



IDENTITY & LOGO SYSTEM

Brand Guidelines



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VISION

Our values are built on an ideal that all children deserve a future of their own. We aspire to make breakthroughs for immediate and lasting change for children through learning, opportunities, and support.

KEYWORDS

EMPOWERING

RELATIONSHIPS

COMMUNITY

FOCUSED

FUTURE

CORE ELEMENTS

Logo Variations



Brand Devices



Colour



LOGO DESIGN

Main



Landscape



The default logo is the orange, sand and moss version. When you aren't able to use the multiple coloured version, please refer to another variation. Always use the most appropriate version of the logo when needed. Do not alter the colour combinations.

Logo Colour Variations



HOW TO USE OUR LOGO

When using our logo on an image or background, always consider the position. Ensure that it is placed over a simple, undetailed area without pattern and you must have enough contrast between the logo and the background.

Placement

For print: The logo must be placed either the top-left, bottom right or centered.

Online: The logo will placed in the center or aligned left.

Logo Quality

Do not scale a pixel version or use a low quality version of the logo. Always use the actual size format to avoid pixelation. Wherever possible, use a vector format of the logo such as EPS, PDF or SVG.

Do not try to recreate, trace or redraw the logo design.

An ideal recommend size for the logo design in print would be 1/4 of the page width, but a minimum print size of 16mm width x 11.3mm height for the main logo design. For Online & web, the recommended minimum width size would be 90px.

Clear Space



Print Minimum Size

11.3mm



LOGO MISSUSES

Proportions

x



You should not adjust the scale, skew or proportions of the logo. When adjusting the size, ensure any scale is done proportional to the original size.

Effects

x



Any effects used on the logo design such as drop shadows, beveling, outlines, opacity, or embossing should be avoided.

Wrong Typeface

x



Do not alter the typeface underneath the logo design. Always use the correct branding.

Rotation

✗



Avoid any rotation of the logo design. Zero degree rotation or horizontal placement is required for legibility.

Background

✗



Always consider the background you are placing the logo onto. Always use an appropriate version of the logo. E.g Darker logo on a lighter background.

Position

✗



Never adjust the position of the logo shape and text. It should always be either our square format or landscape, with no alterations.

PARTNER LOGOS

Partnerships

Where Ulterior Horizons is not the lead brand

As a principle, any forms of communication should not feature two brands with equal prominence.

Wherever possible, there should be one lead brand.

PROUDLY SUPPORTING



When another brand or partner would like to show they are supporting us, it must be made clear they are the lead brand and supporting us. Clearly stating, 'Proudly supporting' lockup with logo.

Where Ulterior Horizons
is the lead brand

SUPPORTED BY



When Ulterior Horizons is the lead brand, please follow the visual identity of the brand as well as logo usage guidelines. If there are any partners, make it clear what their role is. For example, 'Funded by...' or 'Supported by...'

Working in partnership

IN PARTNERSHIP WITH



Under circumstances where you need to use the 'In partnership with'. This needs to reflect equal involvement from both brands.

COLOUR

R 79 G 69 B 55
C 57 M 58 Y 71 K 46
#4f4537

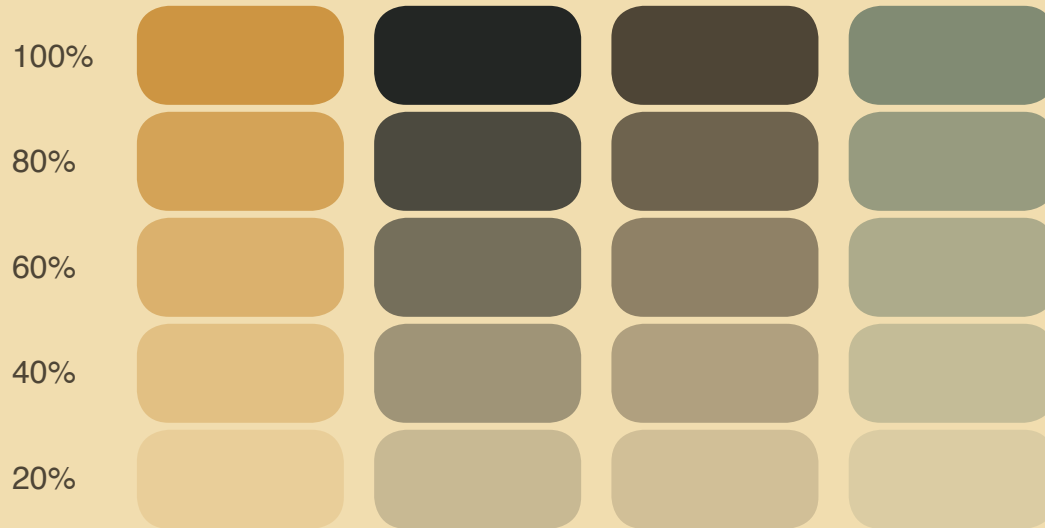
R 37 G 39 B 38
C 72 M 64 Y 65 K 69
#252726

R 241 G 221 B 176
C 5 M 11 Y 34 K 0
#f1ddb0

R 128 G 138 B 115
C 51 M 35 Y 57 K 8
#958c63

R 204 G 148 B 176
C 20 M 43 Y 86 K 2
#cc9444

Please follow our colour guide for accurately to ensure consistency through all out brand material. Tints of our colours are accepted but must be used in conjunction with the main primary colours, and the tints can only be used as devices or backgrounds. The core colours should be constant.



TYPE & FONTS

ITC Avant Garde Gothic LT Bold

ASPIRE

Helvetica

to a better world

Print Typeface & Size

HEADER

ITC Avant Garde Gothic BT Regular 22pt

Sub Header

Helvetica Regular 12pt

Body copy

Helvetica Regular 9pt

Web Typeface & Size

HEADER

Helvetica Bold 32pt (Always uppercase)

SUB HEADER

Helvetica Bold 18pt (Always uppercase)

Body copy

Helvetica,sans-serif 12pt

TYPOGRAPHIC DOS AND DON'TS

To ensure legibility of communications

To understand and provide appropriate material through the company and communications, please follow these rules and apply them where necessary.

A degree of common sense through all uses of type to provide a professional outlook.

Light on Dark



**ULTERIOR
HORIZONS**

ULTERIOR HORIZONS

This would be an acceptable use of the brand colours for text setting. Providing a clear contrast so it's easily legible.

Dark on Light



**ULTERIOR
HORIZONS**

ULTERIOR HORIZONS

An appropriate contrast between the background and text. You can use a secondary colour for the header or sub header optionally.

Orange on Moss

×



Do not use a lighter colour like the brand orange with the moss background. Ensure enough contrast between the text and background.

Moss on Dark

×



Never use the moss brand colour against a darker colour. There is not enough contrast between them.

Dark on Dark

×



Avoid placing dark type onto a dark background, always make sure the text is clearly visible.

IMAGERY

Below you will find examples of usage of imagery in art work. Ensure that all type is legible and has contrast against the background. A general rule is to ensure the image has a similar tone or visual aesthetic as the brand colours.



It is acceptable to use colour correction to match brand ethos and house style. Another element that would be accepted are a grunge brush border or overlay. Fading or lowering the opacity of an image to highlight text or a particular element is acceptable. Do not lower image opacity to lower than 10%.



NEED HELP?

If you don't understand anything explained or outlined in this manual, please contact us immediately.

Under no circumstances should you be creating any form of communication that reflects the brand if you haven't followed the correct guidelines.

For further information, please visit our online website resources.
www.ulteriorhorizons.org/brandmanual

Asset Library files used in this manual are available online.
www.ulteriorhorizons.org/assetlibrary.zip

