

3. Logos Colours Fonts



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

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- 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

Logo evolution

ENDEAVOUR

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E N D V R
E E U
A O

NDVR
Endeavour
Foundation

The logotype is a contraction of the word “Endeavour”.

It’s simplified and uses key letters to represent syllables in an easy read version of the word.

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Logo colours

Violet 1 Purple 1 Red 1 Mid Orange 1

85% Black

The Endeavour Foundation logo is the core visual element of the visual identity. Consistent use of the logo is essential in creating a united brand. The master logo is supplied as artwork and should never be altered, distorted or re-created in any way.

The colour positive version on a white background should be used in all instances where possible i.e. printed and digital collateral.

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Logo usage

The Endeavour Foundation master logo files should be used at all times. This is to make sure the logo is used in a consistent manner across all communications. For the initial launch, the positive stacked logo in full colour on a white background is preferred. However at a later stage when the brand is established, the reversed version may be introduced. Please request approval from the Marketing Team if you need to use the mono reversed version. **Never** use the NDVR logotype or the words Endeavour Foundation separately i.e. You cant use one without the other.

 **PREFERRED OPTION**



POSITIVE STACKED

The positive stacked logo is full colour on a white background and is the preferred version for all online use and in print applications.

POSITIVE WIDE



 **THE REVERSED LOGOS MAY NOT BE USED UNLESS SPECIFICALLY REQUIRED. PLEASE CONFIRM WITH THE MARKETING TEAM BEFORE USING IN ANY DESIGNS.**



MONO REVERSED STACKED

The mono reversed version may only be used where reproduction limitations apply. e.g. one colour printing on t-shirts or pens.

MONO REVERSED WIDE



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Logo usage



SINGULAR LETTER STACKED

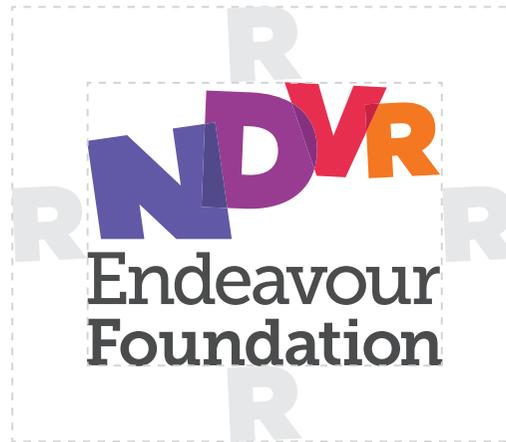
The singular letter logo has the blend colours removed. This can only be used if approved by the Marketing Team for specific applications. e.g. embroidery.

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Minimum clear space and size



MINIMUM SIZE

The logos must never be used at a width less than indicated below:



13mm



35mm

PREFERRED SIZE

A4 covers



30mm

A5 and **DL** covers



25mm

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Incorrect logo usage

Never typeset, draw manually or create the logo using computer graphics.

Do not distort the logo when resizing. To maintain the correct size of the logo when resizing, hold down the shift button while pulling the outer image square. This will maintain the logo's correct dimensions.

Never place the logo over a photo.

Never use the NDVR logotype or the words Endeavour Foundation separately
i.e. You can't use one without the other

