

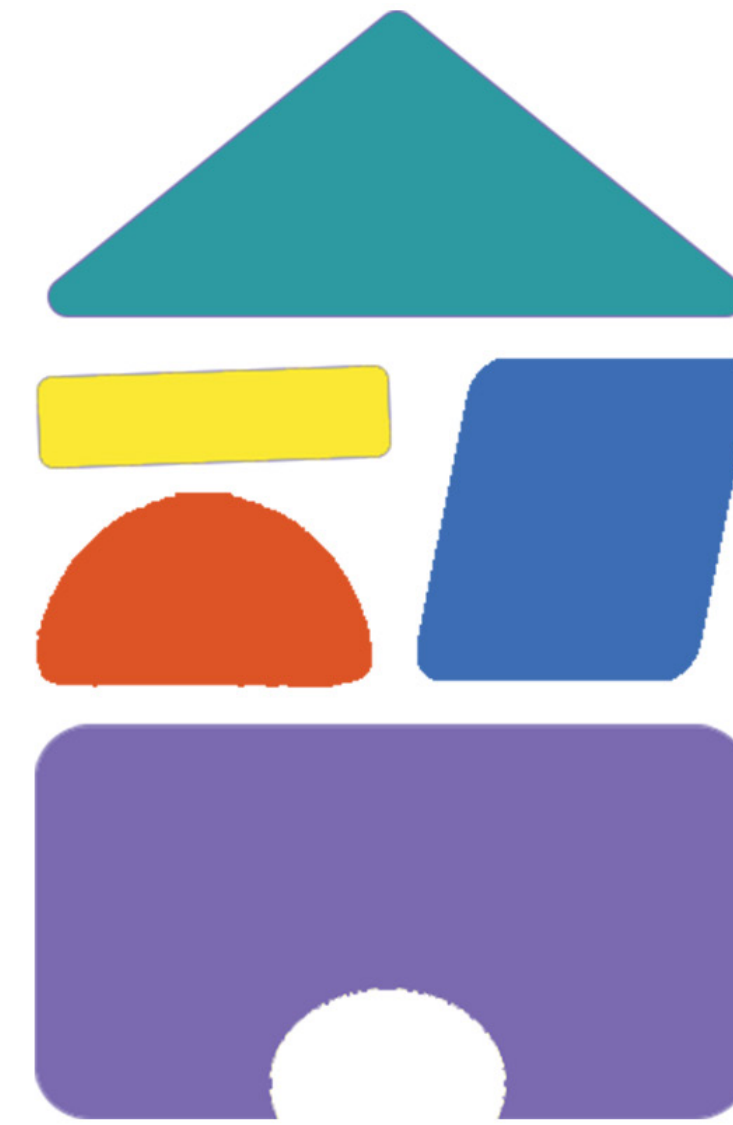
H Y A R

HEALTHY YOUNG ADULT RELATIONSHIPS

Brand Guidelines

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Brand Logo

The primary logo of HYAR is a coloured block like shaped typography in a sans-serif typeface. This logo has the meaning of having building blocks, which HYAR is aiming to be for young people as HYAR is the building block you need to build your knowledge on Healthy Young Adult Relationships.

This logo will be the one which is mainly used to make sure the brand image is strong for HYAR and to ensure the brand becomes easily recognisable.



Logo Variations

These logos can be used instead of having our primary logo for circumstances you may feel are required to be adjusted. We have These logos will assist you in altering the look and feel of the brand against other backgrounds to make sure it will always be visible.

The white/black contrast background will be used on items where it is not suitable for colour to be in



For our block style secondary logos we made these to complement our primary logo by keeping the same colours and fonts on the letters of HYAR. The main difference we wanted to make was to create a design where it would be perhaps more suited to a design sheet where a 4 x 4 logo would be easier to be placed in the design instead of our horizontal primary logo.

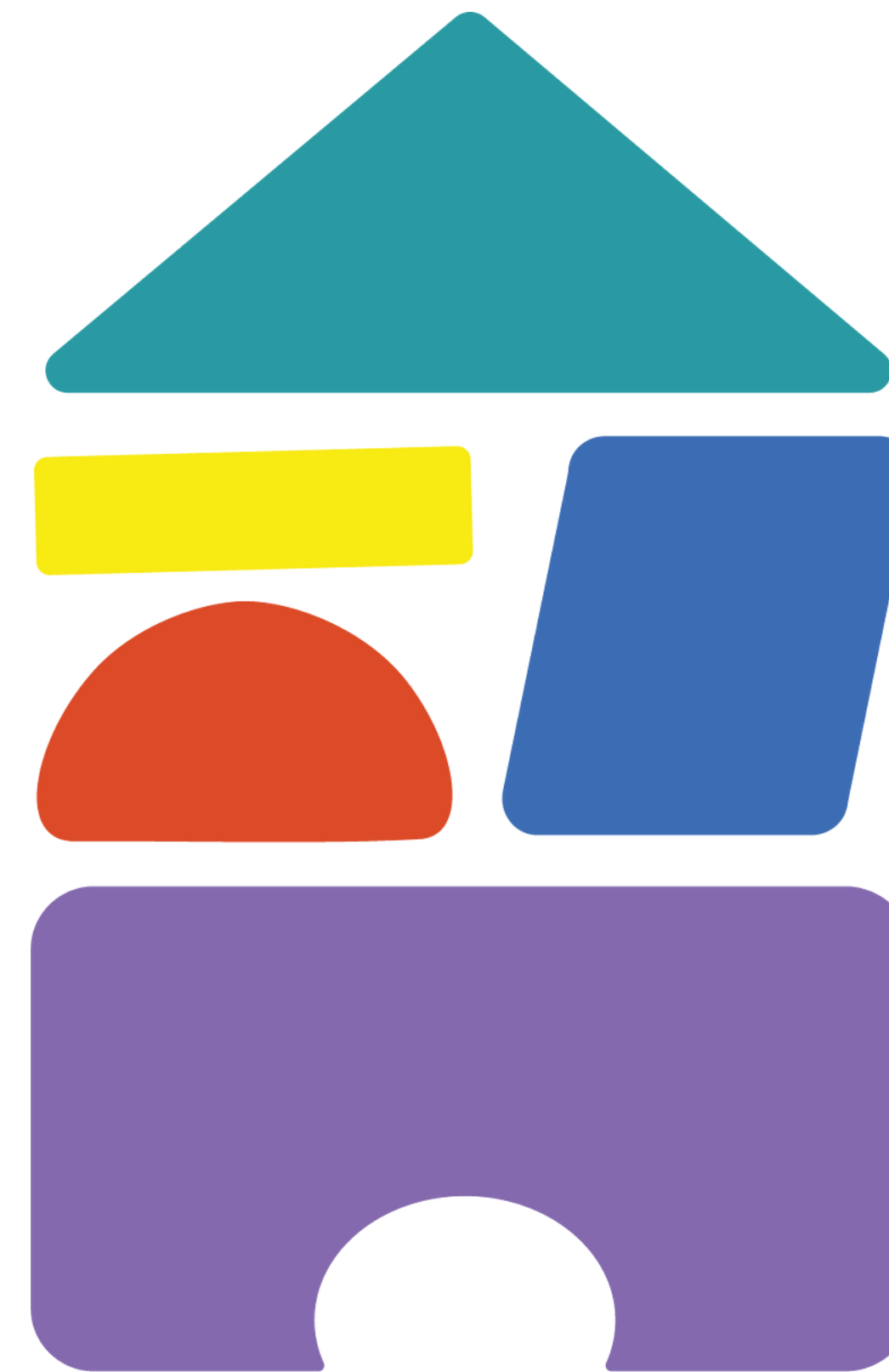
We repeated our method of also including a black and white logo to complement any scenario where colour is not suitable to be used such as black and white printing.



For our submark we created a “safe space” logo which combines of different building block shapes to form a house. This house is seen as the safe space in where the more people learn about HYAR, they reach their safe space in relationships.

We kept the exact same hex codes on the submark logo as from our primary logo to reinforce the branding of HYAR and make sure the safe space is recognised as a piece of material from HYAR.

The sizing can be adjusted as long as the shapes keep their original form and curves to make sure the logo stays the same. The recommended use of this logo is to be a submarked logo incase a more visual method of expressing HYAR is required.



Icon Placements

For icons such as QR Codes they will need to be placed in the bottom right, and as for social media icons they will need to be placed in the bottom left. This is to keep consistency across the branding.



Logo Usages

Using our main logo requires using a white background block to make sure that the colours of each letter stand out and keep the logo still look strong and not overshadowed by other colours.

Making sure the background block is white will make sure the brand is recognisable any time someone sees the logo, weith the four colours



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Colour Palette

These colours are to be used for the main logo, hex codes have been listed beside each named colour to get the precise shade.

Having these colours as backgrounds for workshops is recommended to reinforce the correct colours of the HYAR branding.



Violet

#8469AC



Deep Teal

#2A99A3



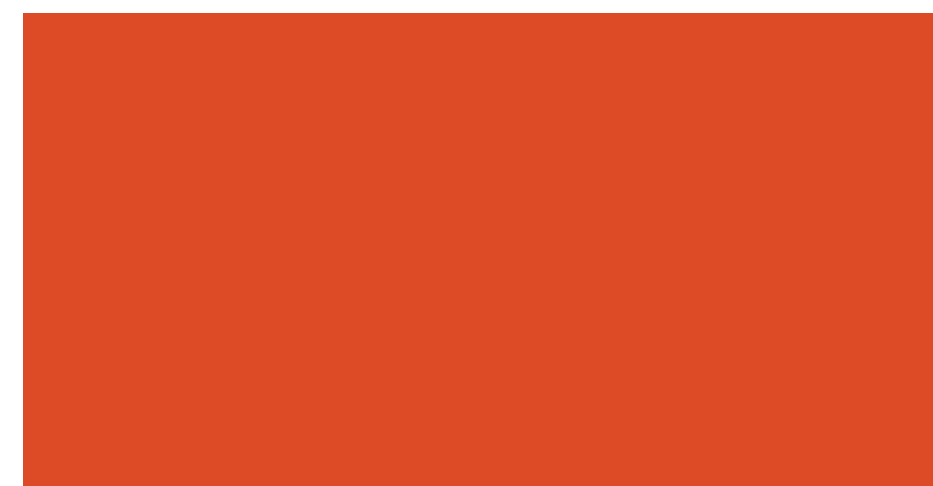
Sunbeam

#FDE816



Cobalt

#3D6DB4



Copper

#DB4814



White

#FFFFFF



Typography

Primary
Typeface

Futura Bold

Logo Typeface

To create the logo of HYAR, Futura Bold was used to make sure the block-feel creates meaning and a feeling that the building blocks are part of the logo.

We made sure that all of the letters in Futura Bold have been spaced out identically spaced out to make sure the block like letters are able to be made out as building blocks.

Aa



Secondary Typeface

Montserrat

Body Text Typeface

The font used for the words “Healthy Young Adult Relationships” in the HYAR logo is Montserrat Regular. This font keeps the visasibility of what HYAR actually means very clear.

For any Body Text that is required, it is recommended that the Monterrat Family of fonts is used to keep attributes of the logo across any of HYAR’s work to make any of their work recognisable. The main recommended font is Montserrat Regular. However, for a more bold typeface Montserrat Semibold can also be used to assit the font used in the body text.

Aa



