



SelfDesign

Brand Use Guidelines

Wordmark = Identity

- This is the official SelfDesign Wordmark.
- It is to be used to represent the organization, wherever required.

Usage Guidelines

- The wordmark is to be used with ample white space around it - not crowded in.
- The wordmark is to appear only on a white or a black background.
- In cases where a white or black background is not workable due to other constraints, the Wordmark must be placed on a field significantly darker or lighter than the mid-grey of the word 'Design'.

SelfDesign

SelfDesign Wordmark

SelfDesign

Logo

- This is the official SelfDesign Logo.
- It is to be used to represent the organization, wherever required.

Logo colours

- The logo is made up of many colours - these are not to be changed
- In cases where the colours don't work with the design, use one of the logo variants.

Usage Guidelines

- The logo is a playful element and can be used dynamically - with elegance.
- It is to be used in conjunction with, or in proximity to the Wordmark, when possible.
- It is flexible and can also stand alone as well.
- It can also be used as a design element - in whole or in part
- It can be combined with versions of itself to create textures
- It has a minimum size:
 - no smaller than 180 pixels for screen use.
 - no smaller than 2 cms. for print materials.
- For use smaller than that, use one of the logo variants.



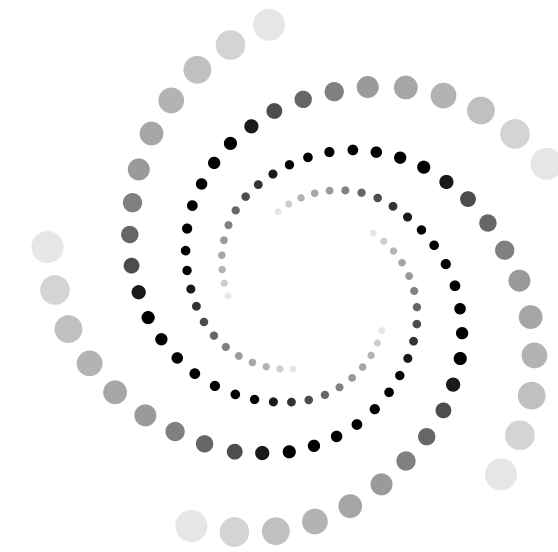
SelfDesign Logo

Logo

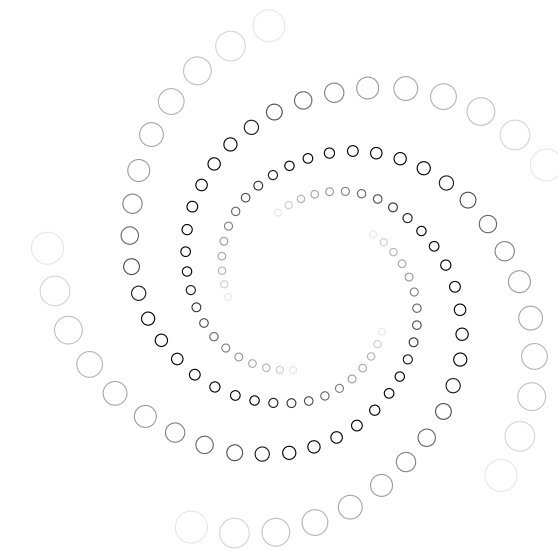
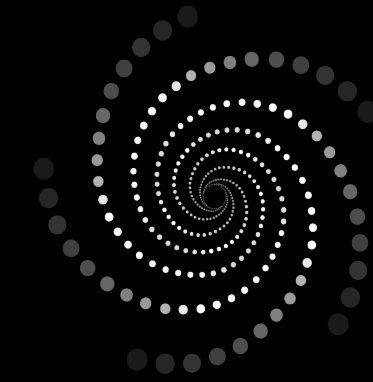
- There are three variants for the logo:
 - black
 - white
 - outline

Usage Guidelines

- All the logo usage guidelines apply to the variants as well, except:
 - A variant logo is to be used for applications in which a small logo is required



SelfDesign Logo - variants



Typeface for General Use

- The font of choice for all public facing communications is the Open Sans Family, including the condensed fonts

Usage Guidelines

- The font is to be used with ample leading.
- The intention is to create light airy readable blocks of text.
- The condensed family is to be used for Headings, Titles etc.

Open Sans Family (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÁÂÃÄÅËÊË
abcdefghijklmnopqrstuvwxyz
uvwxyzàá&12345678
901234567890(\$£€.,!?)

Typeface

Optional Typeface for Display Use

- Optionally the Museo Condensed font family can be used as a Display font.

Museo Sans Condensed 700

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Colour

- Primary colours are orange and grey.
- These colours are associated with the SelfDesign Identity.

Usage Guidelines

- These colours are reserved for use in the Wordmark
- They can be used elsewhere - ideally only when they reinforce the SelfDesign identity.



Logo Colours



WORDMARK		
R	240	128
G	147	128
B	80	128

Primary Color Palette

There are three primary colours that can be used within SelfDesign communications:

- Pink
- Burgundy
- Ochre

Primary Colour Palette

Usage Guidelines

These three colours have some specific applications, and are intended to be used in these ways:

Pink

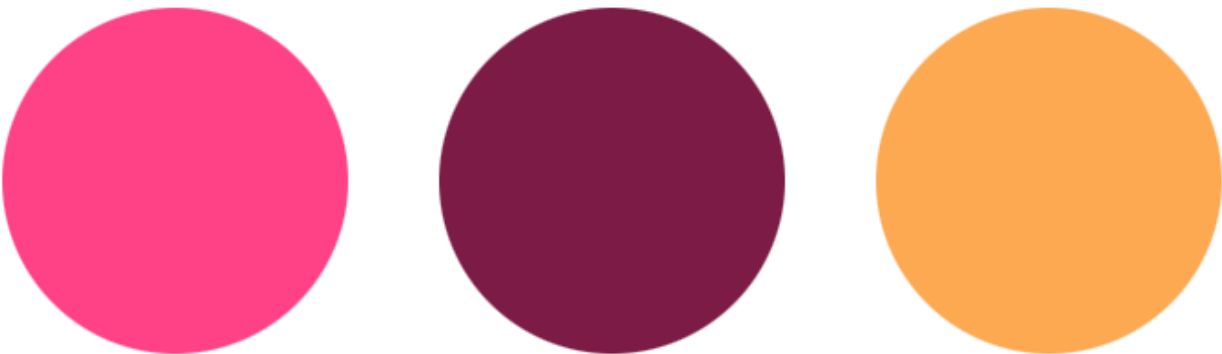
- The pink colour is used to highlight action. On the web it denotes an action for the user. It is used as a focusing device, to lead the eye to interactive and to ‘call to action’ type of content, for example hyperlinks and buttons.
- This colour is to be used sparingly, and in small doses.

Burgundy

- The burgundy colour is to be used in headings and titles.
- It can also be used for design elements that help differentiate content areas.

Ochre

- The Ochre colour can be used in backgrounds or fields of colour.



PRIMARY COLOUR PALETTE

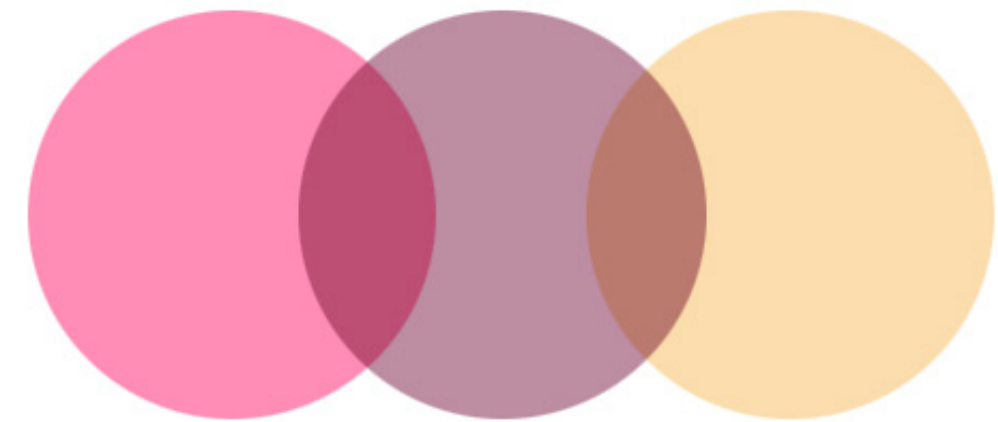
R	255	124	252
G	65	27	169
B	133	70	82

Additional Colours - Transparency and Overlay

- The SelfDesign Palette is open - additional colours can be used individually or in combinations.
- Transparency and overlay are two key elements of colour usage in SelfDesign's Identity. They are used to denote inclusion, sharing and additive values.

Usage Guidelines

- Primary and additional colours can be mixed together in a process of overlays (multiply mode) to create new blends and transparency.



Additional Colours - Transparency and Overlay

Visual Devices

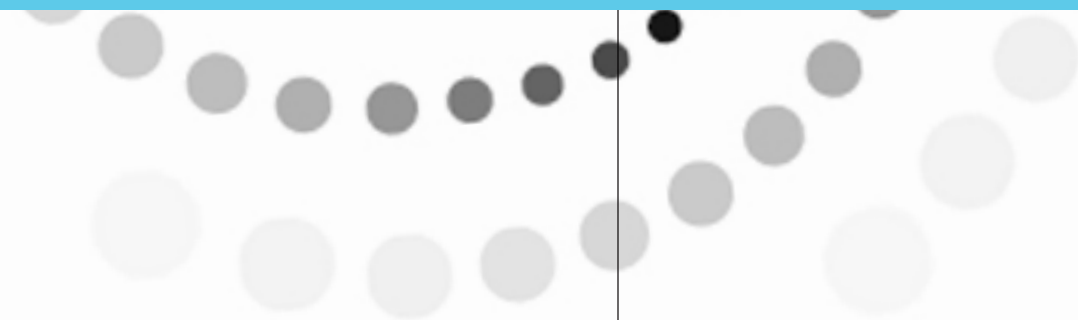
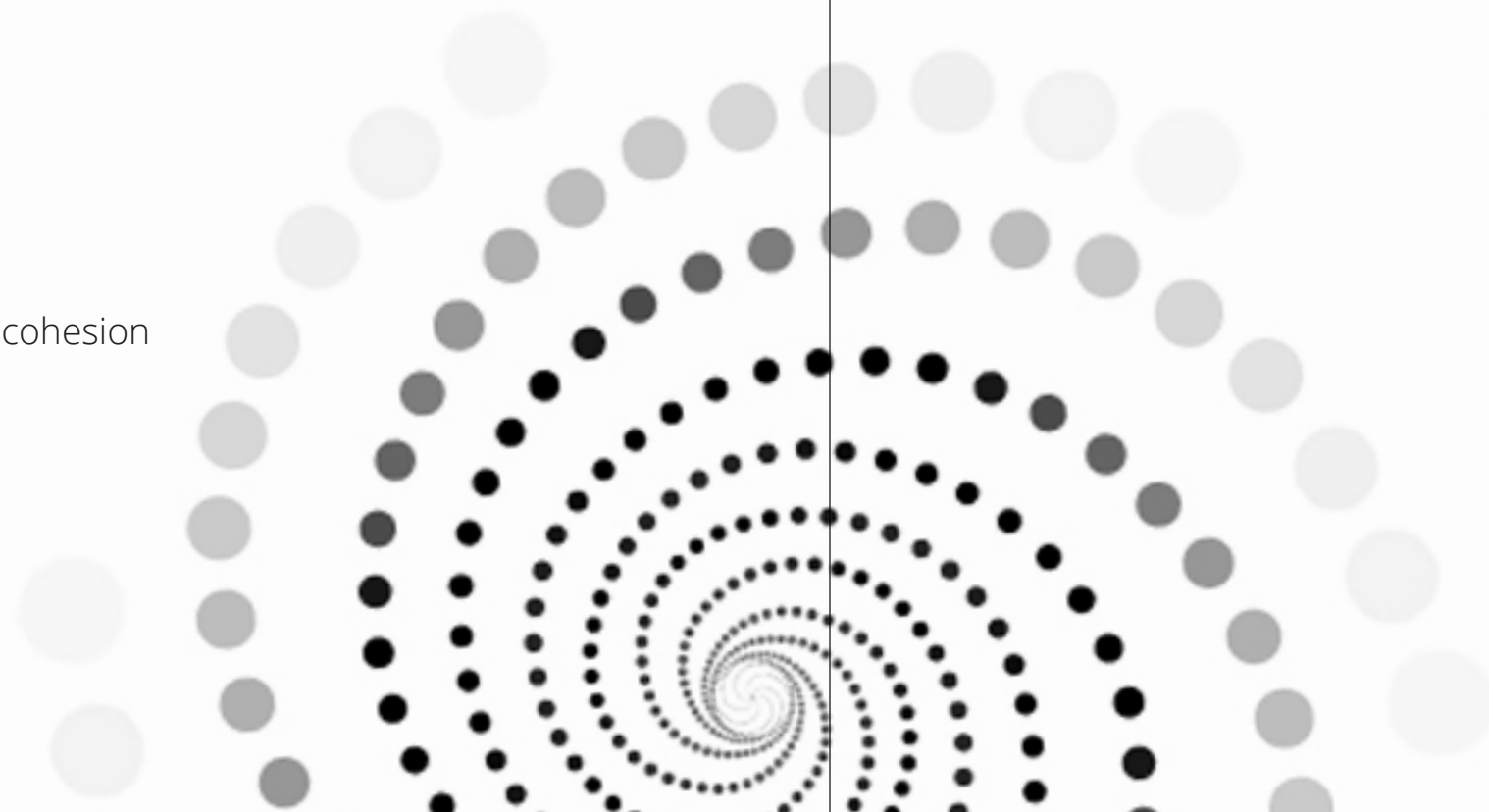
The following visual devices can be used in design projects:

- Spirals - Solid, transparent, outline.
- Circles - Solid and outline.
- Horizontal Stripes and Bars.

Usage Guidelines

- These elements are intended to add playfulness as well as cohesion
- Use them with spiritedness!

Visual Devices



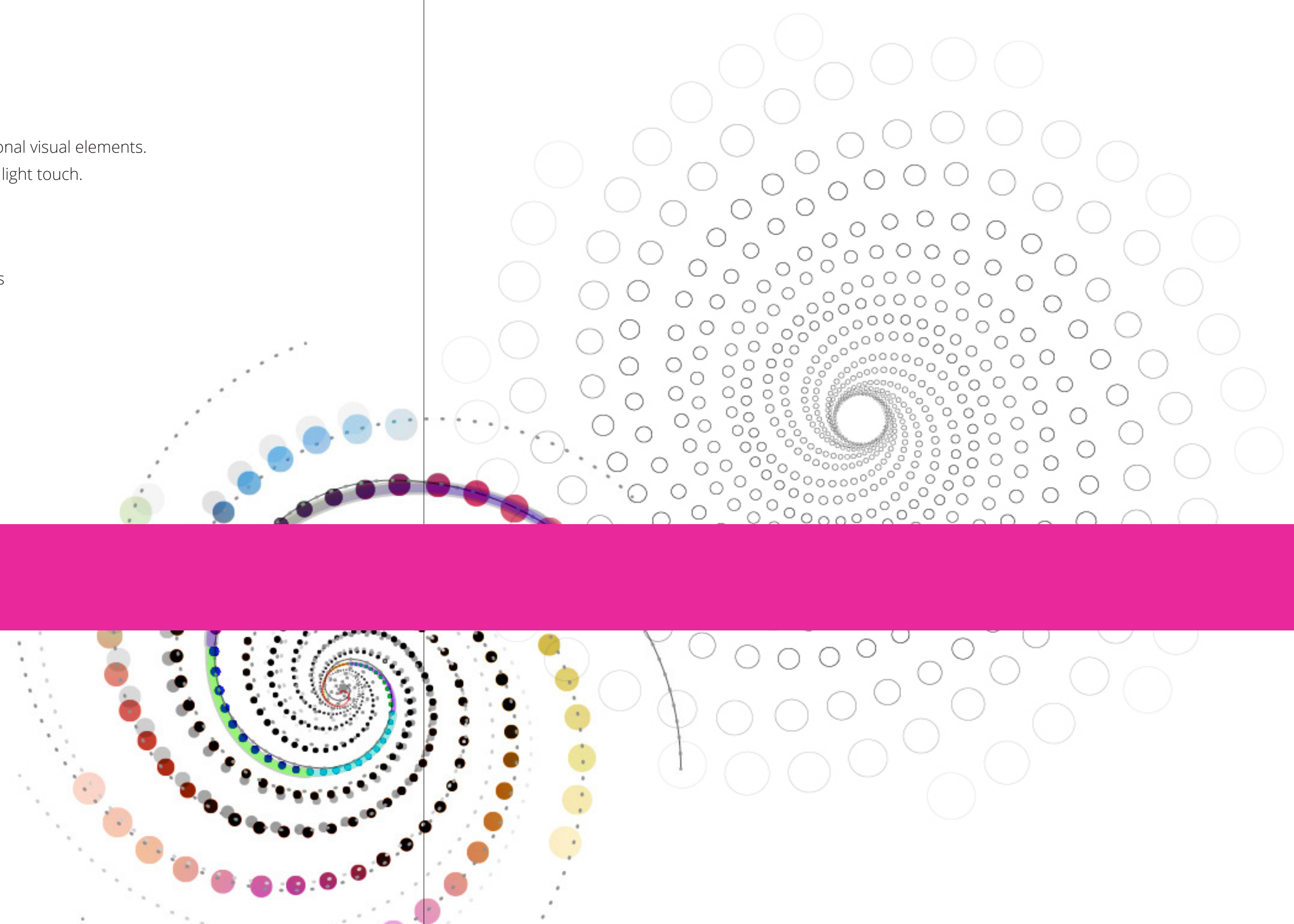
Spiral Theme

Spirals can be evolved to create patterns and additional visual elements.
Watch out though, they can get busy, so they need a light touch.

Usage Guidelines

- Use sparingly as background elements and textures

Visual Devices: spirals



Visual Devices

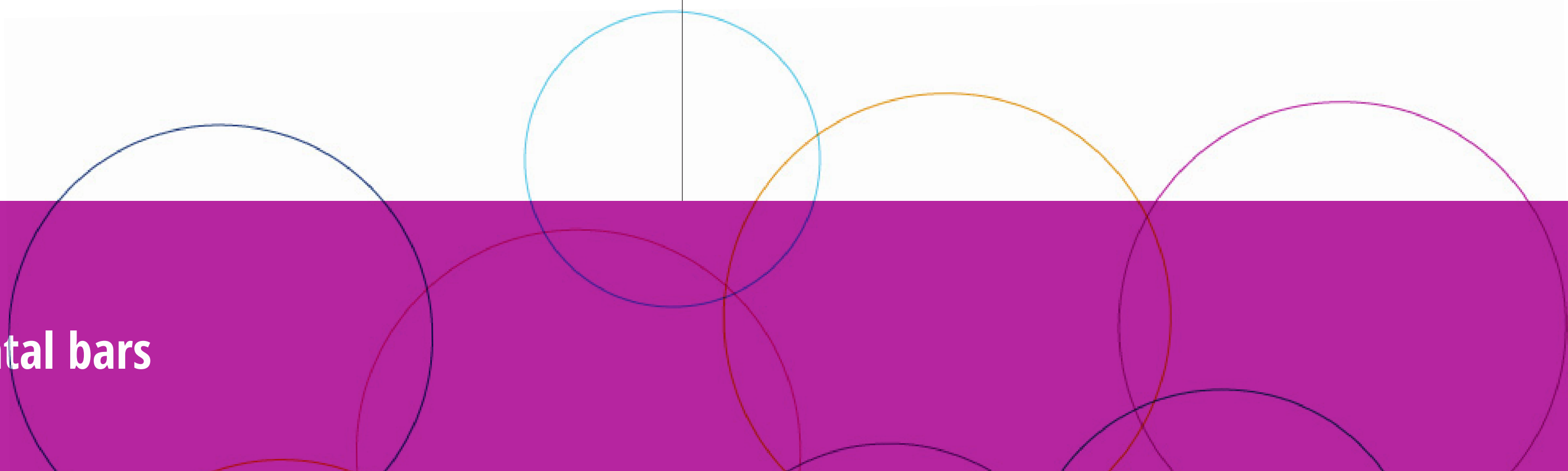
- Circles, and horizontal bars are important devices that can be used as compositional elements.
- Strong elements like these need to be combined with care, as they can easily take over.

Usage Guidelines

- These elements are intended to add playfulness as well as cohesion
- Use them with a spiritedness, and a light touch - less is more.



Visual Devices: Circles, Horizontal bars



Photography

- Photography needs a careful hand. Images need to be both engaging and evocative .
- Images need to involve the viewer rather than simply document an event or an activity.
- Images should only be used if they have the potential to affect the viewer emotionally.

Usage Guidelines

- SelfDesign uses both commissioned images and images available under a Creative Commons license.
- A number of resources are available to identify Creative Commons images on Flickr and other image sharing sites.
- All images used under the CC attribution license must be accurately credited wherever possible.
- For more details visit the creative commons site and familiarize yourself with the license types and terms, before using images from these sources.



Photography - Use of Images