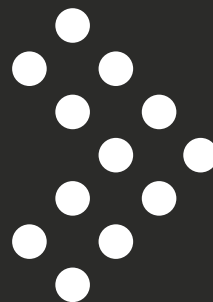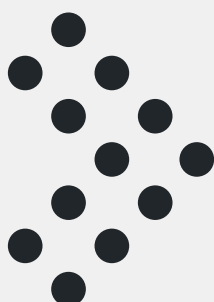# Forum for Adult Learning

Brand Guidelines

A branding document outlining effective use of typography, design, layout and style when producing content for the Forum for Adult Learning.

Logos

Spacing around the logo should be 10% of 100% of the width of the logo.

10%   100%   10%

10%   100%   10%

Forum for Adult Learning
Northern Ireland

FALNI

Forum for Adult Learning
Northern Ireland

Forum for Adult Learning
Northern Ireland

Content Positioning

The logo in its longer title form (Forum for Adult Learning Northern Ireland) is to be the primarily logo. It can then be scaled down to an acronym form (FALNI) where appropriate. The dots logo is then the lower scale of this to be used on social media and the small responsive styling on the website.

Logo positioning should be in the top left or where document appropriate the centre of the page. In complete form the logo should be between 2-3 columns on the grid constructed based on the rules below.

All documents documents should have:

- 5% of longest side margin lines, eg. A4 5% of 297mm = 14.85mm

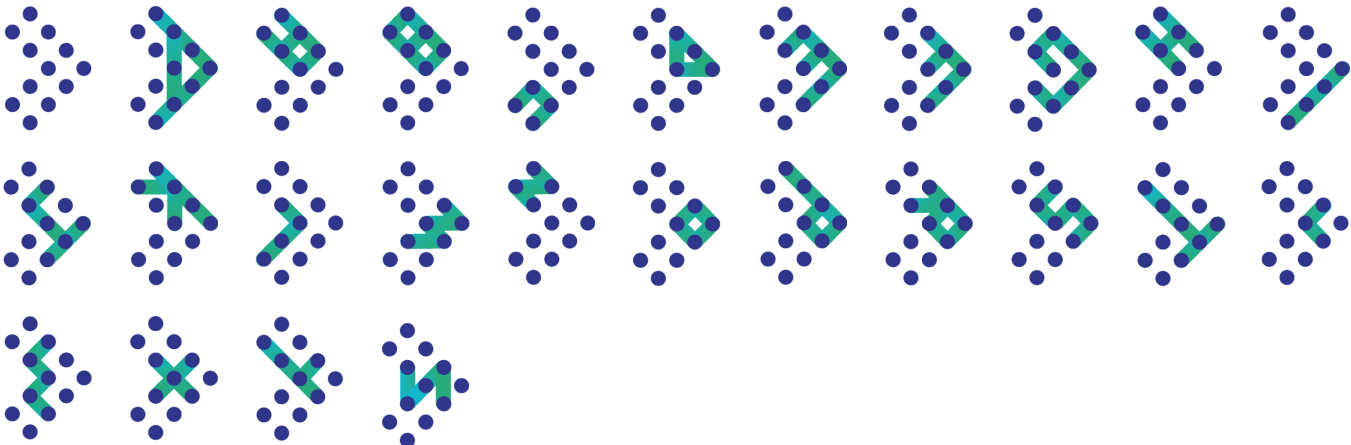- Align content to a 7 rows and 7 column grid within the margins with a 5mm gutter.

Forum for Adult Learning
Northern Ireland

Title
Subtitle

Ducimpore molent doluptatur? Quidit, ium harum, natur aci doluptae. Ullaut re si commodiciis dusdaerro volestorest, consequo modi id molupta quatate si con conesent, utet optatet rem vellutMus siti dem que iumendigeni voluptius eic to tem aut aut quuntium di omnis aspiend emquas nonsecu ptatem atur sequatq uaturem oditem atur, sinveni cum endandunt utas expe licia parume desciis dis eiur, volorerum inulpa plabo. Ficatur andantes reped ea volum incium id et licillacim eosam

Forum for Adult Learning
Northern Ireland

Inform

Advocate

Collaborate

Business Card

Forum for Adult Learning
Northern Ireland

CONTACT DETAILS

Forum for Adult Learning
Northern Ireland

Variable Journey

Colours

Blue	Teal	Green	Black	White
#394089	#58B2B3	#5AAB81	#2B2B2A	#EFEFEF

Typeface

Raleway Bold

Primarily used for Title and within the Logo.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Raleway SemiBold

Primarily used for Headers and Subtitles.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Raleway Regular

Primarily used for main bodies of Text.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Photography Guide

When shooting with a mobile device there are important things to adjust to ensure the highest quality.

- Ensure the phone is set to the highest quality capture mode. Ideally within HD (atleast 1280 x 720 or 720p) although if higher is possible the better the output.

- Make sure the pictures are taken in landscape, turn the phone side ways, this allows for easier application to materials later.

- If the lighting is not great make sure to use flash.

- Utilise the use of grids when taking a photo, this can be often turned on through camera settings. Then apply the rule of thirds. This is where the main focus point or individual appears on where the grid lines meet in each corner.