



National Organisation for FASD

Brand Guidelines



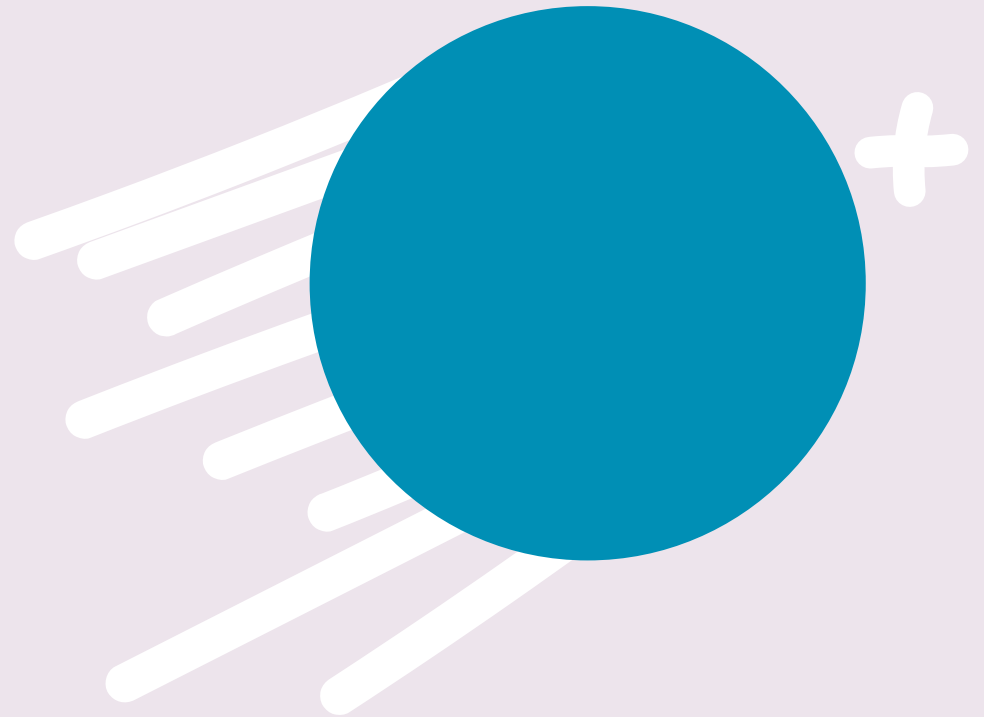
Introduction

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

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.

The National Organisation for FASD visual identity was created with all of these things in mind, so we need to look after it and make sure it is applied correctly to everything we do in order to protect it.

It's essential that everyone who collaborates with us fully understands what we stand for and how our brand identity works. These guidelines are a reference for anyone using or implementing our brand.



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Our brand

BACKGROUND

The National Organisation for FASD is dedicated to supporting people affected by Foetal Alcohol Spectrum Disorders (FASD), their families and communities. It promotes education for professionals and public awareness about the risks of alcohol consumption during pregnancy.

PURPOSE

We're passionate about helping people affected by FASD, including family members of those affected, their support networks and healthcare professionals and pointing them in the right direction.

VISION

Our vision is to be recognised as the best: the go-to resource for FASD and to show that those with FASD can live healthy, successful lives.

VALUES

Our values guide our actions and set us apart from our competitors. We are:

Experience: We bring a range of experience and expertise to our work. We are equally at home engaging with the country's leading medical, scientific and academic experts as we are with individuals with FASD and their families. We know what we are talking about because we are on the frontline of this issue every day.

Strategic: We're thorough – observant, resource driven and results orientated. But we're not boring!

Innovative: We look for ways to do things that challenge and exceed expectations. We are curiosity provoking.

PERSONALITY

Our personality is reflected in every way we communicate – from how we look to our tone of voice. We are trustworthy, direct, creative, motivated and logical.

IDENTITY

Our brand is bold and confident. Our visual identity reflects our charitable niche as well as our unique personality to resonate with our target audience.

Our identity delivers a balance of credibility and honesty: we're a plain-speaking, resource-driven brand that empowers our users. A brand that takes its role seriously. One that people can trust.

Brand assets

Our visual identity is made up of far more than a logo. Here is an overview of some of the assets in our brand toolkit. They have been designed and defined to feel like they are all from one family; a single, cohesive visual system.

The combination of all these assets, along with our tone of voice and photography, offer versatility and create a compelling visual experience across our brand touchpoints.

Using these elements consistently makes us both distinctive and recognisable. To keep our brand strong, it's important to always follow these guidelines.

Logo

Helping people understand FASD is our core service. Our brand icon creatively represents the brain in a simplistic manner. It represents connections both with FASD patients and organisations alike. The various colours represent the multi-faceted aspects of FASD. Our wordmark typeface has a modern but classical feel with customised details that perfectly represent our brand. 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.



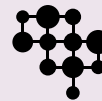
Icon

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 "D" in our logo, as shown. No other elements should be placed within this area.

MINIMUM SIZE

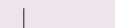
To ensure legibility, we recommend never using our logo smaller than 25mm wide for print or 90px wide for digital. Minimum sizes for other reproduction methods (for example engraving or embroidery) will vary according to the application and materials used.

POSITIONING

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



NATIONAL
ORGANISATION
— F O R —
FASD



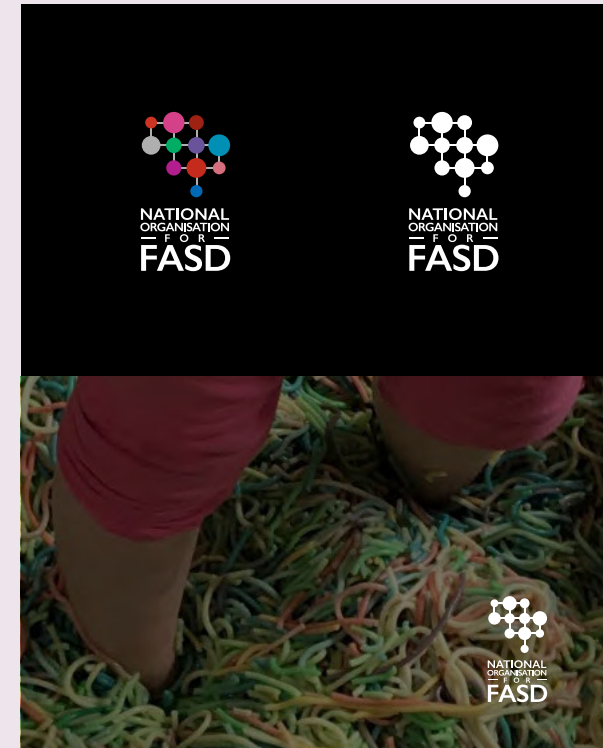
25mm or 90px

Logo application

Our logo devices are available in 3 versions. One for white or light backgrounds, one is available to put on very dark backgrounds and the other is a white logo. However our preference is the version on a white or very light background.

When placing a logo upon an image, select an area with less detail and ensure there is sufficient contrast between the branding and background for it to stand out and be legible. Use your judgement to decide whether the colour or white logo device is most suitable in these instances.

If an image is too busy for branding to be placed onto directly, use the white logo or brand element alongside it instead.



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.

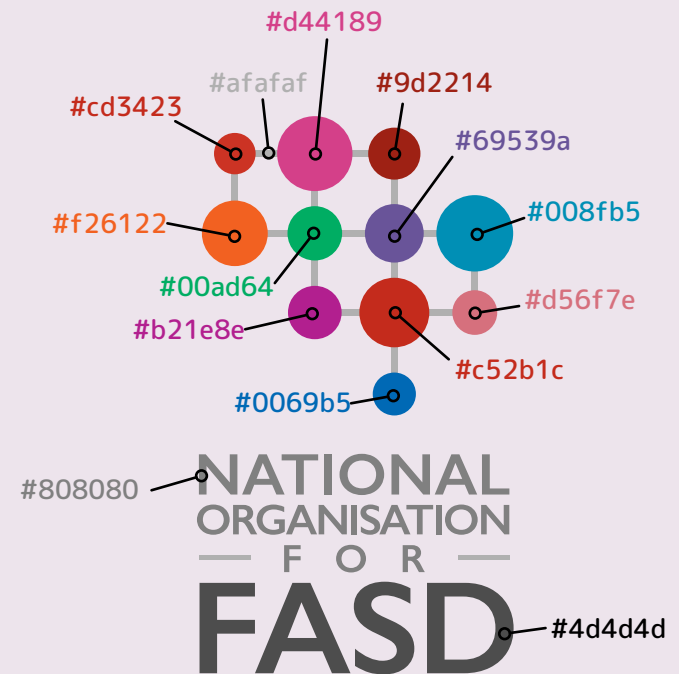
Our palette comprises various harmonious colours, chosen for their vibrancy on-screen, together with grey. The cool shades achieve a fresh, purposeful feel.

USAGE

Using our colours appropriately is key to achieving the right feel. Any of the colours can be used for background elements, some backgrounds or brand graphics. They should not be used for typography.

The colour 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.



Background colour

Our background colour is non-white and dyslexia friendly.

USAGE

The background colour should be used on all communications if possible.
Where the background colour cannot be used, white should be used.

#ede4ec

Gradients

To add impact, we have created two gradients that feature and work alongside our brand colours. Both gradients have a light blue base, one with an green accent and one with a purple accent.

USAGE

The gradients are linear and straightforward to create. They have pure colour at either end, blended in the centre at a 45 degree angle. The light blue is always on the left. We only use the gradients as backgrounds to add impact and variety to designs.



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

Typography application

We have a straightforward typographic system that gives our content a clear hierarchy. The same basic principles should apply across all print and digital applications.

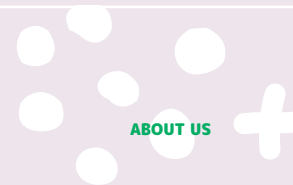
M PLUS Rounded 1c Black is used for headings, sub headings and short areas of text. M PLUS Rounded 1c Regular should be used for longer sections of text, such as body copy.

As standard, M PLUS Rounded 1c tracking (space between the letters) is very generous, which is dyslexia friendly. Line spacing should be set to at least 150%.

Our copy should always be written in sentence case, with only the first letter of the first word and proper nouns capitalised. This includes headlines. The only exception to this rule is for sub headings, which can be capitalised.

Thought should be made to people with dislexia.

[View dyslexia friendly style guide](#)



ABOUT US

FASD is preventable

If you are pregnant or think you could become pregnant, the safest approach is not to drink alcohol at all, to keep risks to your baby to a minimum.

Drinking in pregnancy can lead to long-term harm to the baby, with the more you drink the greater the risk. The risk of harm to the baby is likely to be low if you have drunk only small amounts of alcohol before you knew you were pregnant or during pregnancy. If you find out you are pregnant after you have drunk alcohol during early pregnancy, you should avoid further drinking. You should be aware that it is unlikely in most cases that your baby has been affected. If you are worried about alcohol use during pregnancy do talk to your doctor or midwife.

Graphics and patterns

Our graphic elements are used to accompany text and to enhance our brand. They give personality, fluidity, movement and mood to our communications.

We have 2 aspects to our graphics and patterns; scribbles and spots. They can be used individually or together.

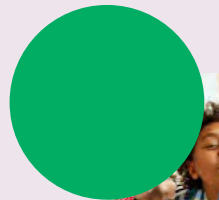
USAGE

A 'plus' symbol should be present on all our scribbles. The 'plus' symbol represents positivity and progress.

Scribbles can be used as background elements.

Spots can be used as text holders.

Scribbles and spots can also be used as text holders.



Photography

Photography is a powerful way to communicate our unique brand identity.

USAGE

Quality imagery that's real can help us tell our story. Images should feel natural. Stock imagery can be used, but should be used sparingly.



Bringing it all together

The National Organisation for FASD aesthetic is bold and simple. Trends come and go, but our identity has been created to stand the test of time. It's a look that perfectly represents us and evokes the sense of style and quality that our viewers value.

Our identity is distinctive and versatile but also, very importantly, functional for practical design use. The branding designs on the following pages demonstrate our brand identity in action.

Our look is achieved by:

- Using simple typography systems that create a contemporary feel;
- Incorporating colour and illustrative graphic devices to create a mood that engages and adds personality;
- Organising content clearly within a simple, ordered grid to radiate professionalism;
- Commissioning and sourcing on-brand photography that showcases our style;
- Using our voice to convey the direct tone of our brand personality.

Brand in action: PowerPoint



FASD is preventable





ABOUT US

is preventable

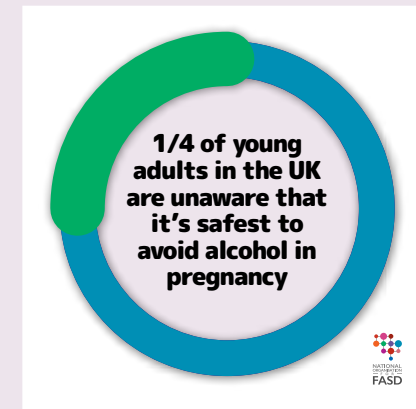
think you could become pregnant, the risks to your baby to a minimum.

can lead to long-term harm to the baby. The risk of harm to the baby is likely to be more if you knew you were pregnant or did not have drunk alcohol during early pregnancy. It is unlikely in most cases that alcohol use during pregnancy do ta





Brand in action: Social Media



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 but 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.

