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 Wordmark
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.
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.

Optional Typeface for Display Use
• Optionally the Museo Condensed font family can be used as a Display font.
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.
Primary Color Palette

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

- Pink
- Burgundy
- Ochre

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.
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.
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!
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.
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