



Logo & Brand Identity Guidelines

Prepared by Sarah Hill
November 2018

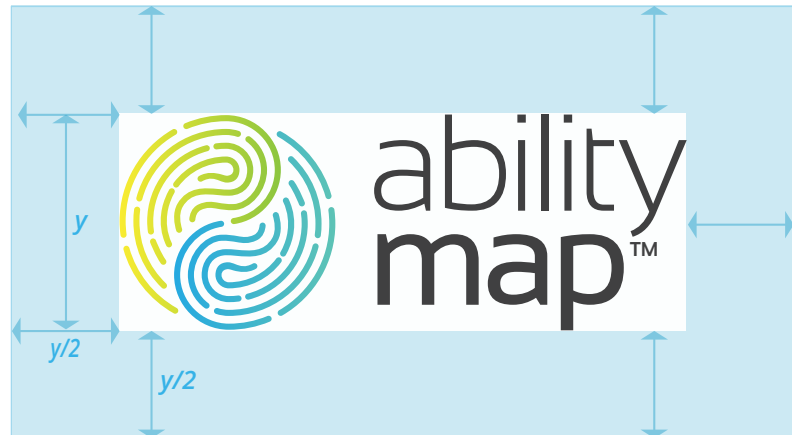
- 1 Logo Specifics
- 2 Logotype
 - 2.1 Supporting Typography
- 3 Logo Colours
 - 3.1 Supporting Brand Colours
- 4 Logo Styles
- 5 Logo Best Practices
- 6 Colour Gradients

Logo Clear Space

Grey striped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'y/2' (equal to half the height of the logo mark. The width is equal to the height.)

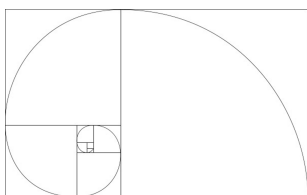
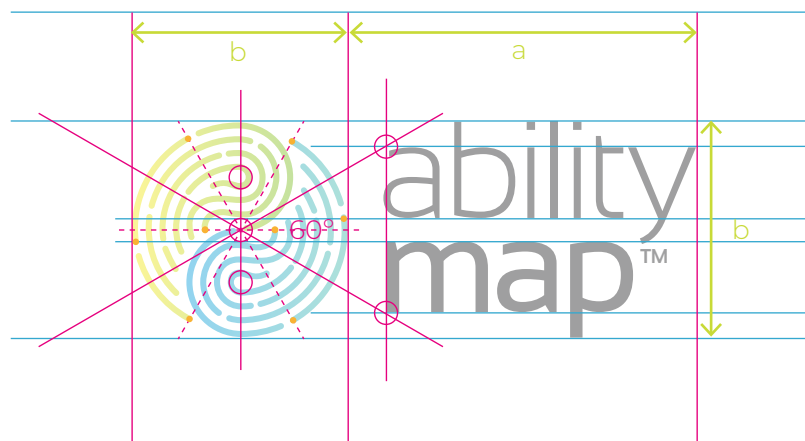


Logo Construction

The proportion of the logomark (b) to the logotype (a) conforms to the golden ratio.

Blue horizontal lines show the base line, with ascenders and descenders of the text equal to the leading

Magenta indicates various item alignments and intersects (shown as circles).



The Typeface

Only two font styles are used for the logo, and they are both from the same typeface family: Sansation.

The Sansation family consists of 3 weights and 3 italics.

The variety of font weights and widths will ensure immense flexibility, and consistency for the future growth of the Ability Map identity.

When To Use

Sansation Light is used for 'ability'. It can be used for titles and display text but should not be used as body copy i.e. for paragraphs of brochure or website text.

Sansation (*Light*)

A B C D E F

a b c d 1 2 3 4

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 ! @ # \$ % & * ()

When To Use

Sansation Bold is the font used for 'map'. Once again, this font can be used for titles and display text but should not be used for body copy or general correspondence.

Sansation (*Bold*)

A B C D E F

a b c d 1 2 3 4

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 ! @ # \$ % & * ()

The Typeface

This logo family should be used across print and online marketing.

The Open Sans family consists of 7 weights and 7 italics.

The variety of font weights and widths will ensure immense flexibility, and consistency for the future growth of the AbilityMap identity.

When to Use

Open Sans Light should be used for headings and body copy in print and online.

Open Sans (Light)

A B C D E F

a b c d 1 2 3 4

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 ! @ # \$ % & * ()

When To Use

Open Sans Semibold is used for headings and emphasis in both print and online.

This font should be used for button text on the website.

Open Sans (Semibold)

A B C D E F

a b c d 1 2 3 4

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 ! @ # \$ % & * ()

3. Logo Colours

Pantone 312C



PROCESS C75 M14 Y11 K0
SCREEN R0 G167 B206
WEB HTML #00a7ce



Pantone 3258C



PROCESS C64 M0 Y39 K0
SCREEN R73 G195 B177
WEB HTML #49c3b1



Pantone 360C



PROCESS C61 M0 Y96 K0
SCREEN R108 G192 B74
WEB HTML #6cc04a



Pantone 3945C



PROCESS C7 M2 Y100 K0
SCREEN R245 G230 B0
WEB HTML #f5e600



Pantone Cool Grey 11C



PROCESS C0 M0 Y0 K90
SCREEN R64 G64 B65
WEB HTML #404041

ability
map™

Text Colour

For website and app
#5f747b

9



Highly Competent

#00a7ce



Competent

#b1d331



Marginal

#ffc820



Low

#ee3b24



Job Profile

#00a7ce



Ability Imprint

#b1d331



4. Logo Styles

Primary Logo

This is the primary logo to use, and includes a subtle Colour Gradient on the two halves of the logomark. This is your main go-to version of the logo, except for limited exceptions below.



Logo Flat Colour

This is the flat colour version, and can be used in environments that might require a cleaner aesthetic (or embroidery).



Logo Greyscale

The greyscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.



Logo Mono

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where coarse halftones screens are used.



Social Media

There 2 versions of the Social Media profile image. Each are saved with transparent backgrounds.



The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cyan & magenta keylines).

The 2nd one is for circular profile destinations, such as: Google+, Instagram etc and as such does not come inside a container.



5. Logo Best Practice

Do Not: Logo

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown below.



Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Logotype

Do not use any other font, no matter how close it might look to Sansation.



Do Not: Sizing

Do not squish or squash the logo. Any resizing must be in proportion.



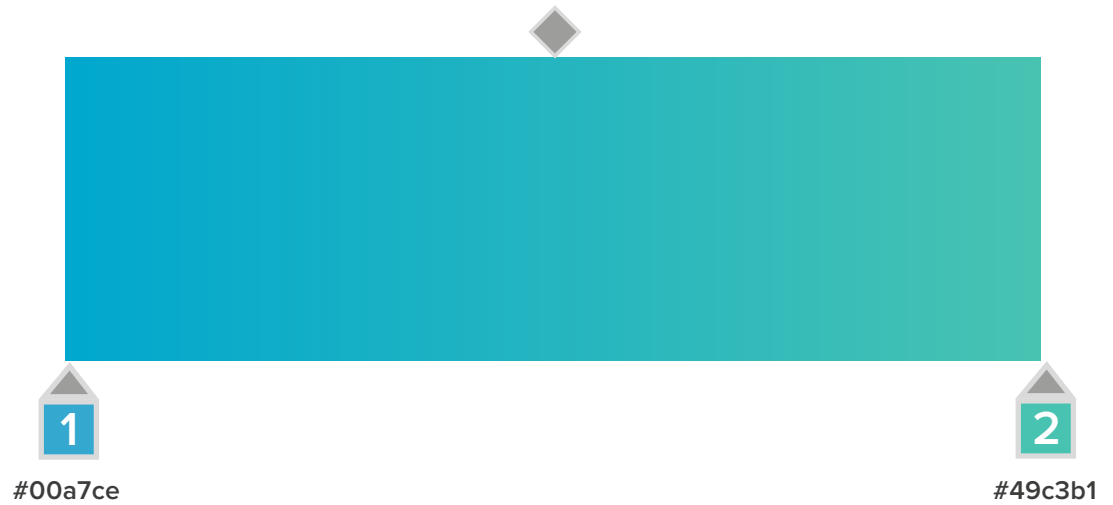
Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines



Gradient 1

A linear Blue to Teal gradient can be used for graphic elements in either a left to right or bottom to top fashion. Gradients can be also be applied as semi-transparent image overlays.



Gradient 2

A linear Lime to Green gradient can be used for graphic elements in either a left to right or top to bottom fashion. Gradients can be also be applied as semi-transparent image overlays.



Gradient 3

A linear Lime to Blue gradient is the third gradient used for graphic elements in either a left to right or top to bottom fashion. This gradient can also be applied as a semi-transparent image overlay.

