

gap   
yearly

# mission

“Through our pillars of community, opportunity, and accessibility, our mission is to help gappers **make the most of their time outside the classroom**, regardless of where they are on their gap year journey.”

## core values

authenticity

innovation

accessibility

fun

work ethic

## brand personality

personable

welcoming

encouraging

energetic

upbeat

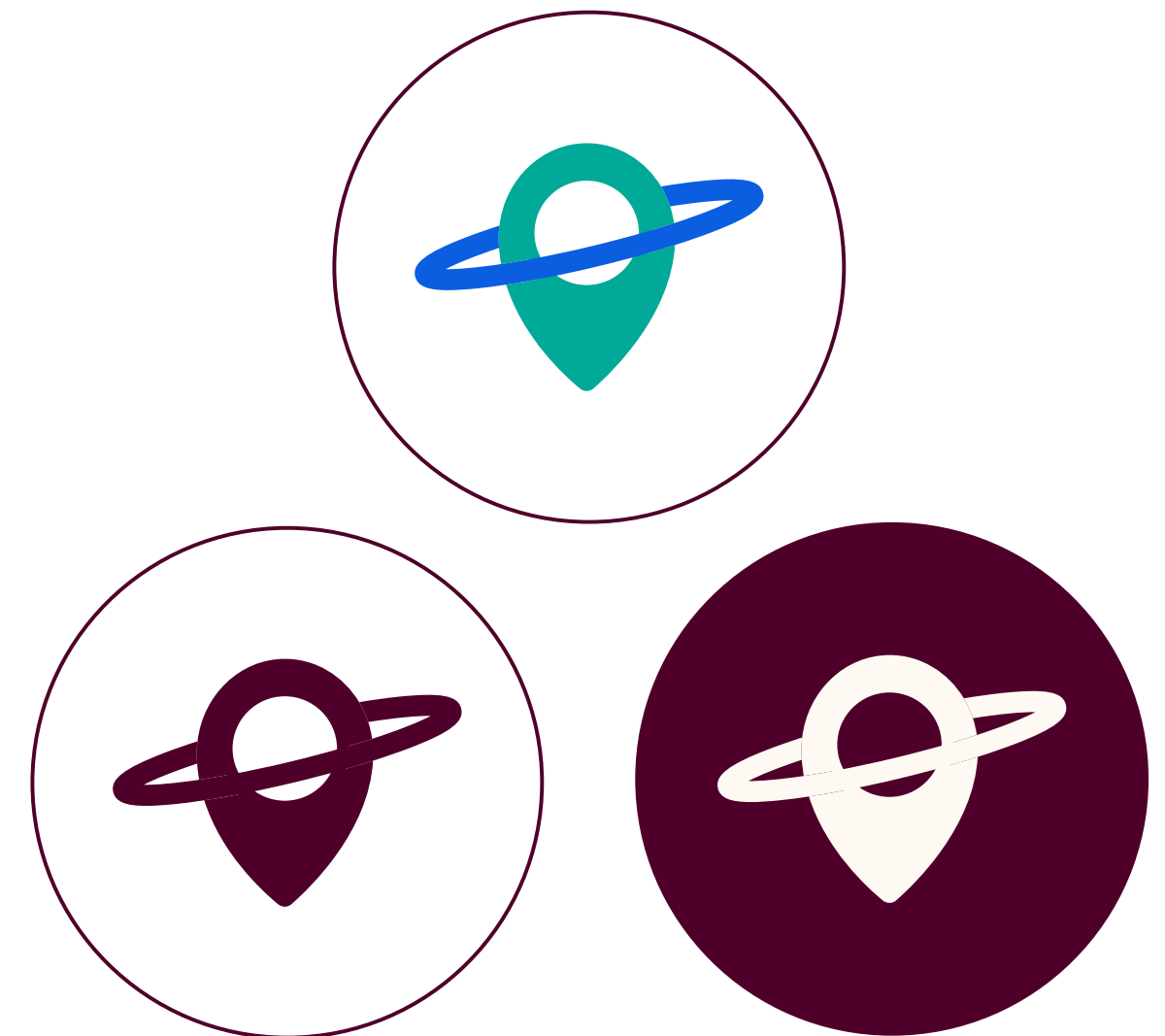
# logo

Using a sans-serif font with a low descender height, the brand name's two words are joined through a gradient.

The pin in the logo symbol speaks to a culture of adventurous spirit, and the organizational goal of meeting gappers where they are, as a digital hub. Encircling it, the ring refers to the presence of Gapyearly's global community.



logotype



logo symbol

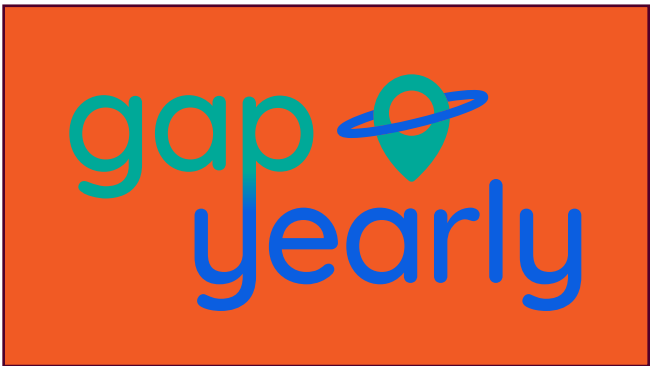
# logo usage



Use the light/dark variations as required.



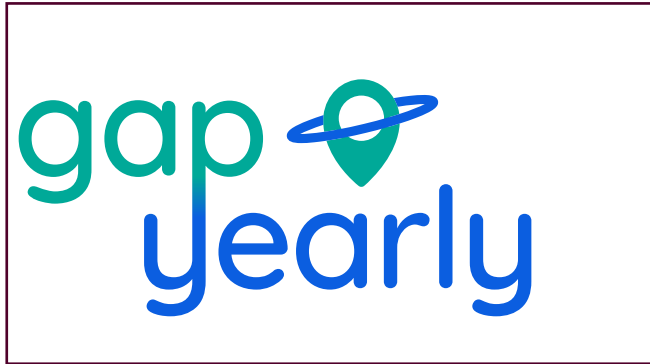
Use the logo symbol at smaller sizes.



Do not use the primary logo on midtones.



Do not modify the logo aspect ratios.



Do not modify the logo's minimum clearance.



Do not rotate the logo.



Do not use a drop shadow.



Do not alter logo colours.

# font

The Gapyearly typeface is **Quicksand**. Heading and body text use the bold and regular fonts, respectively.

To ensure legibility, body text should be a minimum of 11pt, and 18pt for headings (may vary depending on overall content size, content creation platform, etc.).

## Heading (Quicksand Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Body (Quicksand Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# color

seashell  
HEX: #FEF9F2  
RGB: 254, 249, 242  
CMYK: 0.05, 3.7, 1.53, 0

berry  
HEX: #4F002A  
RGB: 79, 0, 42  
CMYK: 49.08, 94.45, 54.61, 59.45

clay  
HEX: #F85D48  
RGB: 248, 93, 72  
CMYK: 67.87, 61.49, 0, 0

aqua  
HEX: #00A998  
RGB: 0, 169, 152  
CMYK: 78.6, 8.69, 49.33, 0.05

horizon  
HEX: #0B5EE0  
RGB: 11, 94, 224  
CMYK: 83.97, 65.42, 0, 0

sunlight  
HEX: #FFDF9D  
RGB: 255, 223, 157  
CMYK: 0.18, 11.76, 44.08, 0

# color usage

To ensure Gapyearly content is accessible to all, **sufficient colour contrast** is required between text and its background.

Combinations with asterisks **must only** be used at larger font sizes (varies depending on content size relative to font size; a rule of thumb is 18pt and above).

