

APRIL 2021

COMMUNICATION

PAL VISUAL GUIDELINES
2021



COMMS DEVELOPMENT

01

Color
Palette

02

Logo
Design

03

Typography



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P1. LOGO DESIGN



VISUAL GUIDELINES

The PAL logo largely has been inspired by the visual representation of chains linking together to represent the service of securing linking individuals to pertinent resources within the community. These chains are placed in parallel to each other in colours that should not be changed, rearranged, or altered in anyway.

Primary

Greyscale

Reverse



VISUAL GUIDELINES

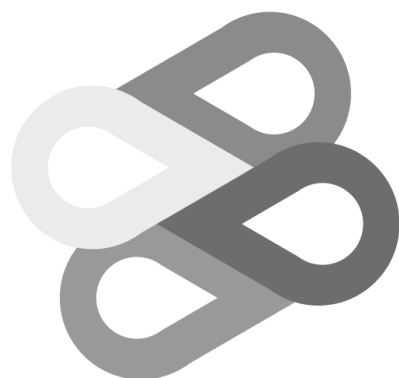
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Primary



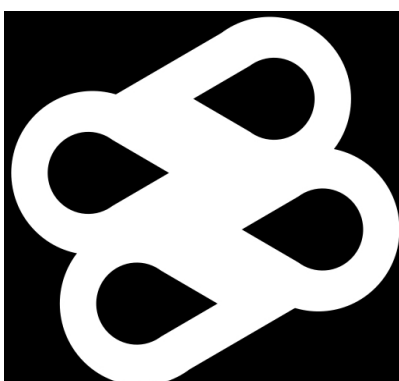
PALcaresTM

Grey Scale



PALcaresTM

Reverse



PALcaresTM

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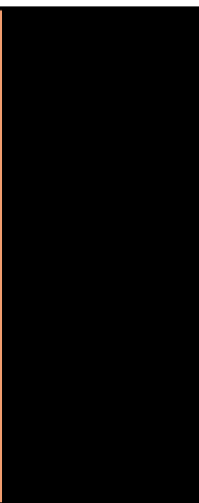
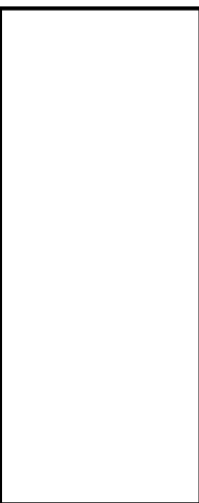
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P1. COLOR PALETTE



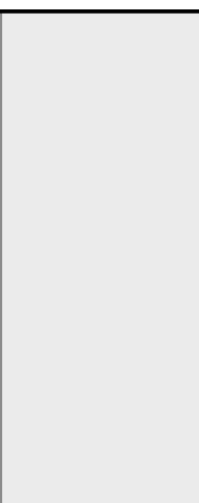




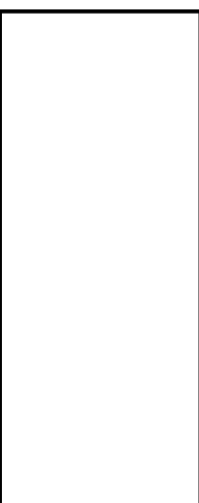


COLOR PALETTE

Primary

							
R77 G88 B140 #4D588C	R119 G135 B217 #7787D9	R255 G244 B128 #FFF480	R217 G102 B255 #D966FF	R180 G57 B191 #B439BF	R255 G153 B102 #FF9966	R0 G0 B0 #000000	R255 G255 B255 #FFFFFF

Grey Scale

							
R90 G90 B90 #5A5A5A	R139 G139 B139 #8B8B8B	R235 G235 B235 #EBEBEB	R153 G153 B153 #999999	R109 G109 B109 #6D6D6D	R178 G178 B178 #B2B2B2	R0 G0 B0 #000000	R255 G255 B255 #FFFFFF

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P1. TYPOGRAPHY



TYPOGRAPHY

PAL's primary typeface for all presentations and documents is **Raleway**. There are a vast array of widths and font styles available to utilize within this typeface of Raleway including bold and underline. Furthermore, Raleway is available to utilize within most (if not all) platforms as it is readily available through Google.



FUN FACT:

This whole document utilizes the colour palette and typeface outlined in our visual guidelines