

FOYLE DOWN SYNDROME TRUST

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Branding
Elements

INTRO- DUCTION

Introduction

FOSTERING A CULTURE OF INCLUSION

LOGO

Meaning

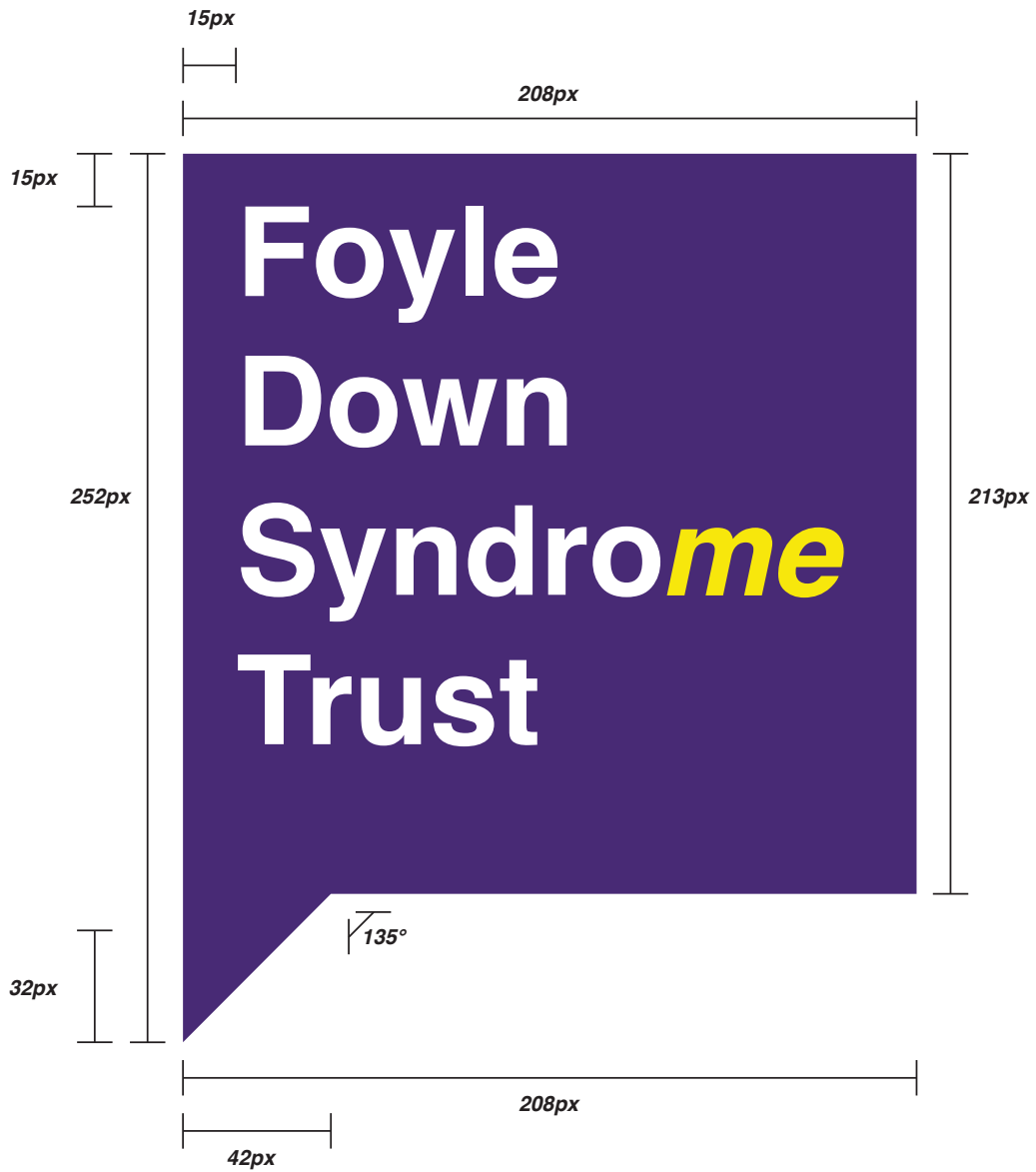


Foyle
Down
Syndrome
Trust



CONSTRUCT- ION

Construction



HOW TO USE THE LOGO

The Logo itself works on all backgrounds though you can have two different versions with the brand colours.

Secondary logo

PRIMARY



SECONDARY



HOW NOT TO USE THE LOGO

How not

Foyle
Down
Syndrome
Trust

Foyle Down Syndrome Trust

Foyle
Down
Syndrome
Trust

Foyle Down Syndrome Trust

*Foyle
Down
Syndrome
Trust*

Foyle Down Syndrome Trust

Foyle
Down
Syndrome
Trust

Foyle Down Syndrome Trust

Foyle
Down
Syndrome
Trust

Foyle Down Syndrome Trust

COLOUR

Main two
faded
black and white

USE THIS COLOUR



WITH THIS COLOUR



FONT

HELVETICA

REGULAR

a b c d e f g h i j k l m n o p q r s t
u v w x y z A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z 1 2
3 4 5 6 7 8 9 0 ! ? @ % () / \ . , ; :

BOLD

a b c d e f g h i j k l m n o p q r s
t u v w x y z A B C D E F G H I J K
L M N O P Q R S T U V W X Y Z 1 2
3 4 5 6 7 8 9 0 ! ? @ % () / \ . , ; :

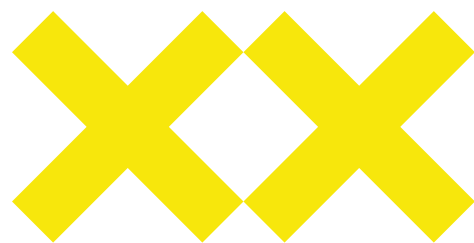
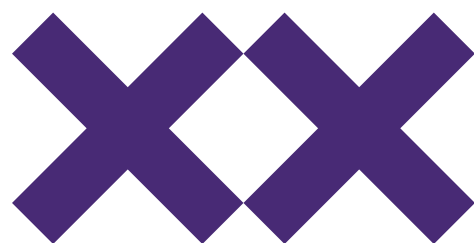
OBLIQUE

a b c d e f g h i j k l m n o p q r s t
u v w x y z A B C D E F G H I J K L
M N O P Q R S T U V W X Y Z 1 2
3 4 5 6 7 8 9 0 ! ? @ % () / \ . , ; :

BOLD OBLIQUE

a b c d e f g h i j k l m n o p q r s
t u v w x y z A B C D E F G H I J K
L M N O P Q R S T U V W X Y Z 1 2
3 4 5 6 7 8 9 0 ! ? @ % () / \ . , ; :

XX



NEWSLETTER

Example they need to end it with xx.png

**THANK YOU
CARD**

