

2018 STYLE GUIDE

This style guide should be used by anyone wishing to create documents or presentations for **EDUCATION SUNDAY** during 2018.

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

Red 2018
#dd5b48
CMYK: 8% 75% 70% 1%
RGB: 221, 91, 72

Green 2018
#43b39d
CMYK: 69% 3% 47% 0%
RGB: 67, 179, 157

Yellow 2018
#f0c94b
CMYK: 8% 20% 78% 0%
RGB: 240, 201, 75

Orange 2018
#e47c3e
CMYK: 7% 60% 79% 1%
RGB: 228, 124, 62

Grey
#323232
CMYK: 0% 0% 0% 80%
RGB: 51, 51, 51

Teal 2018
#334d5c
CMYK: 81% 56% 43% 37%
RGB: 51, 77, 92



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 appropriate.

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 – Red

HEADINGS

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

Align – left

Colour – Black

SIDE HEADINGS (VERTICAL)

Frutiger 55 – 12pt, all caps

Align – right

Colour – **White** on a black 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 successfully in b/w.

Please note, this logo in its current colour and format is only for use in 2018.



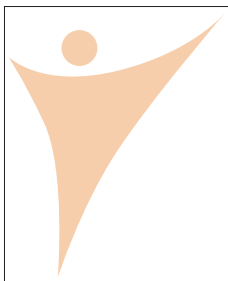
Full colour CMYK for print and RGB for Powerpoint. Always place this logo top left unless there is no other content on the page, otherwise place centred.

[ES Logo cmyk 2018.pdf](#) / [ES Logo rgb 2018.pdf](#) /
[ES-Logo300 2018.png](#) / [ES-Logo700 2018.png](#) / [ES-Logo1000 2018.png](#)



Black and White version.

[ES Logo bw 2018.pdf](#)



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

Place it behind text but avoid putting images on top.

[ES_Watermark_2018.pdf](#)



This reversed-out logo is used on a black background with white lettering, ideal for use in Powerpoint, centred on the screen.

[ES Logo rev 2018.pdf](#)



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

[ES Figures cmyk 2018.pdf](#)



STYLE GUIDE 2018

