

Style Guide



Last Updated March 2020

Logo Overview

The full color primary logo should be used whenever possible.

The knockout version is to be used when placed on a black background.

PMS

The PMS color logo should be used for professional, offset printing, and is best displayed on a white background.

PMS colors are only supported by .EPS format.

CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format

Full Color



PMS

EPS Shifter_Primary_pms.eps

CMYK & RGB

Vector Shifter_Primary_cmyk.eps
Shifter_Primary_rgb.ai

JPG Shifter_Primary_cmyk.jpg
Shifter_Primary_rgb.jpg

PNG Shifter_Primary_cmyk.png
Shifter_Primary_rgb.png

Knockout



PMS

EPS Shifter_Primary_KO_pms.eps

CMYK & RGB

Vector Shifter_Primary_KO_cmyk.eps
Shifter_Primary_KO_rgb.eps

PNG Shifter_Primary_KO_cmyk.png
Shifter_Primary_KO_rgb.png

Logo Overview / Primary Logo

The black and white logos should be used in applications that require black and white printing, such as ads. These logos should be used sparingly.

PMS

The PMS color logo should be used for professional, offset printing, and is best displayed on a white background.

PMS colors are only supported by .EPS format.

CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

Black



EPS	Shifter_Primary_Black.eps
JPG	Shifter_Primary_Black.jpg
PNG	Shifter_Primary_Black.png

White



EPS	Shifter_Primary_White.eps
PNG	Shifter_Primary_White.png

The logomark should be used when the organization's name is not needed.

PMS

The PMS color logo should be used for professional, offset printing, and is best displayed on a white background.

PMS colors are only supported by .EPS format.

CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

Full Color



PMS

EPS	Shifter_Logomark_pms.eps
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CMYK & RGB

Vector	Shifter_Logomark_cmyk.eps Shifter_Logomark_rgb.eps
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JPG	Shifter_Logomark_cmyk.jpg Shifter_Logomark_rgb.jpg
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PNG	Shifter_Logomark_cmyk.png Shifter_Logomark_rgb.png
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Logo Overview / Logomark

The black and white logos should be used in applications that require black and white printing, such as ads. These logos should be used sparingly.

PMS

The PMS color logo should be used for professional, offset printing, and is best displayed on a white background.

PMS colors are only supported by .EPS format.

CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

RGB

The RGB logo should be used for online usage.

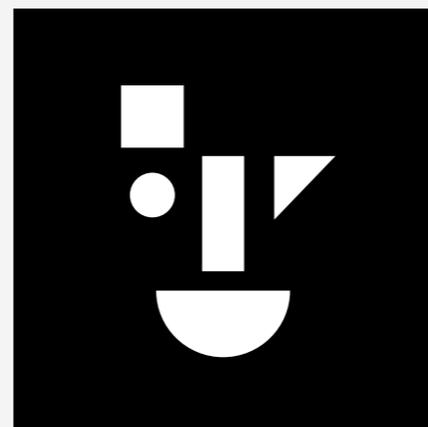
RGB colors are supported by .EPS, .JPG, and .PNG format.

Black



EPS	Shifter_Logomark_Black.eps
JPG	Shifter_Logomark_Black.jpg
PNG	Shifter_Logomark_Black.png

White



EPS	Shifter_Logomark_White.eps
PNG	Shifter_Logomark_White.png

Logo Overview / Vertical Logo

The full color vertical logo should be used whenever possible.

The knockout version is to be used when placed on a black background.

PMS

The PMS color logo should be used for professional, offset printing, and is best displayed on a white background.

PMS colors are only supported by EPS format.

CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

Full Color



Shifter

PMS

EPS Shifter_Vertical_pms.eps

CMYK & RGB

EPS Shifter_Vertical_cmyk.eps
Shifter_Vertical_rgb.eps

JPG Shifter_Vertical_cmyk.jpg
Shifter_Vertical_rgb.jpg

PNG Shifter_Vertical_cmyk.png
Shifter_Vertical_rgb.png

Knockout



Shifter

PMS

EPS Shifter_Vertical_KO_pms.eps

CMYK & RGB

EPS Shifter_Vertical_KO_cmyk.eps
Shifter_Vertical_KO_rgb.eps

PNG Shifter_Vertical_KO_cmyk.png
Shifter_Vertical_KO_rgb.png

Logo Overview / Vertical Logo

The black and white logos should be used in applications that require black and white printing, such as ads. These logos should be used sparingly.

PMS

The PMS color logo should be used for professional, offset printing, and is best displayed on a white background.

PMS colors are only supported by .EPS format.

CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

Black



EPS	Shifter_Vertical_Black.eps
JPG	Shifter_Vertical_Black.jpg
PNG	Shifter_Vertical_Black.png

White



EPS	Shifter_Vertical_White.eps
PNG	Shifter_Vertical_White.png

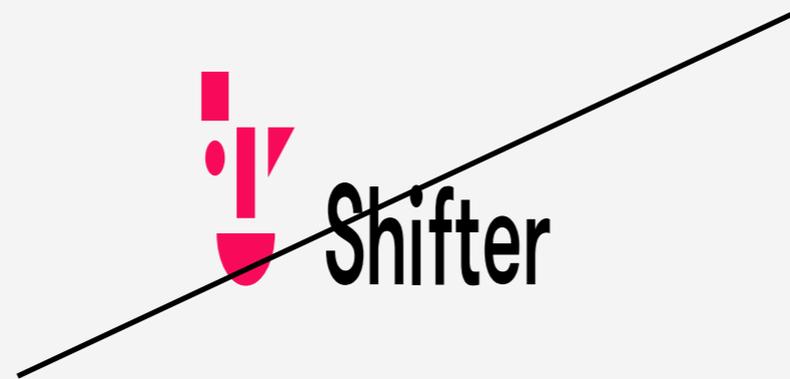
Logo Usage

The logo should not be altered in any way. Always scale the logo proportionally. Do not change the colors of the logo, and be sure that there is enough contrast between the logo and the background.

Incorrect Logo Usage

DON'T STRETCH THE LOGO

Make sure the logo proportion is correct, don't stretch the elements.



DON'T SWAP LOGO COLORS

Do not rearrange the colors within the logo.



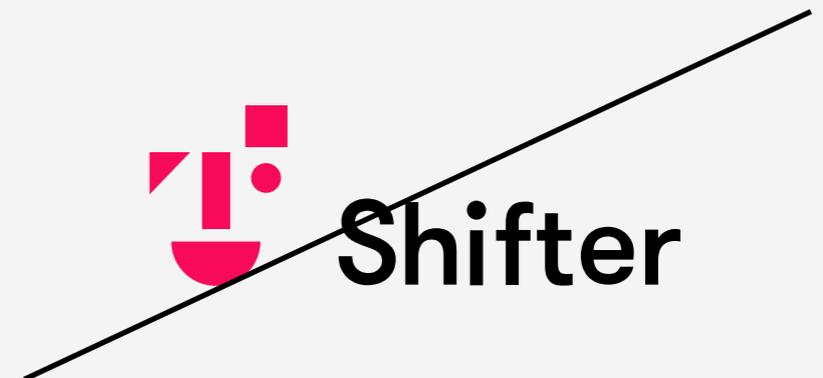
MAKE SURE THE FULL COLOR VERSION IS LEGIBLE ON A COLORED BACKGROUND

Contrast is important for readability.



DON'T ALTER THE ELEMENTS OF THE LOGO

The spacing of the logo is very important. Do not manipulate the image.



All exceptions must be executed by an approved designer.

When the logo needs to be arranged vertically, the proportions should not change and spacing should match the primary logo as closely as possible.

Occasionally the logomark may live in a more illustrated moment, in these moments the logomark's pieces may shift to form new images and faces. In these cases, the proportions of the shapes should not change and the shapes should not overlap each other. The new images created from the shapes should not lock up with the typography portion of the logo.

Vertically Arranged Logo



Logo Environment



The recommended minimum clearance is to ensure optimum legibility. This minimum spacing guideline will help give the logo clarity and presence on many different applications and formats.

Logo Spacing

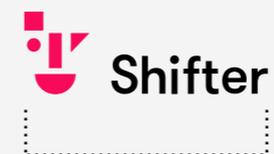
CLEAR SPACE

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphic elements. This ideal zone should be no less than the height of the type portion of the logo.



MINIMUM SIZES

The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down in proportion.



Minimum width of logo
1 in

Color Palette

Color Palette

The following selected colors are used to help define and distinguish the brand. The CMYK, RGB, and HEX # color references are outlined here.

PMS

The PMS color logo should be used for professional, offset printing, and is best displayed on a white background.

PMS colors are only supported by .EPS format.

CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

HEX

HEX # colors should be used in online applications.



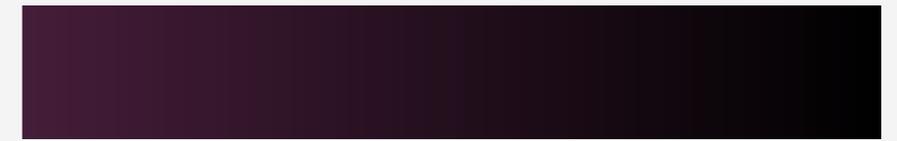
Even gradient of the above colors, Purple to Red (Left to Right)



CMYK C0 / M95 / Y45 / K0

RGB R248 / G10 / B91

HEX# f80a5b



Even gradient of the above colors, Purple to Black (Left to Right)

CMYK C74 / M95 / Y60 / K41

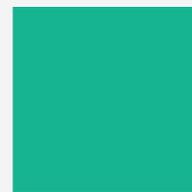
RGB R69 / G29 / B57

HEX# 451d39



RED

HEX# ff5857



GREEN

HEX# 17b491



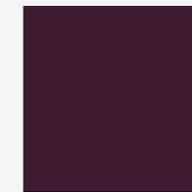
BLUE

HEX# 004cff



YELLOW

HEX# ffbf3f



BLACK

HEX# 3d1c32

Typography

Typography

The consistent application of a limited number of fonts will reinforce the brand and graphic identity, and give communications a cohesive look.

Sans Serif

Sofia Pro

Sofia Pro is the main identity font. The regular weight should be most frequently used, however alternate weights are acceptable as necessary.

Arial can be used when Montserrat is not available.

Aa

Sofia Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Sofia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Sofia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Noto Sans CJK JP

Noto Sans CJK JP is Japanese font.

Aa あ

Noto Sans CJK JP Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa あ

Noto Sans CJK JP Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa あ

Noto Sans CJK JP Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Best Practices

Best Practices

Designing accessible communications can present a real challenge. Accessible print needs to be visually interesting to draw a reader to it and legible for people with sight problems and learning difficulties. People with sight problems and learning difficulties are often marginalized by design with the production of bland and uninteresting designs.

In reality, it is impossible to design something that is accessible to everyone. However, we must aim to make our communications accessible to as many people as possible, while also being creative and visually stimulating.

Readability Best Practices

Type size

Our recommended minimum size for body copy is 9 point. However, depending on the audience, smaller or larger typefaces are permissible.

Capital letters

Setting text in large amounts of capital letters can be harder to read than lowercase letters.

Italics

These should be treated in a similar way to capital letters. Many partially sight-challenged people can find italics difficult to read so they should be used minimally. Using bold copy or a strong color to add emphasis is a good alternative.

Leading

Leading (or line spacing) is the space between one line of type and the next, measured from baseline to baseline. If leading is too narrow or too wide, the text will be difficult to read. As a basic rule, the leading should be a minimum of 2 point sizes larger than the type size.

Word spacing, letter spacing & horizontal scaling

Changing the spacing between letters or words and altering the proportion of the letters (horizontal scaling) are often used to fit more text on to a line. This should be avoided as too little or too much space can make text illegible.

Alignment

Left aligned text with a "ragged" right hand margin is the most legible as it is easier to find the start and finish of each line.

Contrast

There should always be high tonal contrast between the text and the background it is printed on. Contrast is greatest when dark colors are combined with light colors.

Copy on images

Setting text on an image can make it difficult to read. The background must always be even in tone with excellent contrast and should be digitally retouched, if necessary.

Design

Accessible design is clean, simple, and uncluttered with good visual navigation.