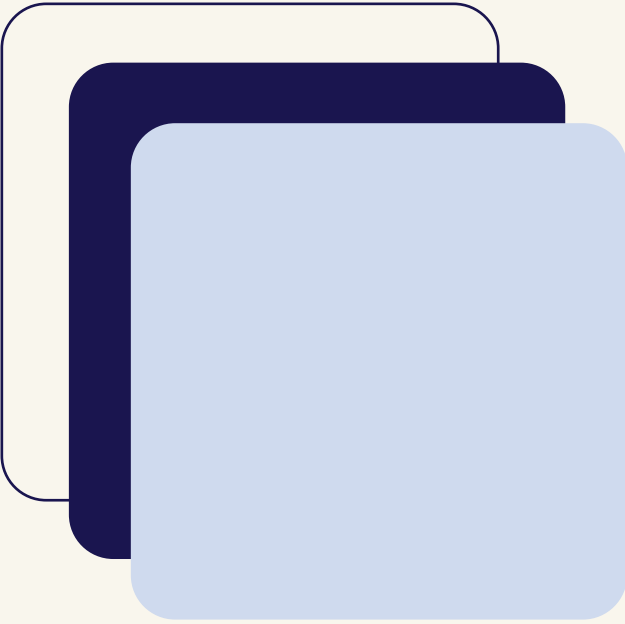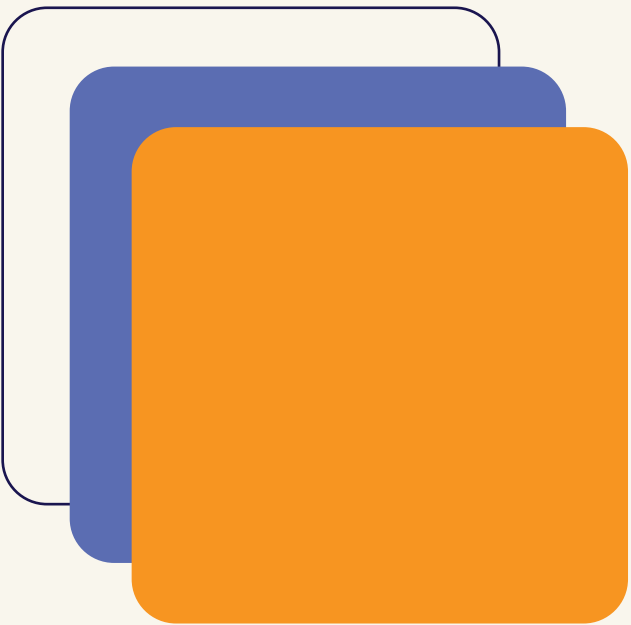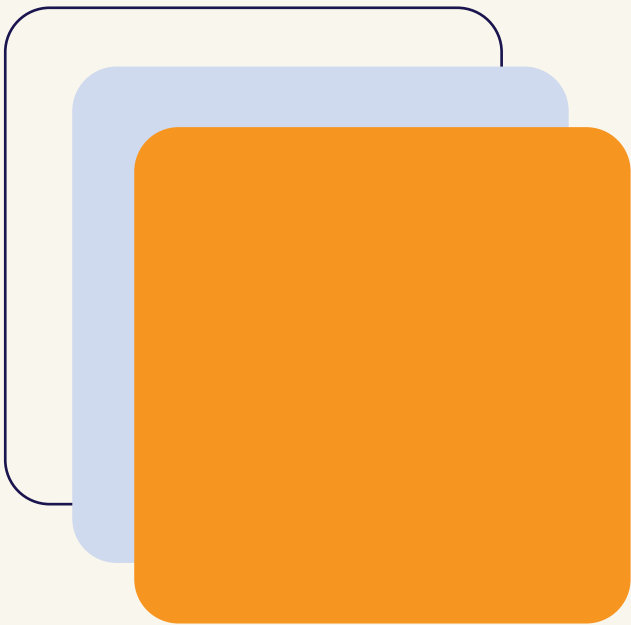n. Bold and unapologetic, Druk commands attention—amplifying our voice as we challenge inequities in the health space. Its confident form reflects our commitment to research-driven action, while its distinctive character embodies the urgency and innovation needed to shape a more equitable future.

Druk Heavy

Titles, Headers

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@£><

Heavy

Aa Bb Cc

Secondary Typeface

VOX Equity uses Helvetica Neue Bold as its secondary typeface to complement the bold presence of Druk Heavy while reinforcing a clean, modern, and accessible aesthetic. Its balanced structure and high legibility make it ideal for organizing complex information without compromising visual clarity.
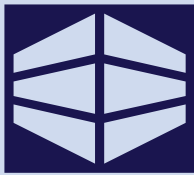
Helvetica Neue Bold is best suited for:
Subheadings & Callouts – Providing clear visual hierarchy and guiding readers through research-driven content.

Labels & UI Elements – Supporting usability in digital interfaces where precision and readability are key.
Quotes & Key Insights – Highlighting important findings or statements while maintaining cohesion within the brand system.

Together with Druk Heavy, Helvetica Neue Bold creates a typography system that is strong yet adaptable—designed to amplify VOX Equity's voice as it champions health equity through research, advocacy, and design clarity.
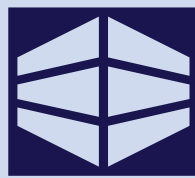
Helvetica Neue

Sub Headers

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@£✂

Bold

Aa Bb Cc

Body Copy

For longer-form content, VOX Equity uses Helvetica Neue Regular to ensure clear, accessible, and comfortable reading. Its modern simplicity and high legibility make it ideal for research summaries, reports, descriptions, and any material that requires extended focus.

To maintain readability and visual harmony, body text should be set within a comfortable range—14px–18px for digital use and 10pt–12pt for print. Ample line spacing (1.4x–1.6x line height) is essential to prevent crowding and support an open, approachable layout.

Using font weight variations within body text helps establish subtle hierarchy without distracting from the message.
Helvetica Neue Medium can highlight key phrases or insights, while Helvetica Neue Bold works well for in-paragraph subheads or emphasized statements.

This thoughtful approach to typography reinforces VOX Equity's mission—delivering complex information with clarity, purpose, and impact to advance equity in health through design and research.

Helvetica Neue

Body Copy, Small Detail Copy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?@£><

Regular

Aa Bb Cc

Headline

Subhead

Body

Typesize Relationship

When creating layouts using all three typefaces, clear hierarchy can be established by making sure subheadlines are no larger than 33% of the ascender height of the headline, and body copy is no larger than 50% of the cap height of subheadlines.
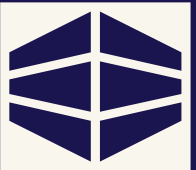
Headline

Subhead goes here

Bio Sans Bold
Headline

Bio Sans SemiBold
Subhead

Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer Lorem ipsum dolor sit amet, consectetuer

Bio Sans Regular
Body Copy

Bio Sans SemiBold
Label

Enquire Now

Typesize Overview

You can see the hierarchy of how our typefaces should be used. Our primary heading typeface should never be overused and not too many words in length as this is a display typeface. Our subheading typeface can do the rest of the heavy lifting on sub headers. The body copy fonts will be used for small, medium and large bodys of text.

This hierarchy must be present across all our print and digital materials.
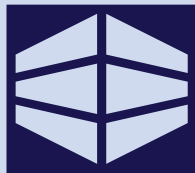
Display Leading & Tracking

Spacing can make or break our headings. Leading refers to the amount of space between each line of text. Tracking refers to the space between each letter. It is very important that you use the correct leading and tracking on our primary typeface so it looks correct for our brands visuals, using the incorrect units can make it look unreadable and unslightly.

Improving Health Equity
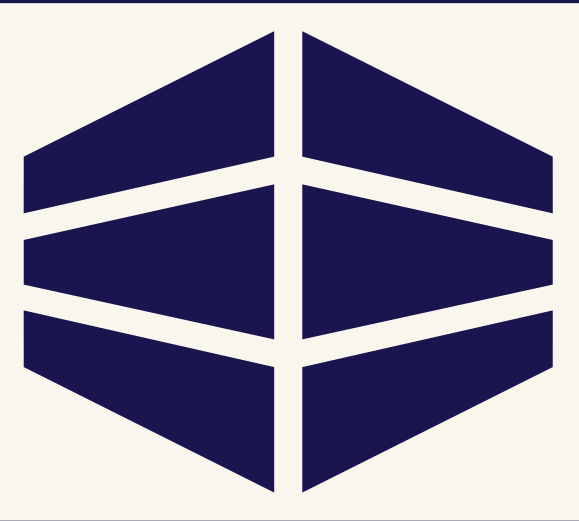
Correct Tracking & Leading

Improving Health Equity

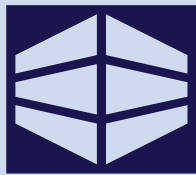Incorrect Tracking

Improving Health Equity

Incorrect Leading

Improving Health Equity

Incorrect Leading & Tracking

Assets

Brand Patterns

Our brand pattern is an extension of VOX Equity's identity, reinforcing our commitment to equity, progress, and research-driven impact. Inspired by elements from our logomark, the pattern features structured, directional forms that symbolize forward movement, informed action, and the pursuit of systemic change in health.

This subtle yet meaningful motif visually reflects our belief in collective progress—elevating underserved voices and advancing equity through evidence and design.

How to Use the Pattern
The brand pattern is a flexible visual asset, designed to enhance our identity without overshadowing core content. It works best in applications such as:
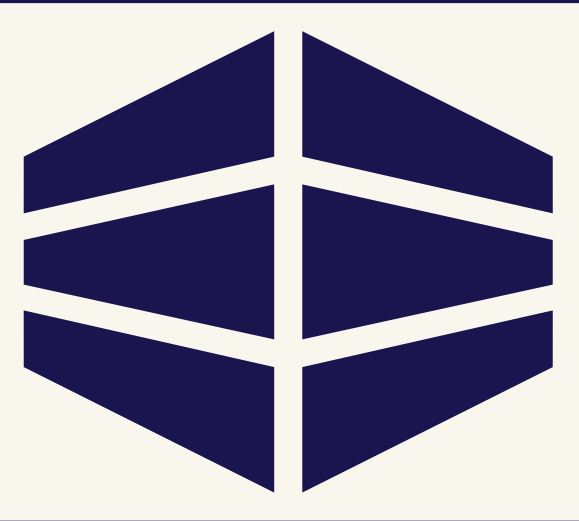
Backgrounds – Adds depth to presentations, social graphics, reports, or web sections while maintaining clarity.

Subtle Accents – Ideal for footers, dividers, or overlays to quietly reinforce our visual system.
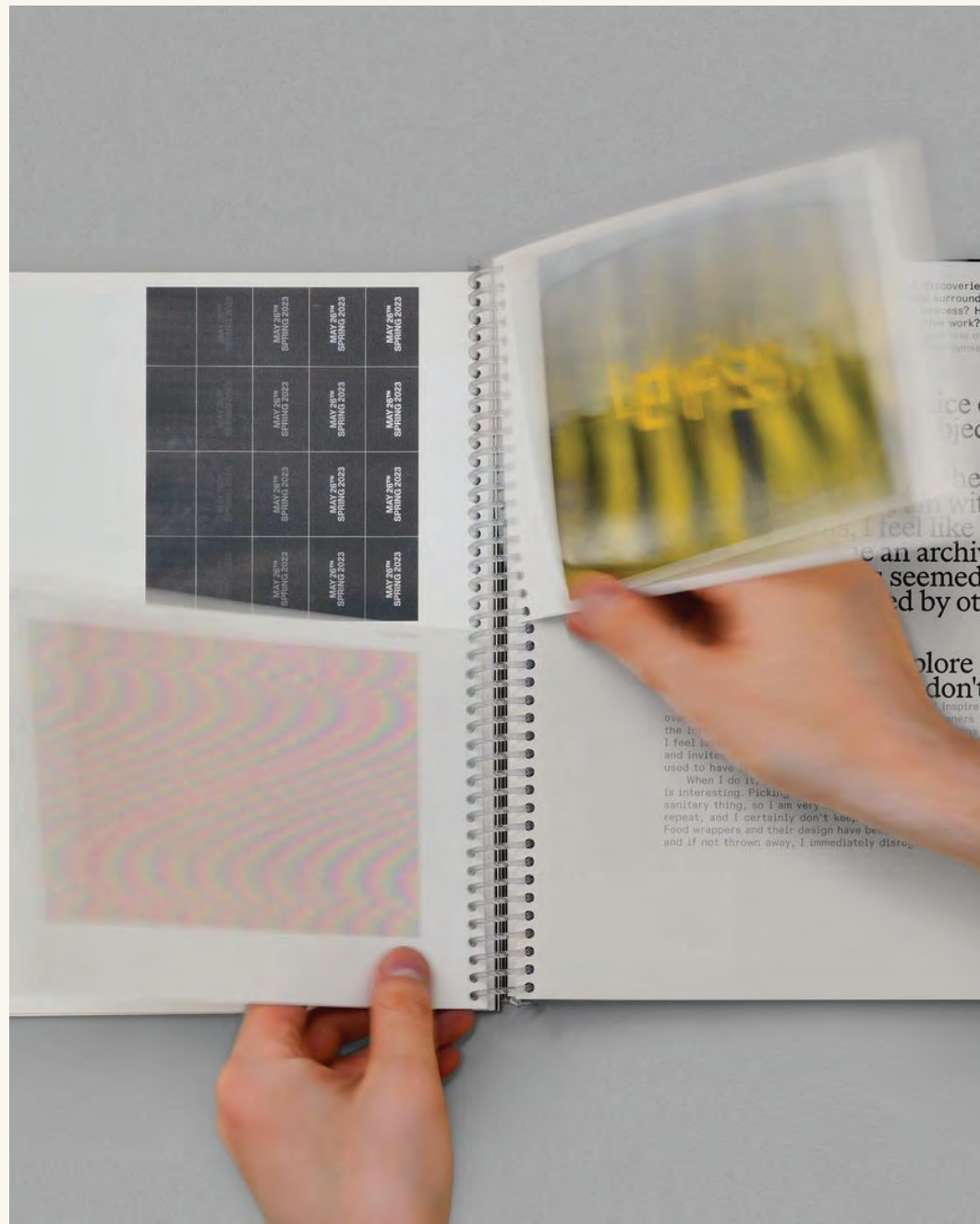
Merchandise & Collateral – Strengthens brand recognition across event materials, packaging, or research toolkits.

Used with intention, the VOX Equity pattern reinforces our message: that progress is possible—and equity is a direction, not just a destination
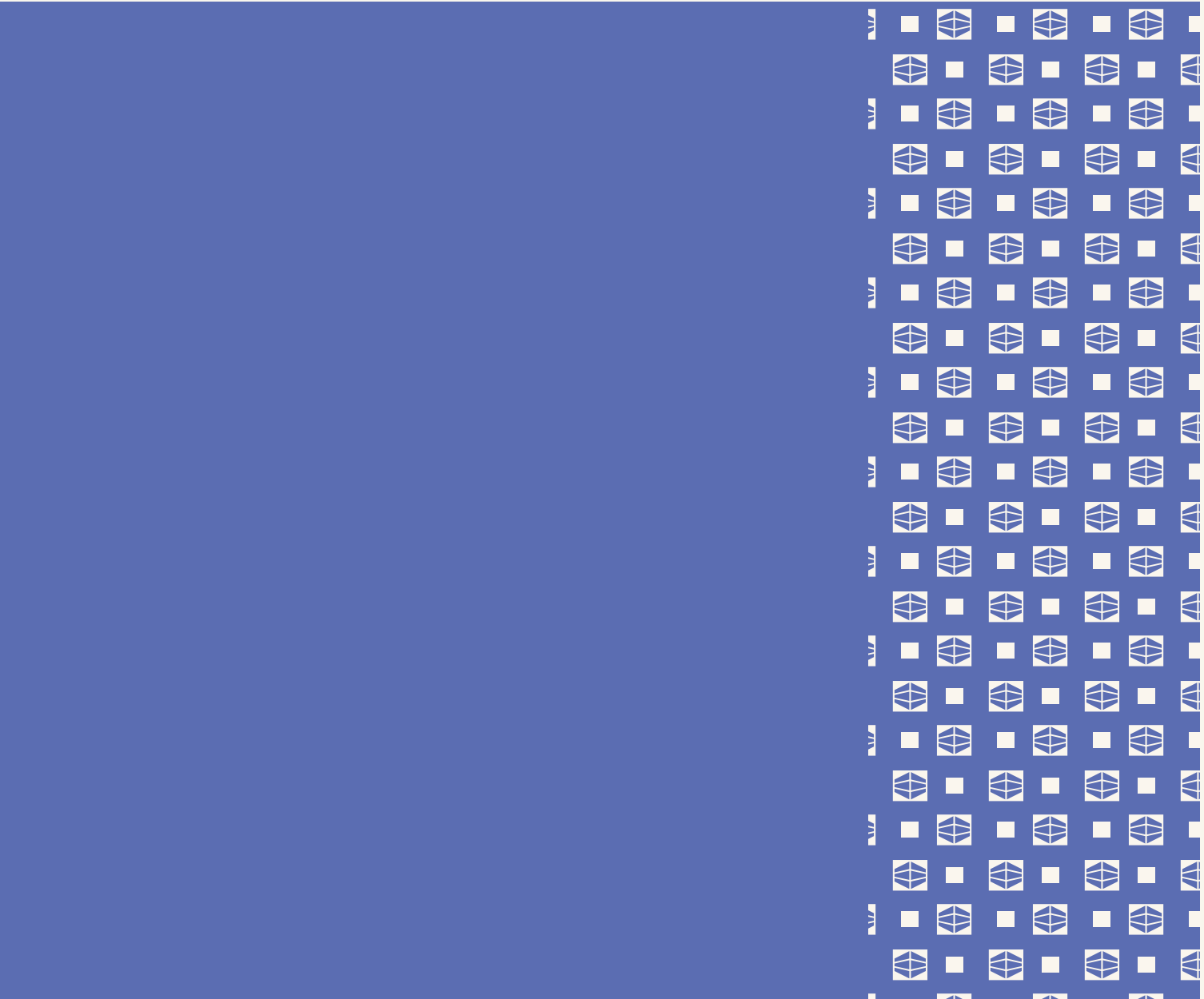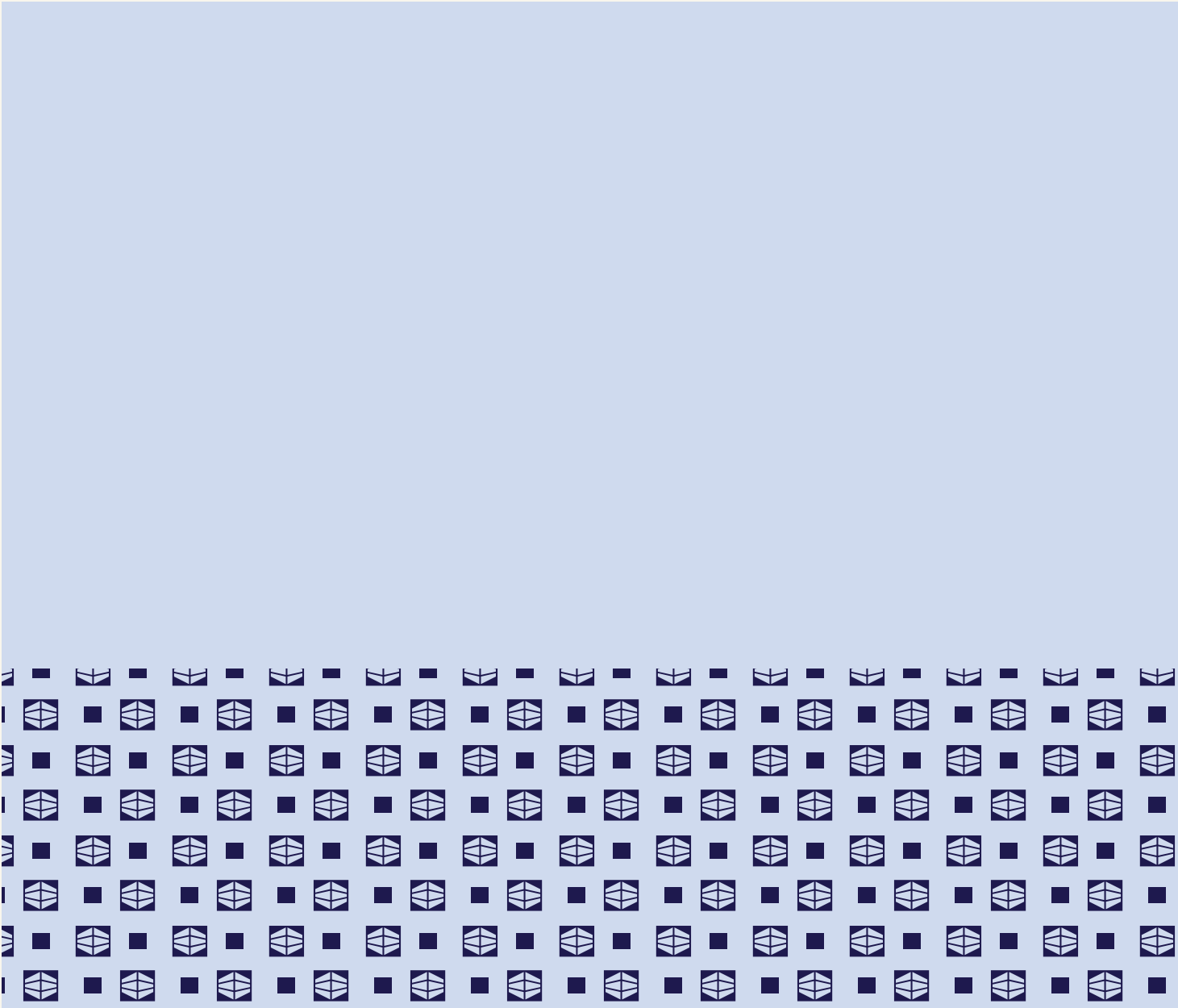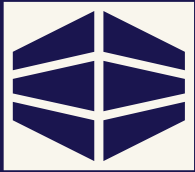
Photography

Brand Photography

Photography Style

The Find A Way photography style captures authentic moments of progress and connection while maintaining a clean, minimal aesthetic. Natural lighting, soft shadows, and uncluttered backgrounds keep the focus on the subject, creating a sense of warmth and motivation. Images should feel genuine, energetic, and aspirational, with people in motion, engaged, and striving for growth. Subtle pops of brand colors can enhance cohesion, reinforcing a look that is modern, uplifting, and deeply personal.

Post Production

Photos should feel grainy. Some photos may be black and white while others have to give a pop of color to keep the feed lively.
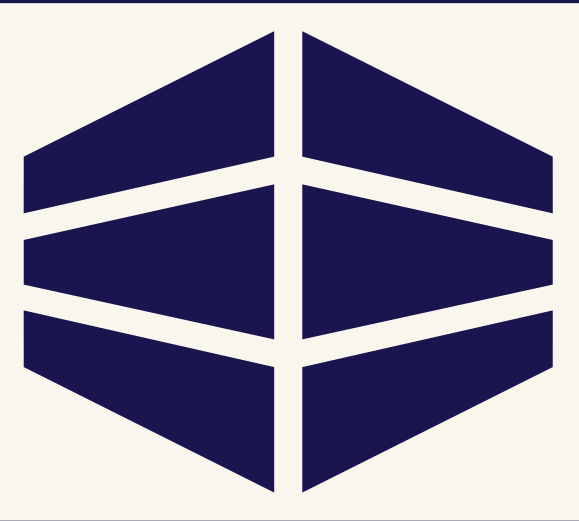
Overlays

Logo Overlays

The icon should be placed mostly in corner of photos. Use your best judgement when placing logos.

The wordmark should be placed mostly in the center of photos either in the middle, top or bottom.

Logo Colors

The color of the logo must be one of the primary colors that gives it the most contrast.

Socials

Graphics

Font Pairings
Describe and show which font pairings work best when creating graphics

Logo Placement
Describe and show where the logo placements look best on Graphics

Text Modifications
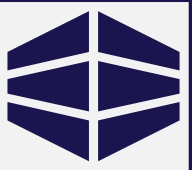Describe if you allow modified text to be created for graphics to add personality eg. arched or bulged text.

Colours
Describe which colours work best on graphics (or just refer them back to the colour schemes page)
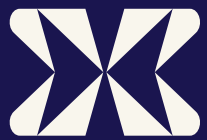
VOX EQUITY

VOX Equity
10K likes 20K followers

VOX EQUITY

Follow Message

100 following 10k followers

Social Media Heading

Reminder

To ensure consistency and maintain the integrity of our brand, it is essential that all brand assets and communications strictly follow the guidelines outlined in this document. These guidelines include the correct usage of our logo, typography, color palette, imagery, and tone of voice. Deviating from these standards can weaken the brand identity and message. Therefore, we kindly request that you review and adhere to these guidelines in all materials. If you have any questions or require clarification, please contact the designer for assistance.

Contact

If you require any assistance please contact the designer of the brand and the creator of this brand guidelines document. Details are below.

Elias Landeros
eland.design11@gmail.com
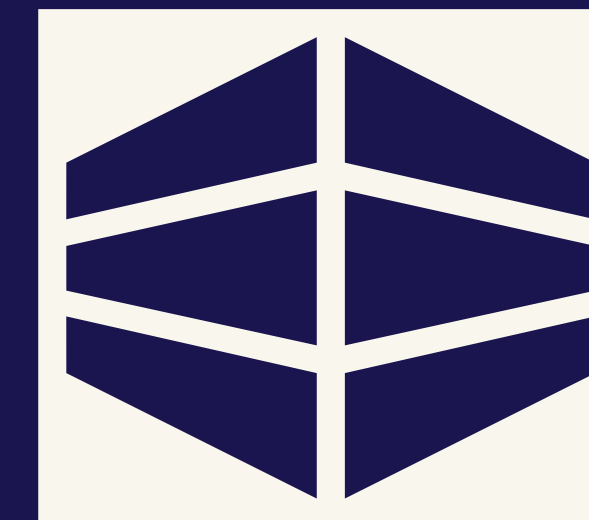
Thank You.

And always refer back to this document.