

- 1. Introduction
- 2. Language Guide
 - i. Our brand
 - ii. How we communicate
 - iii. Tone of voice
 - iv. Using the exclamation mark
 - v. Using inclusive language
 - vi. Use of capitals in headlines
- 3. Logos, Colours, Fonts
 - i. Logo evolution
 - ii. Logo colours
 - iii. Logo usage
 - iv. Minimum clear space and size
 - v. Incorrect logo usage
 - vi. Colours palette
 - vii. Colours palette specifications
 - viii. Typography
- 4. Brand Elements
 - i. Brand elements
 - ii. Construction of elements
 - iii. Tagline
 - iv. Polygon
 - v. Shards
 - vi. Angled shadow
 - vii. Portraits
 - viii. General photography
 - ix. Icons
 - x. #teampossible
- 5. Brand Collateral
 - i. T-shirt design
 - ii. A4 Brochure cover design
 - iii. A5 Brochure design
 - iv. Factsheet design
 - v. Wide-format ad design
 - vi. EDM design
 - vii. DL Brochure design
 - viii. Vertical banner design
 - ix. MREC – Logo animation
 - x. Stationery design
 - xi. Powerpoint design

Typography – External

Our font families should be used for all external communications. This ensures the consistent look and feel of all literature off and online. To ensure a consistent look, make sure fonts are used in a logical manner and the weights of the font have been considered, using heavier weights for headers and highlighting key messages.

Museo Sans Rounded

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	USED FOR Major headings	Museo Sans Rounded 900 (Black)
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	USED FOR Major headings and headings	Museo Sans Rounded 700 (Bold)
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	USED FOR Pull out text and intro paragraphs	Museo Sans Rounded 500 (Medium)
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	USED FOR Large pullout text	Museo Sans Rounded 300 (Regular)

Lato

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	USED FOR Bold words in body copy	Lato Bold, Bold Italic
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	USED FOR Reversed body copy	Lato Regular, Regular Italic
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,;:?!\$&*)	USED FOR Body copy	Lato Light, Light Italic

1. Introduction

2. Language Guide

- i. Our brand
- ii. How we communicate
- iii. Tone of voice
- iv. Using the exclamation mark
- v. Using inclusive language
- vi. Use of capitals in headlines

3. Logos, Colours, Fonts

- i. Logo evolution
- ii. Logo colours
- iii. Logo usage
- iv. Minimum clear space and size
- v. Incorrect logo usage
- vi. Colours palette
- vii. Colours palette specifications
- viii. Typography

4. Brand Elements

- i. Brand elements
- ii. Construction of elements
- iii. Tagline
- iv. Polygon
- v. Shards
- vi. Angled shadow
- vii. Portraits
- viii. General photography
- ix. Icons
- x. #teampossible

5. Brand Collateral

- i. T-shirt design
- ii. A4 Brochure cover design
- iii. A5 Brochure design
- iv. Factsheet design
- v. Wide-format ad design
- vi. EDM design
- vii. DL Brochure design
- viii. Vertical banner design
- ix. MREC – Logo animation
- x. Stationery design
- xi. Powerpoint design

Typography – Internal

Where possible, the External font sets should be used, but for all internal communications that are dependant on system fonts use Arial. This ensures the consistent look and feel of all literature off and online. To ensure a consistent look, make sure fonts are used in a logical manner and the weights of the font have been considered, using heavier weights for headers and highlighting key messages.

Arial

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:;?!\$&*)	USED FOR Major headings	Arial Black
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:;?!\$&*)	USED FOR Major headings and headings	Arial Bold
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,,:;?!\$&*)	USED FOR Pull out text and intro paragraphs and body copy	Arial Regular