



# Brand Guidelines

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# Company Introduction

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## Purpose

Looked after child was founded by Li Jean-Luc Harris; a care experienced person. to promote the lives of Children in care and to promote change that is driven by care experienced people.

we want to share the stories of Children In Care and have them feel heard. we think its important to do this as it gives the local authority a new approach, and view on how the service is really effecting the lives of those that they care for.

Theory and practical work is great but is it enough, how dose the service actually effect them. are goal is to question this and to challenge the normal practice.

## Our mission

To fight and advocate for Children in care and care leavers.

To Empower Care Experienced people to make the best out of their lives.

To Promote Equality and transparency on the lives of looked after children / and care leavers.

To Educate Care Providers and Care workers based of Lived Experiences.



# Logo Usage Guidelines

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## Logo Metaphor

Every detail of a logo should be considered and honed to effectively symbolize the quality and usefulness of a brand.



Child Care

+

LOOKED  
AFTER CHILD

Letters

=



Logomark

# Logo Usage Guidelines

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## Logo Grid System

A logo grid is a grid system used to create shapes and designs for a logo. The purpose of a grid system is to produce geometric harmony.



# Logo Usage Guidelines

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## Logo Versions

It's important to properly use our different logos.



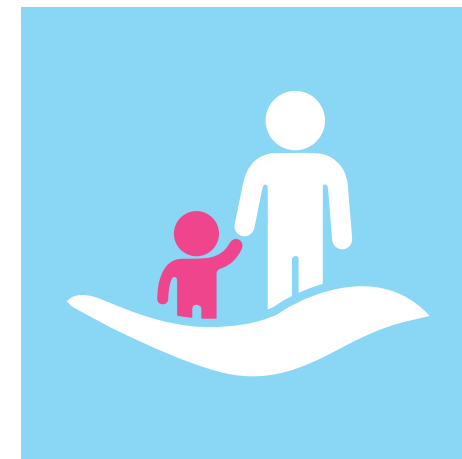
Primary Logo



Secondary Logo



Logo Mark



Logo Mark in White

# Logo Usage Guidelines

## Minimum Size

This is the following minimum width of the logo and logomark that you can use for print and website media. At minimum size the logo is still clearly legible and provides a strong level of identification. When using a lower quality printing technique (i.e. screen printing), it is recommended that the logo be used in a larger size. The logo must never be used in a smaller size than the sizes defined below.



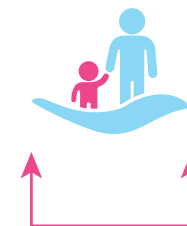
Print  
46.67 mm / 2.8 in



Digital  
200 px



Print  
21.17 mm / 0.6 in

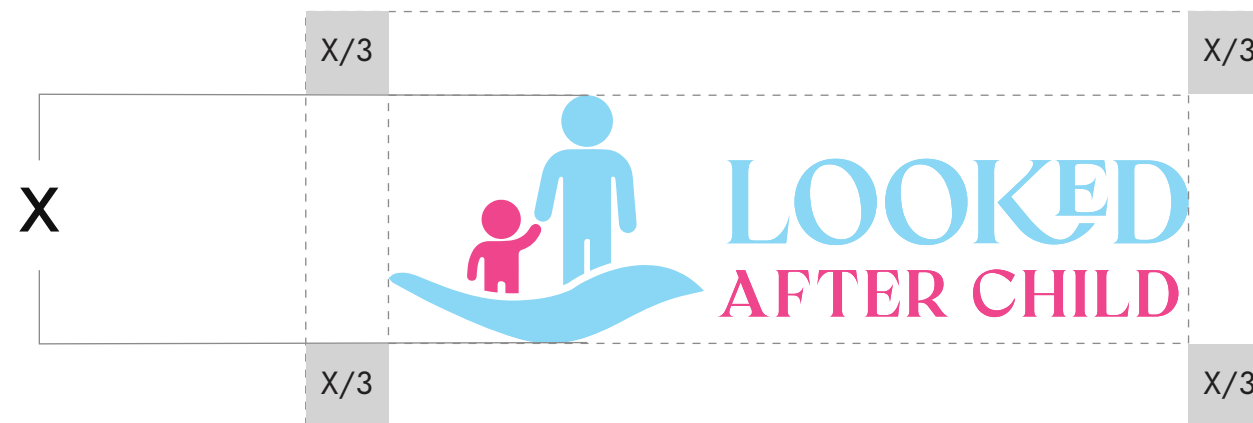


Digital  
60 px

# Logo Usage Guidelines

## Clear Space

The clear space has been established to ensure logo visibility and impact. Always maintain the clear space zone between the logo and other graphic elements such as: type, images, symbols, etc. It is important to keep brand marks clear of any other graphic elements. To regulate this an exclusion zone has been established around the brand mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our company name. They have a fixed relationship that should never be changed.



Here X is the height of Logo

Clear Space =  $X/3$



# Logo Usage Guidelines

## Logo Misuse



Don't remove element from the logo



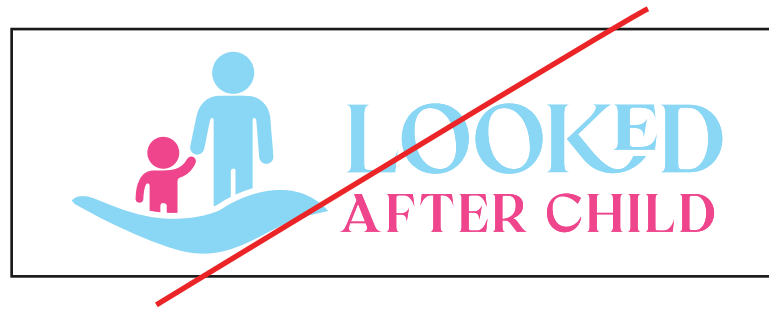
Don't blur logo



Don't change color of elements



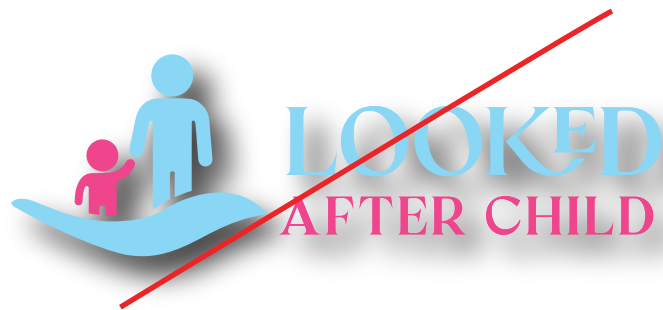
Don't condense the logo



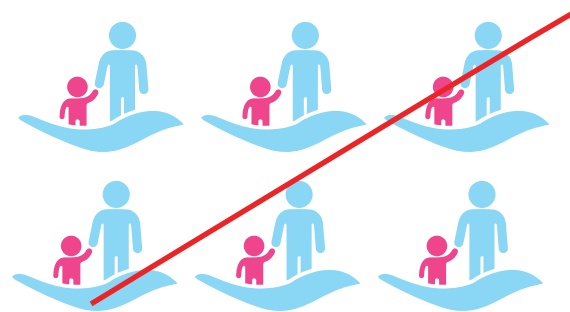
Don't confine the logo in a shape



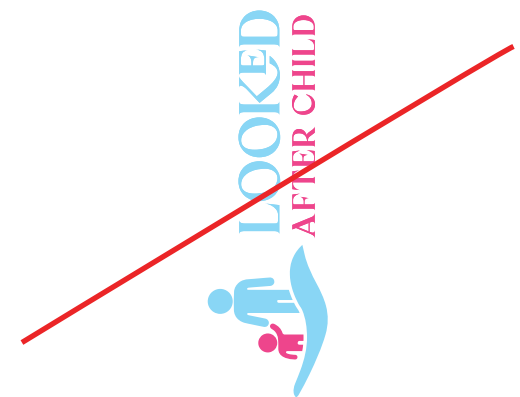
Don't use wordmark alone



Don't add drop shadow



Don't use as pattern



Don't use rotate logo

# Favicon

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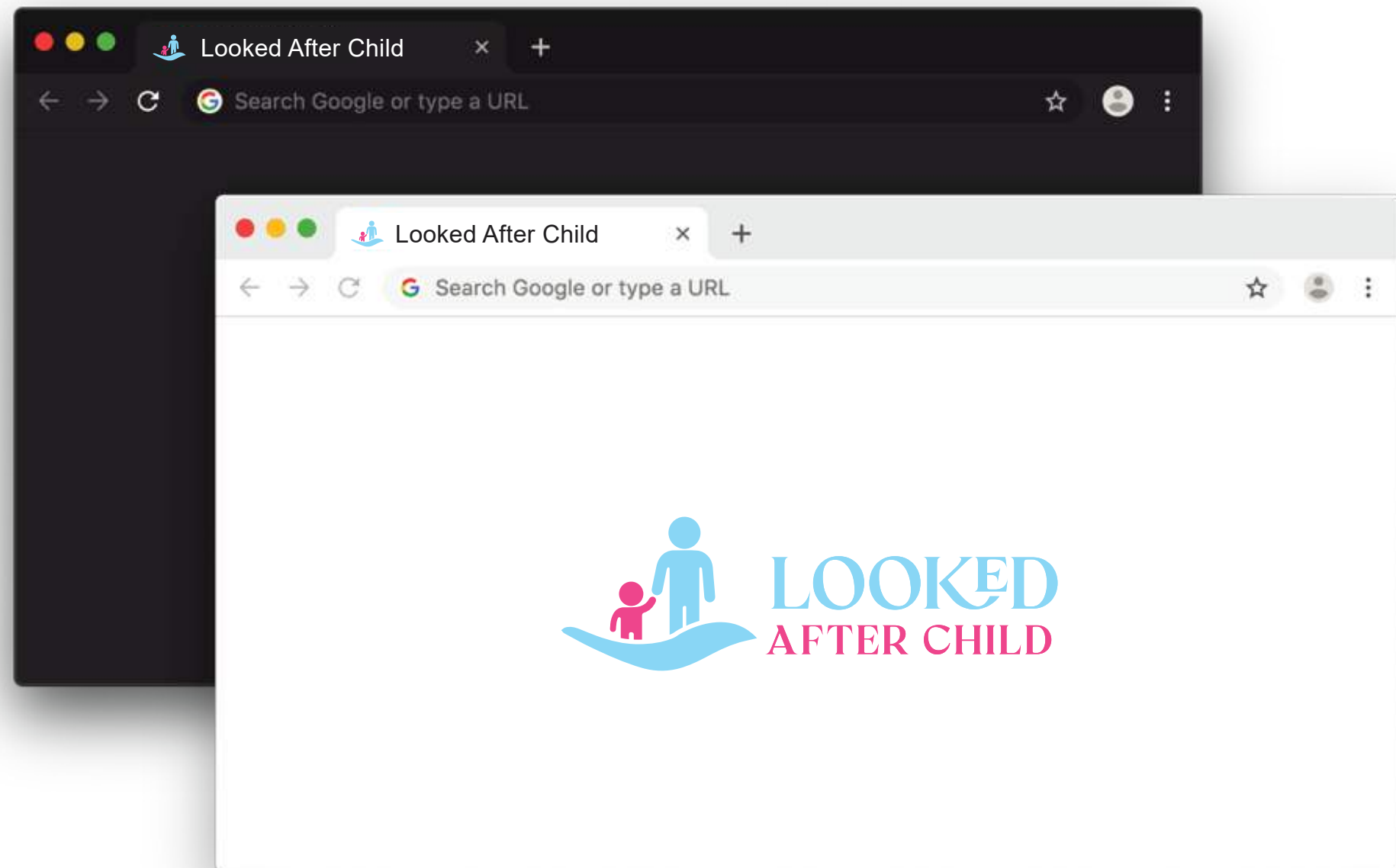
A favicon also known as a shortcut icon, website icon, tab icon, URL icon or bookmark icon is a file containing one or more small icons associated with a particular website or web page.



32 Pixels



48 Pixels

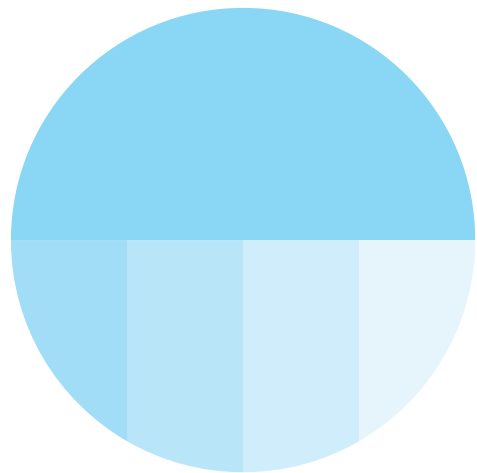


# Color Palette

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## Primary Colors

They are used to provide consistency, accessibility, and a powerful simplicity throughout all brand communications.

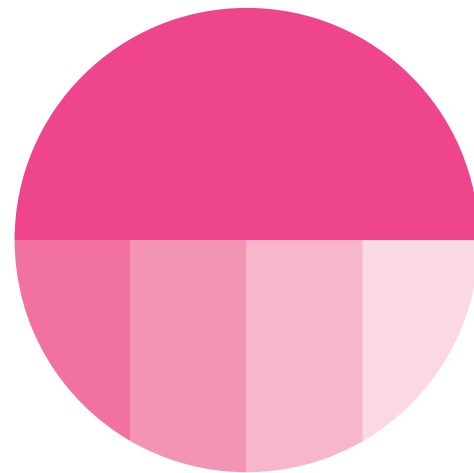


HEX  
#8AD6F5

CMYK  
44%, 13%, 0%, 4%

RGB  
138, 214, 245

PMS  
636 C



HEX  
#EE458C

CMYK  
0%, 71%, 41%, 7%

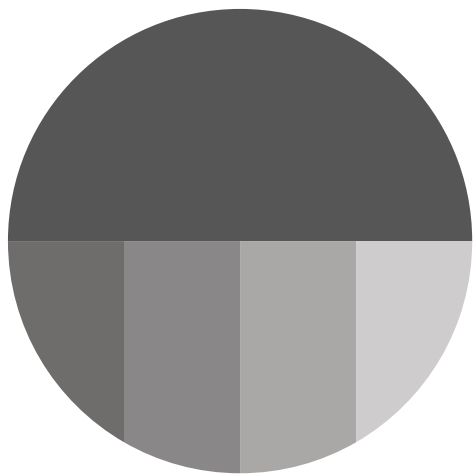
RGB  
238, 69, 140

PMS  
7424 C

# Color Palette

## Secondary Colors

Secondary colors should never be used as a dominant color on their own. You may see the secondary colors used in marketing materials in charts, time lines or presentations, but they will be used sparingly.

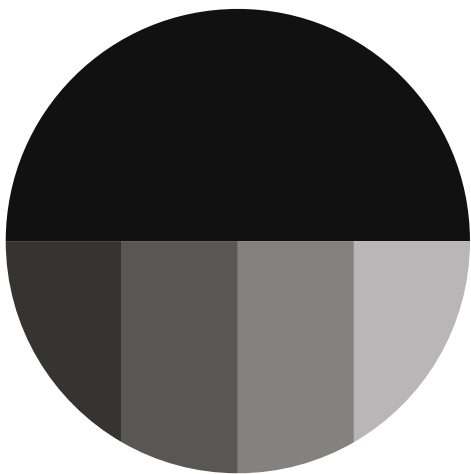


HEX  
#565656

CMYK  
0%, 0%, 0%, 66%

RGB  
86, 86, 86

PMS  
COOL GRAY 11 C

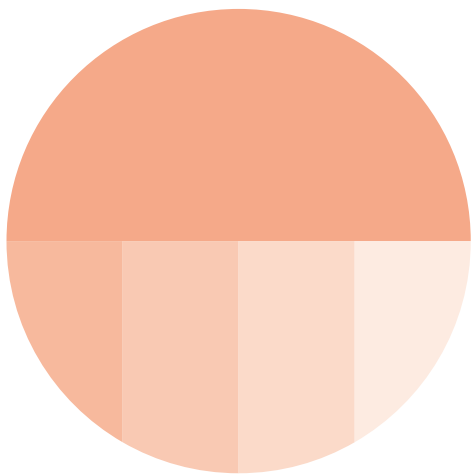


HEX  
#111111

CMYK  
0%, 0%, 0%, 93%

RGB  
17, 17, 17

PMS  
BLACK 6 C



HEX  
#F5A98A

CMYK  
0%, 31%, 43%, 4%

RGB  
244, 169, 138

PMS  
487 C

# Typography

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## Ginkgo Bold - Brand Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

Aa

## Jost - Secondary Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

Aa

# Typography

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## Text Hierarchy

Title

Lorem Ipsum is

Ginkgo Bold

Aa

Lead

**Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been**

Jost Bold

Aa

Paragraph

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it

Jost Regular

Aa

Button

GET STARTED

GET STARTED

Jost Regular

Aa

Link

[Learn More](#)

Jost Medium

Aa

# Iconography

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# Imagery





# Print Materials

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## Cap and Mug



# Print Materials

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## T-shirt



# Glossary

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## VECTOR FILES

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File types for print purposes



File types for digital purposes



### AI

#### ADOBE ILLUSTRATOR

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logo. Some print shops will request this file when prepping a project for print.



### EPS

#### ENCAPSULATED POST SCRIPT

Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.



### PDF

#### PORTABLE DOCUMENT FORMAT

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.



### SVG

#### SCALABLE VECTOR GRAPHIC

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.

## IMAGE FILES

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### JPEG

#### JOINT PHOTOGRAPHIC EXPERTS GROUP

A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG, but does not support transparent backgrounds.



### PNG

#### PORTABLE GRAPHICS NETWORK

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.

# Glossary

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## COLOR SPACES

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### RGB

#### DIGITAL (RED, GREEN, BLUE)

The color space for digital displays. These files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colors. Use CMYK or Pantone files for printing purposes.



### CMYK

#### PRINT (CYAN, MAGENTA, YELLOW, BLACK)

CMYK stands for Cyan, Magenta, Yellow, and Black. These are the four basic colors used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use.



### PANTONE/SPOT

#### OFFSET PRINT

Pantone is a standardize system for color. Unlike CMYK, A Pantone or spot color is a single color created from a precise mixture of inks. Their color accuracy is superior to CMYK, but can become costly using more than three colors.

# Thank You



LOOKED  
AFTER CHILD

