EDUCATION SUNDAY

2022: You are not lost

2022 STYLE GUIDE

This style guide should be used by anyone wishing to create documents or presentations for **EDUCATION SUNDAY** during 2022.

For consistency in colour and layout, documents should be created by a graphic designer ideally in Adobe InDesign. Although you can create documents in any package, there will be a disparity in the final product (a diluted image) and this is therefore not advised.

COLOUR PALETTE

Black

#000000
CMYK: 0% 0% 0% 100%
RGB: 0, 0, 0

White

#FFFFFF
CMYK: 0% 0% 0% 0%
RGB: 255, 255, 255

Duck Egg

#D1E3E3
CMYK: 19% 2% 10% 4%
RGB: 209, 227, 227

Ocean

#75c9de
CMYK: 55% 0% 13% 0%
RGB: 117, 201, 222

Aubergine

#542F63
CMYK: 76% 91% 28% 20%
RGB: 84, 47, 99

Hessian

#F2e4d0
CMYK: 6% 11% 21% 0%
RGB: 242, 228, 208

Limeade

#c2d33e
CMYK: 32% 0% 86% 0%
RGB: 194, 211, 62

FONTS

Where possible, stick to the approved font families.

FRUTIGER 55 AND 65 – regular and bold

1234567890-=
qwertyuiop[]asdfghjkl;'\`zxcvbnm,./
QWERTYUIOP[]ASDFGHJKL;'\`ZXCVBNM,./

Use Frutiger 65 with caps for the main heading, followed by Frutiger 55 for all subsequent headings. Use lower-case sparingly.

FRUTIGER 47 – light condensed

1234567890-=
qwertyuiop[]asdfghjkl;'\`zxcvbnm,./
QWERTYUIOP[]ASDFGHJKL;'\`ZXCVBNM,./

Use Frutiger 47 in tables when there is a lot of text to fit into a table cell.

FRUTIGER 77 – black condensed

1234567890-=
qwertyuiop[]asdfghjkl;'\`zxcvbnm,./
QWERTYUIOP[]ASDFGHJKL;'\`ZXCVBNM,./

Use Frutiger 77 to highlight individual words in a paragraph. Do not use for full paragraph.

BEMBO FAMILY

1234567890-=
qwertyuiop[]asdfghjkl;'\`zxcvbnm,./
QWERTYUIOP[]ASDFGHJKL;'\`ZXCVBNM,./

Use Bembo for all body copy text. Use regular, *italic*, **bold** and ***bold italic*** as appropiate.

PLEASE AVOID THE FONTS USED IN THE EDUCATION SUNDAY LOGO.

FONT SIZES

This is a guide to the size and spacing for fonts used in documents.

MAIN HEADING

Frutiger 65 – 24pt, 26pt leading, all caps, 7mm space after paragraphs

Align – left

Colour – Aubergine

HEADINGS

Frutiger 55 – 13pt, 13pt leading, all caps, 3mm space after paragraphs

Align – left

Colour – Black or Limeade

SIDE HEADINGS (VERTICAL)

Frutiger 55 – 12pt, all caps

Align – right

Colour – White on a contrasting background

BODY COPY

Bembo – 12pt, 13pt leading, u/l case, (min) 1.3mm space after paragraphs

Align – left

Bullets – indent 6.35mm, first line -6.35mm

Colour – Black

LOGOS

Use a coloured logo if the document is going to be reproduced in colour, and the b/w logo if the document is to be printed in b/w. In most cases, a colour logo will be acceptable and print succefully in b/w.

Please note, this logo in its current colour and format is only for use in 2022.

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Full colour CMYK for print and RGB for Powerpoint. Always place this logo top left unless there is no other content on the page, otherwise place centred.

ES Logo CMYK 2022.pdf / ES Logo RGB 2022.pdf / ES Logo 2022.png

EDUCATION SUNDAY

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Black and White version.

ES Logo B&W 2022.pdf

This watermark can be used on selected pages in a document.

Place it behind text but avoid putting images on top.

ES Watermark 2022.pdf

Figues can be used on continuation sheets or on the bottom right of a page to balance logo.

ES Figures CMYK 2022.pdf

STYLE GUIDE 2022