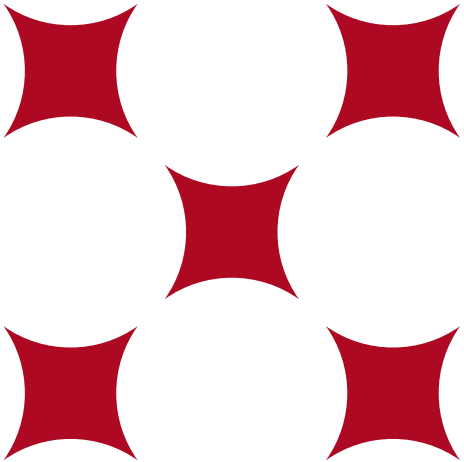
Visual Identity Style Guide

Emotional First Aid Academy

Monogram



Primary Logo

Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of the logo. No graphic elements should encroach the border around the logomark.

Use the grey circle as a measuring tool to help maintain clearance.

Minimum Size

The logo should not appear smaller than 20 mm in height

Logo Variations

The logo used on an application will often depend on the background and production method. When using the logo on a white background, use the full color version or one color logo.

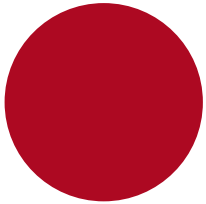
Full color

Full Black

White on Black

White on Red

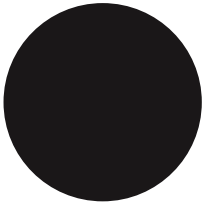
Primary colors



CMYK 18 100 91 8

HEX #AD0922

RGB 173 | 9 | 34

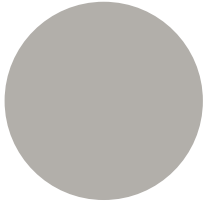


CMYK 0 0 0 99

HEX #1A1718

RGB 26 | 23 | 24

Secondary Colors



CMYK 25 21 24 0

HEX #B2AFAA

RGB 178 | 175 | 170

Primary Typeface

Font that can be used on a website is Work Sans

Work Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Work Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Logo Misuse

DO NOT do the following to the logo

Do not resize or change the position of the logomark

Do not stretch or skew the logo out of proportion

Do not place the logo on an image without enough contrast

Do not change the fonts used in the logo

Do not add any shadow effect to the logo

Do not change any of the colours within the logo

Do not rotate the logo

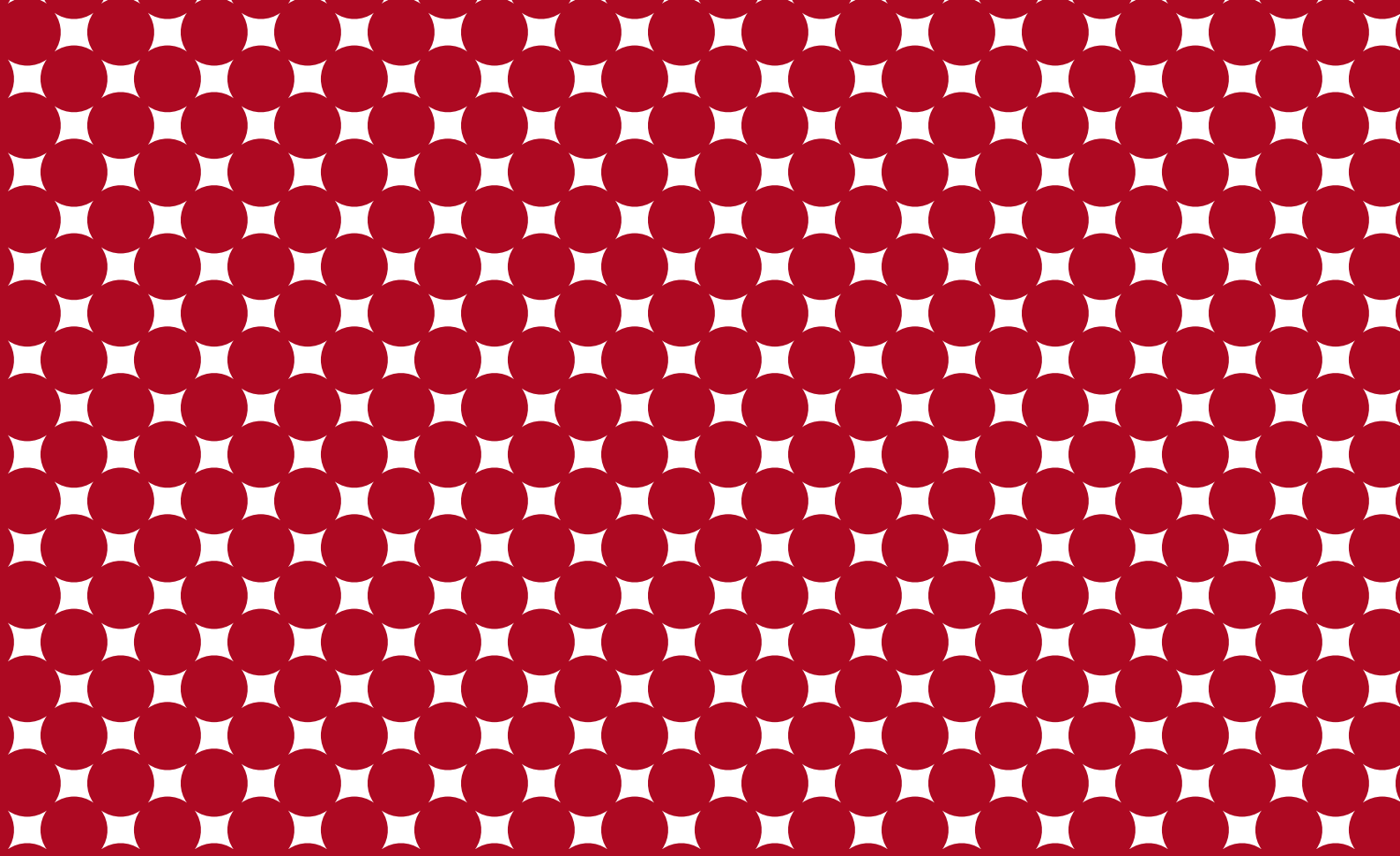
Do not stretch the logo

Do not place the logo in a box or shape in a layout

Application

Application

Application



Brand Identity and brand book designed by CRISSCROSS http://crisscross.studio