

National Organisation for FASD

Alcohol & Pregnancy Brand Guidelines



Introduction

Our brand is central to every interaction we have. And our brand identity is the foundation of building those connections.

These guidelines are a reference for anyone using or implementing our Alcohol & Pregnancy sub brand.

The Alcohol & Pregnancy sub brand is to help midwives inform pregnant women (and their partners) of the risks of FASD when drinking alcohol whilst pregnant.

Please refer to The National Organisation for FASD brand guidelines for general guidance for our overall brand.

A strong brand identity helps an organisation to be consistent, build trust with its audience, stand out from competitors and ultimately to be more successful. Ours is no different.



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Logo

Helping people understand the risk of drinking alcohol whilst pregnant is very important. Our Alcohol & Pregnancy brand icon creatively represents alcohol and pregnancy whilst drawing colours from the National FASD logo. Together, our icon and wordmark create a bold statement.

USAGE

Our logo is a our most distinctive asset. It should be used consistently across all National Organisation for FASD communications to gain recognition. The only exception is where there is restricted space, such as on social media channels, when our icon can be used as a standalone device to replace our full logo.



Alcohol



Pregnancy



National FASD



Icon

Our icon was created to be meaningful to our brand. It's unique to us and its simplicity aids brand recognition.

USAGE

Our icon can be used to enhance designs where our main logo is already present, such as on follow on pages of a document or presentation.

It can also be used as a standalone element to replace our logo on communications with restricted space, such as social media graphics. As well, it's perfect to use as a watermark to identify our brand on photography.



Logo application

Our brand assets should always be used in their original form. They are unique to us, with a fixed composition, colour and visual relationship that can't be changed.

CLEAR SPACE

It's important that our logo devices can be seen clearly. To ensure stand out, they should be positioned in a minimum clear space that is calculated using the width or height of the "P" in our logo, as shown. No other elements should be placed within this area.

MINIMUM SIZE

To ensure legibility, we recommend never using our logo smaller than 28mm wide for print or 105px wide for digital. Minimum sizes for other reproduction methods (for example engraving or embroidery) will vary according to the application and materials used.

POSITIONING

On most applications, our logo should be placed top centre. However there are exceptions where placement on top left is better suited, like on a website.



Logo lock up

Where possible, the logo lock up should be used to solidify the National Organisation of FASD brand and **MUST** be used at least once on all materials, preferably at the end of an animation or in the footer of a print project.

CLEAR SPACE

It's important that our logo devices can be seen clearly. To ensure stand out, they should be positioned in a minimum clear space that is calculated using the width or height of the "P" in our logo, as shown. No other elements should be placed within this area.

MINIMUM SIZE

To ensure legibility, we recommend never using our logo smaller than 50mm wide for print or 189px wide for digital. Minimum sizes for other reproduction methods (for example engraving or embroidery) will vary according to the application and materials used.

POSITIONING

On most applications, our logo should be placed top centre. However there are exceptions where placement on top left is better suited, like on a website.



Primary Colours

Colours are strong brand identifiers that build an instant emotive connection. Our brand colours have been carefully selected to reflect our brand personality traits and to appeal to our audience.

Our palette includes the National FASD blues, relating to the NHS.

USAGE

Using our colours appropriately is key to achieving the right feel. The blues can be used for background elements, some backgrounds or brand graphics. They can also be used for typography.

The blue coloured logo is the preferred version. However, white can be used for logos and type on black backgrounds.

Always ensure there is plenty of clear space on design layouts to create an ordered quality feel, whether the background is white or coloured.



#0069b5



#008fb5

Colour application

PRINT

PANTONE

Printers match colours using the Pantone Matching System (PMS). These references enable colours to be reproduced accurately. However, Pantone inks are only suitable for use with certain printing methods that are best suited for large print runs – and generally more expensive to print.

CMYK

The alternative is to use the four colour process (CMYK) values. For most printing, it's best to use these to define colours. CMYK values provide close representations of Pantone colours, but are not exact. Printed colours will vary in tone depending on paper stock, printing method and any special print finishes. Digital printing uses the CMYK process and is popular for its efficiency and value.

DIGITAL

RGB

RGB values should be used when creating screen based applications. RGB colours are often brighter than CMYK equivalent colours – they can't be replicated exactly as they are created by adding light.

HEX

Hex values are used for defining colours online.

Screen colours may also vary on different devices due to inconsistent colour calibration.

Typography

Our typeface, M PLUS Rounded 1c, has been selected for its fuss-free and direct appearance. Unlike many sans serif typefaces, it also has a friendly feel with curved terminals that add warmth to the clean lines.

USAGE

M PLUS Rounded 1c is available in a variety of weights. However, for consistency, we only use black and regular.

M PLUS Rounded 1c can be downloaded for free from Google fonts at fonts.google.com. It can be used commercially without purchasing a license, making it easily accessible.

If M PLUS Rounded 1c can't be used, on email for example, it can be substituted by the system font Arial, which has a similar typographic feel. System fonts are available on all computers.

M PLUS Rounded 1c Black

**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
0 1 2 3 4 5 6 7 8 9**

M PLUS Rounded 1c Regular

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
0 1 2 3 4 5 6 7 8 9

Illustrations

Our illustrations convey an instant visual relationship with alcohol and pregnancy.

A pregnant woman, with or without a partner, should be present on all illustrations, together with an oversized drink receptacle or receptacles.

Illustrative people do not have skin colour and show the background colour instead.

Illustrations can use any or all of The National Organisation of FASD brand colours. Blue is the preferred dominant colour.

All illustrations must present with a grain effect.

USAGE

All campaigns should lead with an illustration.



Iconography

Icons are linear with bubble backgrounds made up of derivatives of The National Organisation of FASD brand colours. The bubbles offer a dynamic feel.

USAGE

Icons can accompany text in order to break up paragraphs and offer a visual representation of the text.



Guide to file formats

Our brand files are available in several formats created to suit common usage requirements. Each format has a specific use. Make sure the correct version is used to suit its application! This guide explains the differences.

Firstly, all image file types can be categorised as either vector or raster files:

- Vector files are created using mathematically precise points and paths, which means they are infinitely scalable. A vector image will retain its quality however large it is scaled.
- Raster files are pixel-based. If a raster image is scaled larger than its original size, it will become blocky and blurred (pixelated). As well, different file types are needed for print and web use due to their different colour and resolution requirements.
- For printing purposes, files are saved as CMYK. They have a high resolution (300dpi) to print clearly.
- For website or digital platforms, files are saved as RGB with the appropriate resolution needed for screen viewing (72dpi).

Final note – where formats allow, image files are supplied with a transparent background to enable them layered over different coloured backgrounds or images.

Print use

EPS FILES (VECTOR)
BEST FOR: PRINT
COLOUR MODE: CMYK
BACKGROUND:
TRANSPARENT

EPS files are for any design application that will be professionally printed. As well, they are master files and can be used to create other file formats or new artwork.

Digital use

SVG FILES (VECTOR)
BEST FOR: DIGITAL/
MICROSOFT
COLOUR MODE: RGB
BACKGROUND:
TRANSPARENT

SVG is a relatively new file format that is small and scalable, so perfect for digital application. However, not all web platforms support them yet. They are also compatible with Microsoft for in-house use.

PNG FILES (PIXEL-BASED)
BEST FOR: DIGITAL
COLOUR MODE: RGB
BACKGROUND:
TRANSPARENT

PNG files are small in size, so ideal for websites and digital graphics editors like Canva. Do not scale them beyond their original size as they will blur.

In-house use

JPG FILES (PIXEL-BASED)
BEST FOR: PHOTOS /
MICROSOFT
COLOUR MODE: RGB
BACKGROUND: SOLID

JPG files are designed for photos, not vector drawn logos and graphics. But they are commonly used in Microsoft applications, so can be useful when brand graphics are needed for in-house use and printing. JPG format does not support transparency. White graphics are not supplied as JPGs as they are automatically placed on a white background which makes them invisible.



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