connect

Community Learning Through Engagement

Friday 11th December 2020

Brand Guidelines

Main Logo

We should aim to primarily use either the white, black or colourised logos. The main logo works best when placed with community focused or Northern Irish based geographical imagery

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Add 20% screen / multiply depending on light or dark variation

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Logo Variations

We should aim to primarily use either the white, black or colourised logos. The main logo works best when placed with community focused or Northern Irish based geographical imagery

Black Variation

For Print / White BG

Colourised Variation

Main Logo

Negative Variation

Main Logo

Coloured Logos

Full single coloured logos will only be used to represent the services within Connect's organisation

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Add 30% drop shadow effect with 10px blur to all text

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Coloured Icons

Full single coloured icons will only be used to
represent the services within Connect's organisation

Collaborations

Working Together
for Social Justice

Creative Therapies

Break-Through Theatre

Learning Through
Engagement

Let's Reminisce

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Using Colours

A new font has been brought in here to show the services and this will act as a second tier header font which will contrast well against the main VAG Rounded font.

- **Break-Through Theatre**
- **Working Together for Social Justice**
- **Creative Therapies**
- **Let's Reminisce**
- **Learning Through Engagement**
- **Collaborations**

Connect — Working Together for Social Justice

Add 65-75% normal opacity to all colour overlays

Connect — Creative Therapies

Connect — Break-Through Theatre

Connect — Learning through Engagement

Connect — Let's Reminisce

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Colours & Fonts

Black
#2d2d2d

Blue
#27a7de

Pink
#eb4f99

Green
#00c000

Orange
#f48f1e

Yellow
#f2d600

abcdefghijklm nopqrstuvwxyz

VAG Rundschrift D Regular
Headers and Titles

abcdefghijklm nopqrstuvwxyz
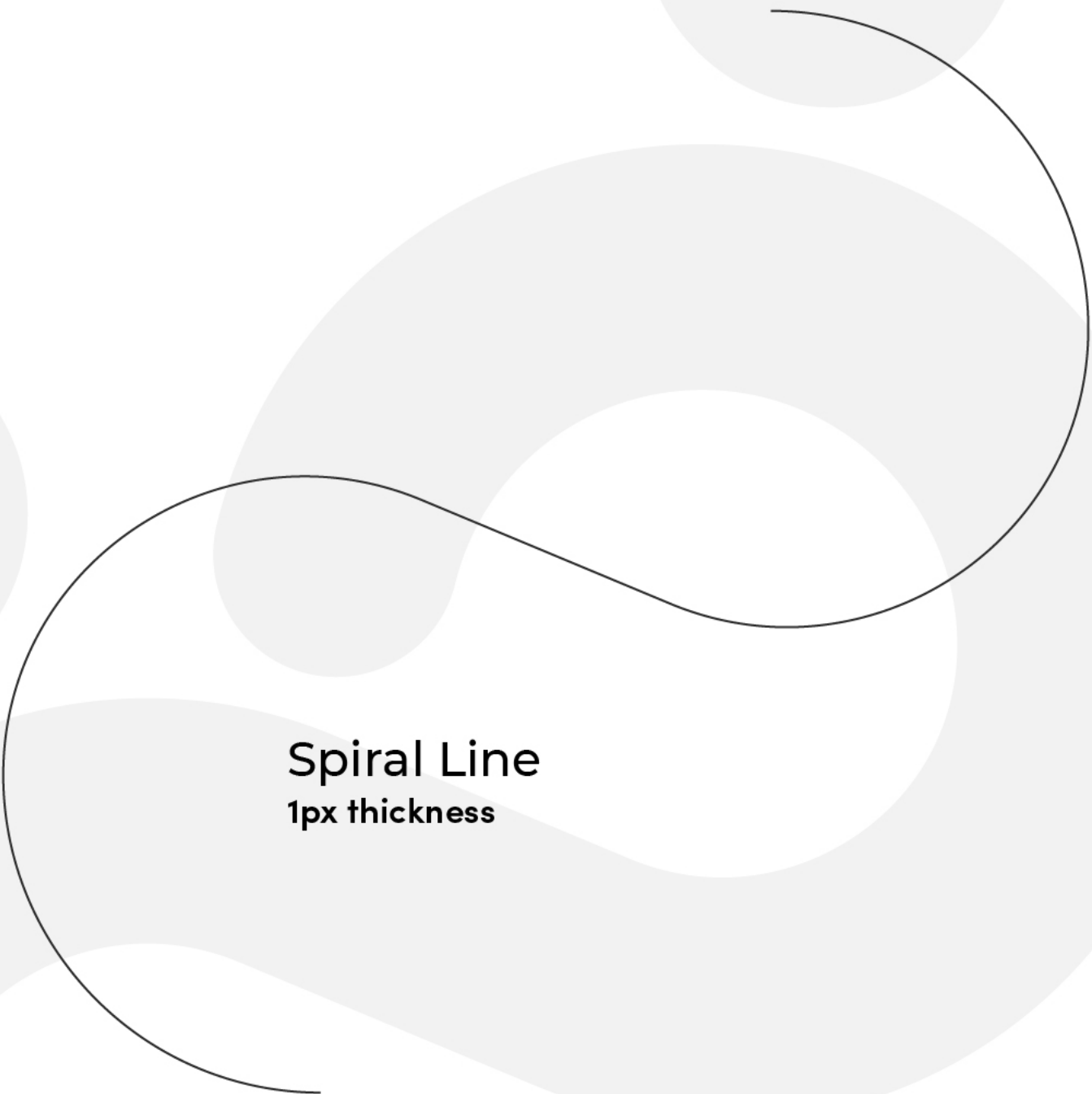
Montserrat Medium
Body Text and Digital

abcdefghijklm nopqrstuvwxyz

Marydale Bold
Service Titles etc.   (Equivalent to H2)

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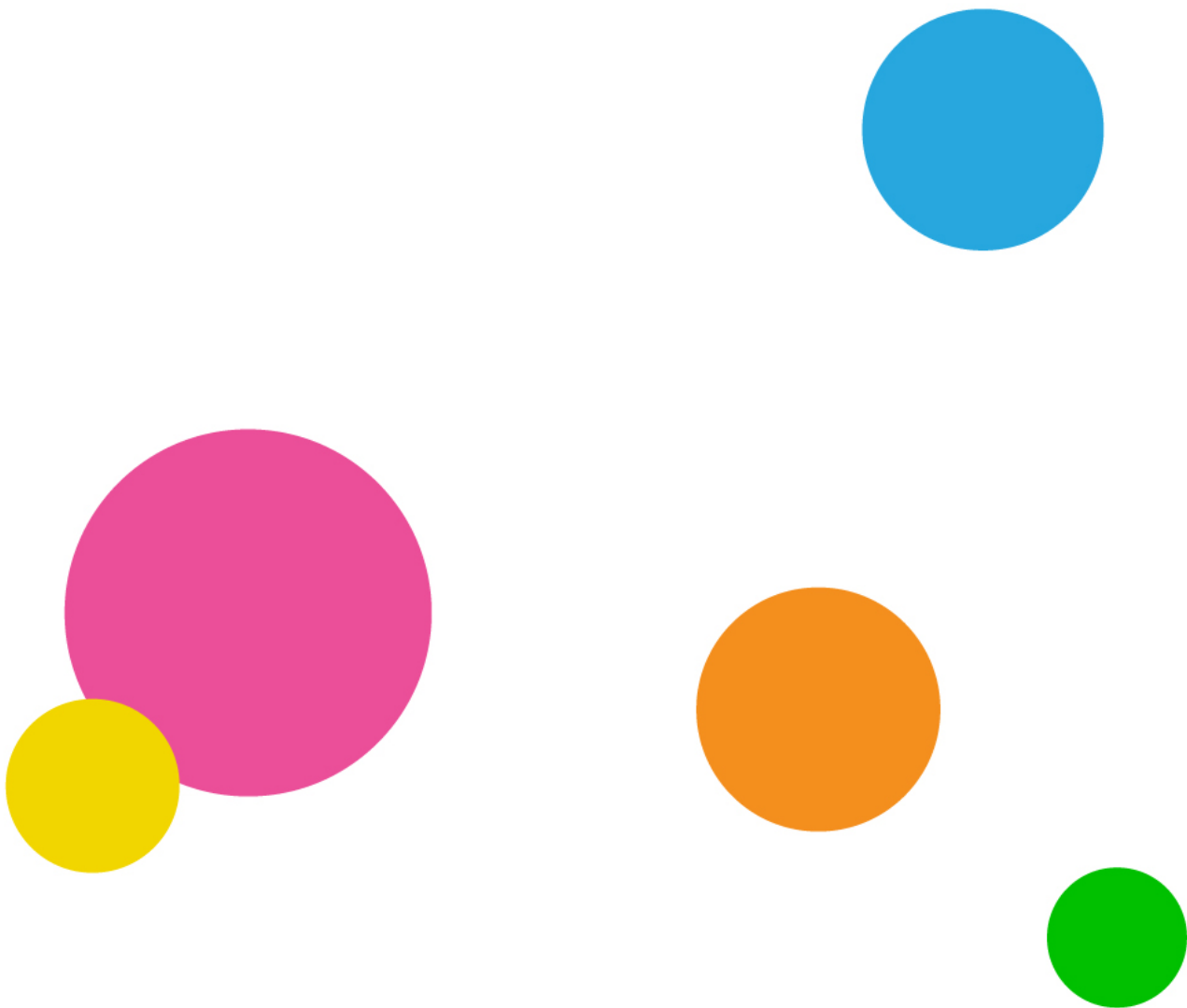Community Learning Through Engagement

Extra Assets

These assets accompany the style which are great for rolling out onto merchandise. The line is a cut path from the logo but at 1px wide it only looks like a cut through the design. The circles should be arranged whatever works for you, and can either be a simple translucent white/black or strong colour depending on what you want.

Coloured Arrows
Used to direct users through any documents

Spiral Line
1px thickness

Connecting Circles
Whatever size and orientation you like!

Cut-up Circle

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