

Protection
Approaches



Brand book

1 Logo

1.1 Lockup

The primary PA mark, to be used by default.



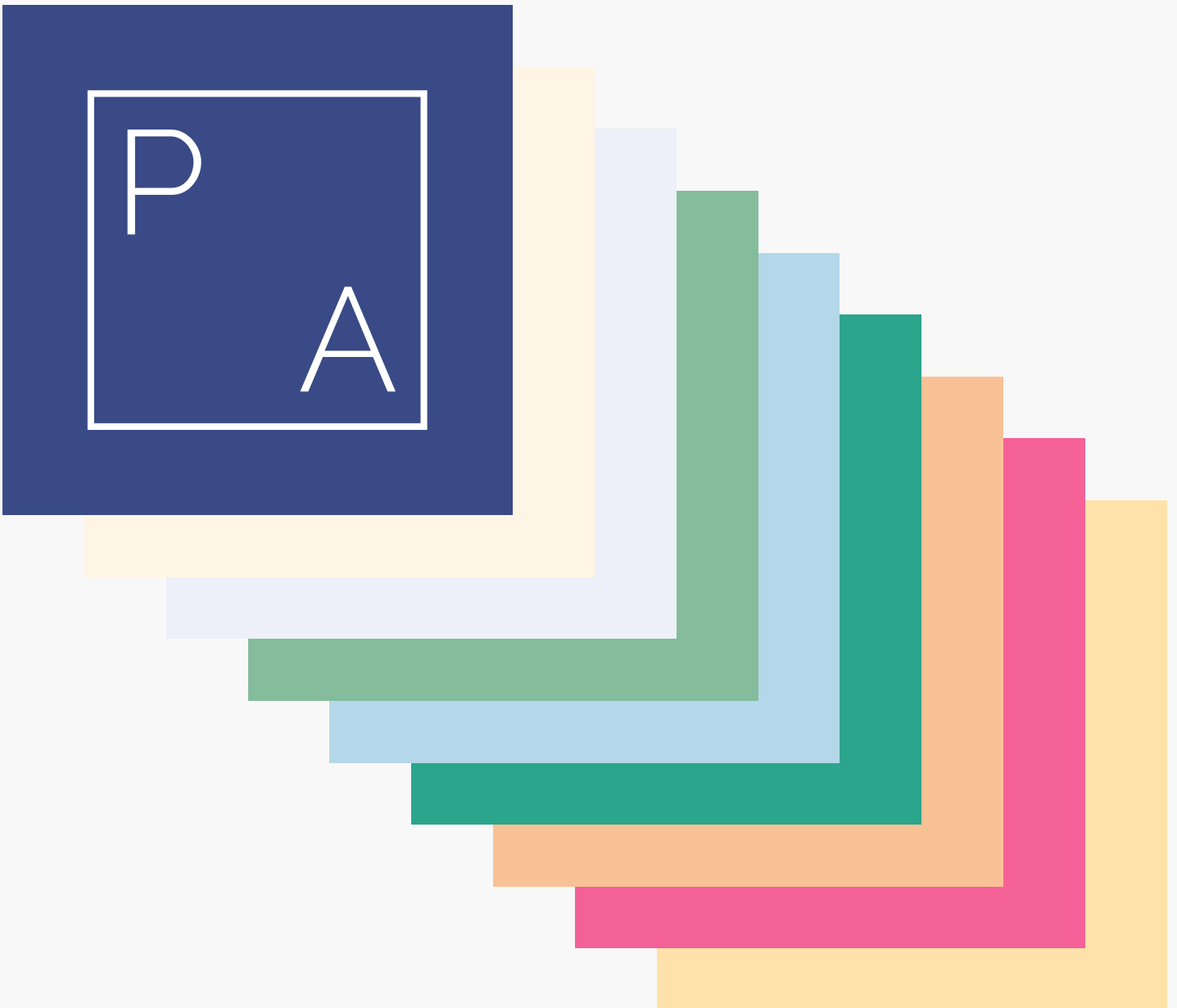
- Hollow version to only be placed on:
 - Black (#000000 / #2C2A29)
 - White (#FFFFFF)
 - Core brand colours

- Never place hollow versions over images

1.2 Logomark / stamp

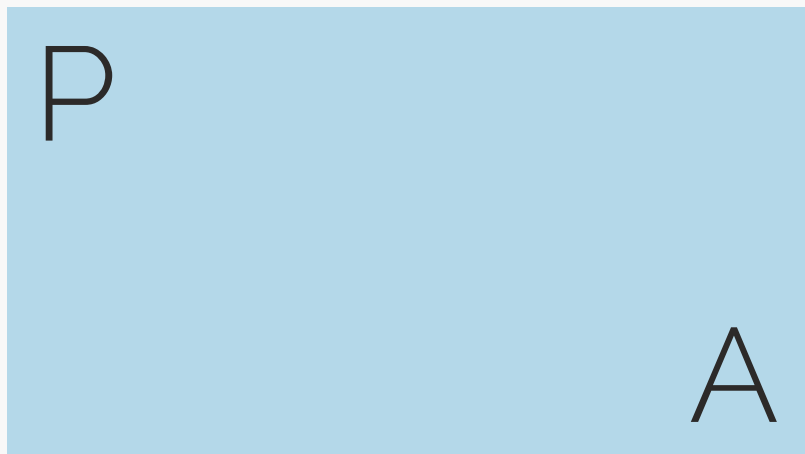
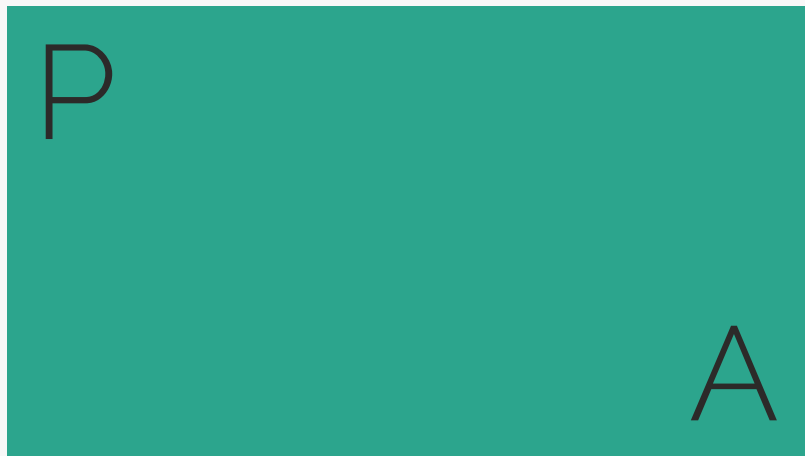
The secondary PA mark.

To be used when Protection Approaches is written (e.g. social media handles) or when work is already in context. These have been designed to work both in square placements and round placements when uploaded. Transparent versions also provided.



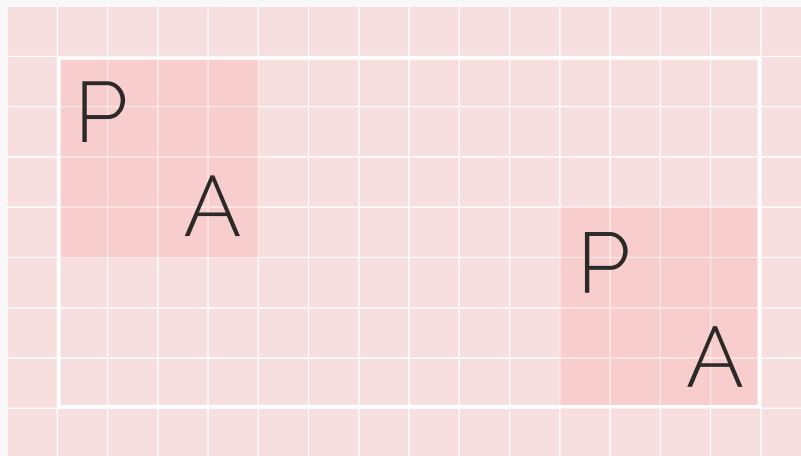
1.3 Dynamic logomark

Application: Open graph (link sharing) images. These can be added by the website developer. We shouldn't use black or white backgrounds for cards.


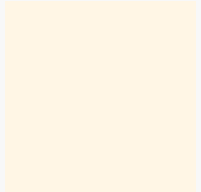
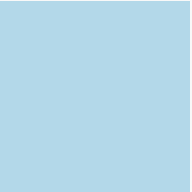
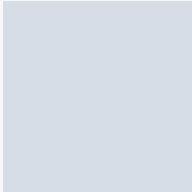



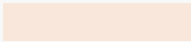


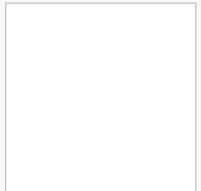

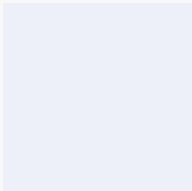




1.4 Dynamic logomark with frame

The dynamic framing device can be used to brand image and video content. Only use the frame if the image/video is at least 1200px wide and 600px deep. In cases where we can't use the frame, set the P and A marks full height.



2 Colour

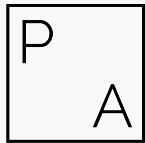
Core						
	PANTONE 2437 CP	PANTONE 7499 CP	PANTONE 304 CP	PANTONE 552 CP	PANTONE 223 CP	PANTONE 2437 CP
	#394A86	#FFF5E5	#B4D8E9	#D5DDE6	#F46197	#F9C196
	C 89 M 75 Y 18 K 4	C 1 M 1 Y 29 K 0	C 35 M 0 Y 2 K 0	C 25 M 4 Y 1 K 0	C 0 M 24 Y 32 K 0	C 41 M 0 Y 18 K 0
Backgrounds						
Accent						
	PANTONE BLACK C	PANTONE 223 CP	PANTONE 223 CP	PANTONE 642 CP	PANTONE 120 CP	PANTONE 326 CP
	#2C2A29	#F46197	#F46197	#EDEFF9	#FFE2AA	#2CA58D
	C 0 M 0 Y 0 K 100	C 0 M 0 Y 0 K 0	C 4 M 48 Y 0 K 0	C 15 M 4 Y 0 K 0	C 0 M 5 Y 66 K 0	C 81 M 0 Y 38 K 0

- Backgrounds can be created using a 40-60% white tint
- #2C2A29 is the preferred black but this won't always be available — #000000 can be used instead
- Use accent colours in small doses. (e.g. diagrams/charting; pull quotes; section highlighting)

3 Typography

Function	Primary	Alternate
Neutral voice Default	IBM Plex Sans	Helvetica
Human voice Messages; acknowledgements; quotes; poetry in impact studies	IBM Plex Serif	Georgia
Data Technical data; graph labels; tabular data	IBM Plex Mono	Helvetica; Roboto Mono

Function	Typeface	Weight	Print	Web
Title	IBM Plex Sans	Light	23pt / 33pt	28px / 34px
Body copy (default)	IBM Plex Sans	Regular	10pt / 14pt	13px / 17px
Body copy (human)	IBM Plex Serif	Regular	10pt / 14pt	13px / 17px
Heading	IBM Plex Sans	Semi-Bold	14pt / 18pt	22px / 28px
Subheading	IBM Plex Sans	Semi-Bold	10pt / 14pt	16px / 22px
Inline CTAs	IBM Plex Sans	Semi-Bold	10pt / 14pt	16px / 22px
Small print	IBM Plex Sans	Regular	7pt / 10pt	10px / 14px
Data	IBM Plex Mono	Regular	10pt / 14pt	—



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