first steps

Women's Centre

Support.　Educate.　Empower.

Brand Guidelines

This document outlines the ways of how to use typography, design and layout style for all First Steps Women's Centre content

Brand Guidelines

The main logo is 800x800 pixels which has the main part of text within the centre. This supports a blue background with white text and a green bar along the left hand side

Logo Variations

This is the secondary logo which in has to main colours used but just with a white background and blue text

This is the logo that will be used for the childcare part of First Steps Women's Centre

Logo Usage

Correct Example

first
steps
Women's Centre
Support. Educate. Empower.

first
steps
Women's Centre
Support. Educate. Empower.

Incorrect Example

first
steps
Women's Centre
Support. Educate. Empower.

first
steps
Women's Centre
Support. Educate. Empower.

first
steps
Women's Centre
Support. Educate. Empower.

first
steps
Women's Centre
Support. Educate. Empower.

Logo Usage for Print

For documentation the logo should be placed in the top left of the page and take up the grid space as shown.

To the right of this will ve contact information.

Below in the main body the heading will be just under the logo and then the main body of text will support just below.

first steps
Women's Centre
Support.   Educate.   Empower.

Contact Information

Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean gravida felis a sapien ultrices, sit amet hendrerit purus pellentesque. Nam sit amet magna nunc. Nulla eu tincidunt nisl. Aenean sagittis sem nunc, ac congue nunc condimentum at. Pellentesque eu tempor tellus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Integer eget urna in neque tempus elementum. Aliquam vitae mauris nisl. Donec rutrum ullamcorper vehicula. Vestibulum id pellentesque mi. Vivamus consequat quam at commodo accumsan. Praesent nec tempor nunc. Vivamus efficitur nulla sed felis convallis, ac consequat eros tristique. Vivamus imperdiet magna sed ante tincidunt, nec commodo nibh imperdiet.

Vestibulum tempus tincidunt fringilla. Donec tempor diam arcu, sit amet facilisis nunc ullamcorper at. Nullam pulvinar mollis aliquet. Aliquam id est tortor. Morbi bibendum ex eget dictum congue. In suscipit felis ex, a rhoncus urna ornare ut. Ut non dolor consectetur, mollis dui eget, scelerisque dui. Etiam a tincidunt tellus.
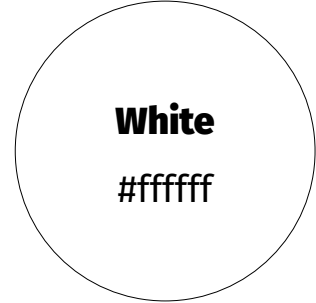
Colours

Blue
#3b74c1

Green
#bbcc01

White
#ffffff

Fonts

Fira Sans Bold - This will be used for titles and is used for the tag line within the logo

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

Fira Sans Medium - This is used in the logo for 'Women's Centre'

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

Fira Sans Black - This is used for the 'First Steps' in the logo

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

Fira Sans Regular - This is used for the all base text for content by First Steps Women's Centre

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

first
steps
Women's Centre
Support.   Educate.   Empower.