

# Brand Guidelines



Kilcooley  
Together

# Content

<i>Our Vision</i>	2
<i>Our Strategy</i>	3
<i>Primary Logos</i>	4
<i>Secondary Logos</i>	5
<i>Our Logo Mark</i>	6
<i>Clear Space</i>	7
<i>Minimum Size</i>	8
<i>Logo Misuse</i>	9
<i>Our Colours</i>	10

<i>Colour Usage</i>	11
<i>Colour Misuse</i>	12
<i>Primary Type</i>	13
<i>Secondary Type</i>	14
<i>Type Misuse</i>	15
<i>Brand Positioning</i>	16

**“Removing barriers,  
unlocking potential.”**

## Our Strategy

We highlight the education provision available to those living within Kilcooley and surrounding areas for a range of learners, including pre-school, primary, pre-16, post-16 and adult. We will do this by showcasing the provision of 4 organisations based in or near Kilcooley. These include Kilcooley Women's Centre, Kilcooley Community Forum, Bangor Alternatives and Kilcooley Primary School.





## Primary Logos

Kilcooley Together's primary logo is a simple logomark paired with a subtly playful sans-serif typeface. Paired together these provide a sense of openness that isn't too corporate, allowing it to resonate with people of all ages.

This is the main logo that will be used throughout primary brand applications. It will allow the organisation to be easily recognisable in public and online. It is important that the logo is used with care and respect in accordance to these guidelines.



## Secondary Logos

Our secondary logo can be used in place of the primary logo however it should never be used next to the primary logo. The logomark may be used as a design element in digital and print material to add visual flair.



## Our Logomarks

In cases when the Kilcooley Together brand is already established we can use this logomark on its own. It is important to note that although the logomark can be used on its own, the wordmark should never exist without the logomark.



## Clear Space

Clear space maintains logo legibility, allowing the logo to be isolated from competing elements such as other logos or body copy that may lessen the impact of the logo. In this case the clear space is equal to half the width of the logomark. This is simply a guide to present the minimum amount of clear space, any less would be counterproductive.



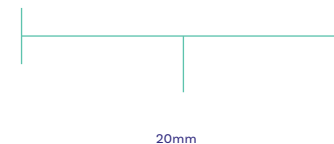
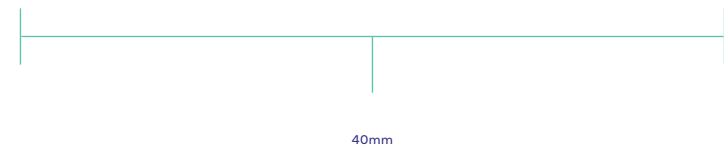


## Minimum Size

By setting a minimum size we ensure that the effectiveness and general legibility of the logo is not negatively impacted. For the **primary logo** (including tagline) we recommend a minimum size of 140px in digital applications and 40mm in print. Without the tagline (**secondary logo**) can be used at a minimum size of 70px in digital or 20mm in print. The **logomark** can be reduced at a minimum to 21px in digital or 6mm in print.



Removing Barriers • Unlocking Potential



## Logo Misuse

It is important that the logo appearance stays consistent. The logo must not be misinterpreted, modified or added to. No attempt to alter the logo should be made at any time. The orientation, colour and composition must remain as presented in this brand guideline document. On the right are a few examples of what not to do.



Do not change the typeface nor recreate or manipulate the wordmark and logomark.



Do not rotate the logo.



Do not outline the logo. Refer to the secondary logomark instead.



Do not distort or warp the logo in any way.



Do not use off-brand colours. Refer to the 'Our Colours' section.



Do not apply a dropshadow or any other text style.

# Our Colours

At the core of Kilcooley Together is inclusivity and empowerment. Our colours represent this in a calming manner and allow for ample creativity and versatility across digital and print. These colours have been chosen as they not only work within a gradient but also as individual colours.

## Deep Purple

#352877  
R53 G40 B119  
C98 M100 Y13 K3

## White

#ffffff  
R255 G255 B255  
C0 M0 Y0 K0

## Clean Blue

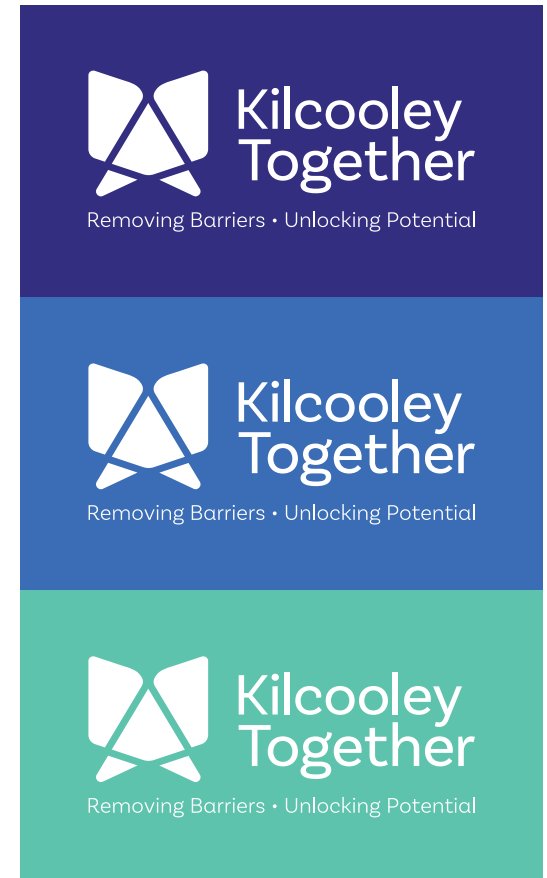
#3f67b0  
R63 G103 B176  
C81 M58 Y0 K0

## Seafoam Green

#69c0ac  
R105 G192 B172  
C60 M0 Y40 K0

## Colour Usage

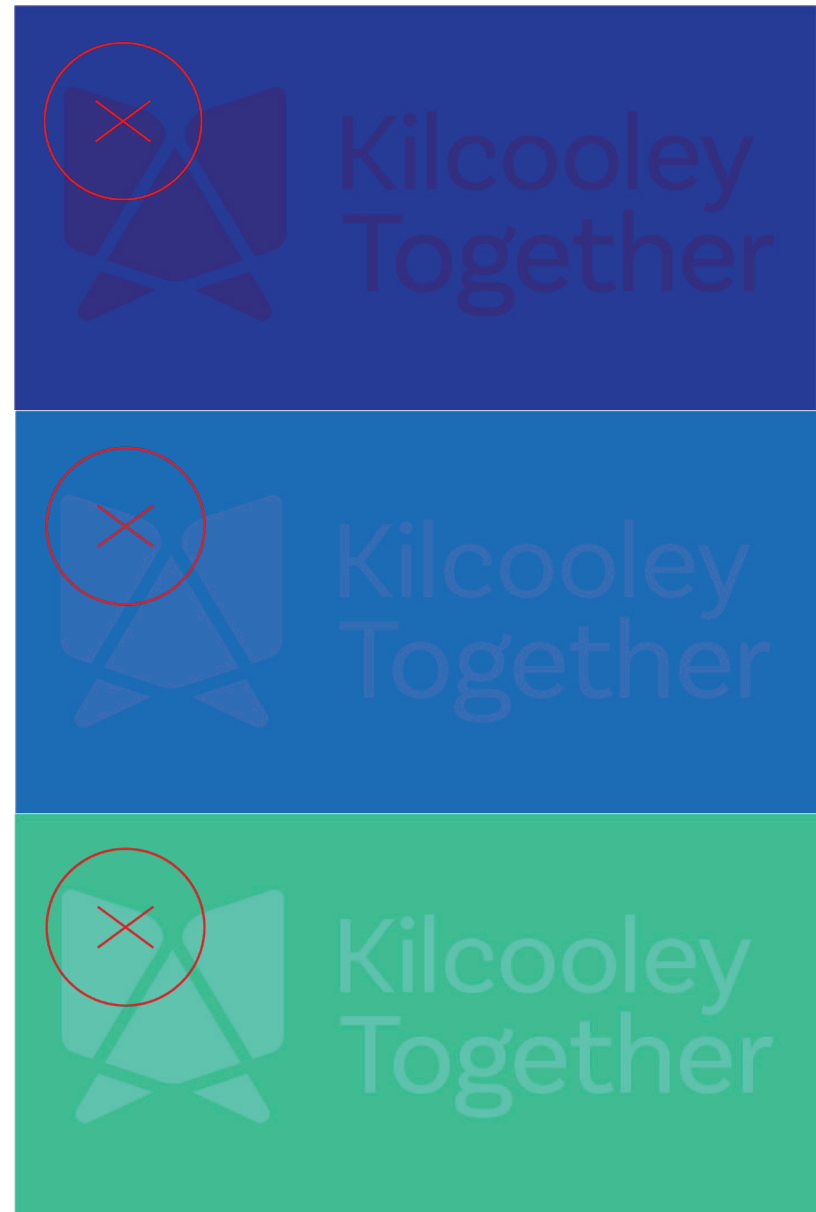
The logo has been created with digital and print in mind. As previously mentioned, the logo can be used with a gradient or solid colour. We recommend that when possible it is important to utilise the brand colours. However when black and white ink is the only option, the logo still works great when used with black and white.



## Colour Misuse

The logo must not be misused refer to colour usage for proper instructions.

These are examples of misuse onto the right. Logo must be clear and seen without any obstruction from colour or content in front of it.





## Primary Type

Kerning, leading and tracking are vital areas of focus for this brand. As a general rule, headlines should have tracking set at 10 with body copy being set to no less than 0 and no more than 25. Type weights should be used to establish visual hierarchy. Good practice is to use weights below between headline and body. Body copy should be no less than 9pt with rare exceptions for small print being less than 7pt.

**Aa** Basic Sans Bold  
This is a headline example.

**Aa** Basic Sans Regular  
This is a body copy example.

Light

*Light Italic*

Regular

*Regular Italic*

**SemiBold**

***SemiBold Italic***

**Bold**

***Bold Italic***

## Secondary Type

In situations such as websites it may not be possible to use the brand's primary typeface. Instead Lato should be employed and similar spacing treatment should be applied. Proper line spacing and leading will be key in maintaining a consistent visual style across all media. Similarly, body copy should never be smaller than 9pt with exceptions for small print allowing less than 7pt.

**Aa** Lato Black  
**This is a headline example.**

**Aa** Lato Regular  
This is a body copy example.

Light *Hairline Italic*

Regular *Light Italic*

**Bold** ***Bold Italic***

**Black** ***Black Italic***

# Type Misuse

To your right are examples of misuses of the typeface. Do not change size of text halfway through a sentence. Text must not fade away with background and must be visible over the background at all times. Opacity must not be lowered to create aesthetic effects as it must be readable and stand out. Do not use complex or poorly designed headlines.



Start today and become the  
**best** version of yourself. We offer programs  
that will help you achieve your goals to succeed.



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Unleash Potential  
Remove Barriers

# Brand Positioning

There are a range of directions for the placement of the brandmark depending on the format that it is being used on. Remember to keep consistent clear space around the logo.

**Top-left aligned:** Placement of the logo on digital platforms such as websites will have the logo placed on the top left format.

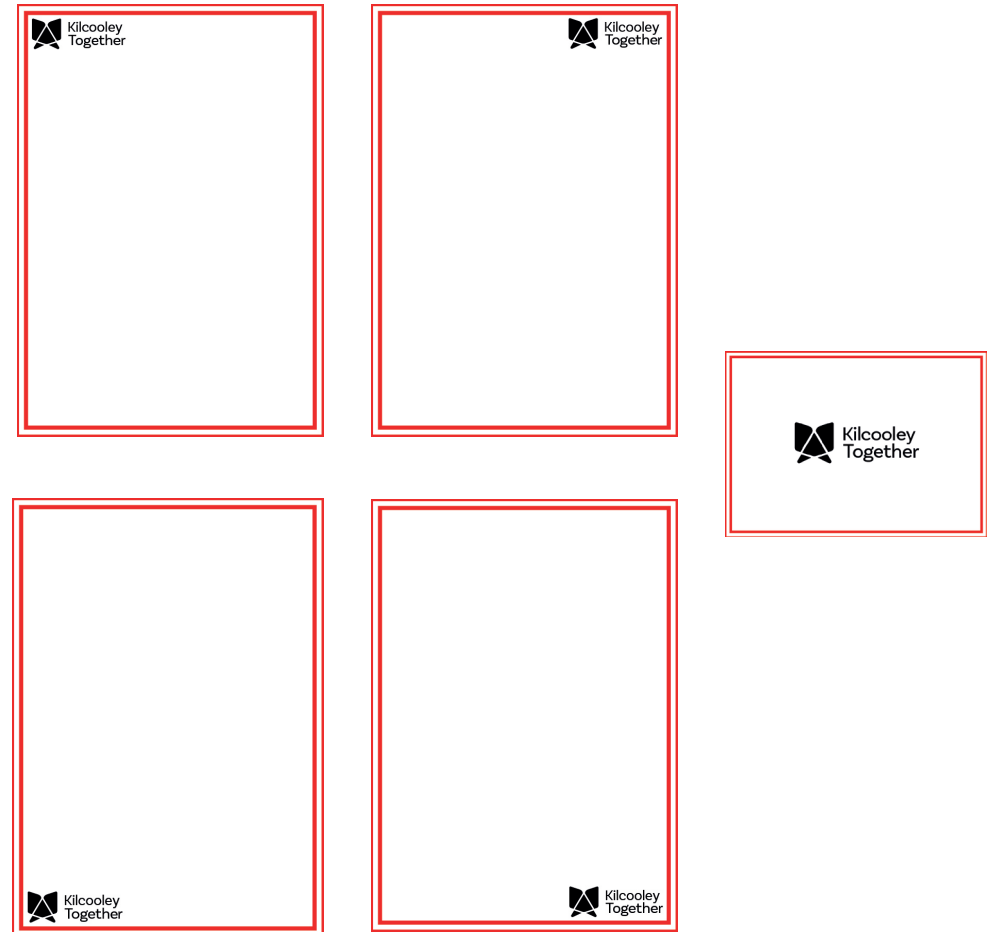
**Top-right aligned:** Top right alignment for brochures, letterheads, leaflets,

**Bottom-right or bottom-left aligned:**

For advertising, promotional and select communications where the proposition leads.

**Centre aligned:**

Where the brandmark is the primary communication such as end-frames.





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