# BRAND GUIDELINES

**Business Name:** Keeping Digital CIC

# CONTENTS

# ABOUT OUR BRAND GUIDELINES

The  brand guidelines  document is an in-depth guide on how to successfully use our brand identity and assets. This can be used by yourself, other designers, web developers and fellow volunteers and employees. Following this brand guideline will allow for  consistency  across all marketing materials. It includes things like logo usage, typography hierarchy, do's & don'ts, colour palette and more!

# ABOUT OUR BRAND

The Keeping Digital Foundation is North Yorkshire's leading digital inclusivity charitable organisation, running a range of vital and trusted services across the region. Keeping Digital Foundation are consumer champions and stand up for local residents in calling for the digital divide to be bridged. The Keeping Digital Foundation works to inspire the next generation of STEM experts, ensures every resident has the opportunity and skills to get digital, and understands the need for face-to-face services.

Trustworthy

Fun

Friendly

Confident

Honest

Helpful

**My** **Keeping Digital**
**Foundation**

# LOGOS & CLEAR SPACE

Our logo is a key part of our brand's identity, with many local residents trusting the organisation behind our green text.

It's important that our logo is also responsive and can be used in a variety of different spaces. That's why variations of our logo have been designed.



Keeping Digital
**Foundation**

# PRIMARY LOGO

The primary logo is the main voice and signature of our brand. This should be used most frequently when space allows for it. Our logo consists of customised typography. This should be used on elements like websites, footers, stationery, signage etc.

## Breakdown:

Making use of our KDF Green colour, our text highlights the word foundation to show our charitable roots. Green resonates fresh and positive feelings for our clients.

**Keeping Digital Foundation**

## Clear Space:

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of 65px as shown to the right.

**Keeping Digital Foundation**

# SECONDARY LOGO

The secondary logo or known as the 'alternative logo' uses components from our main logo but in a variation. This is to be used when the primary logo doesn't fit in the required space. It can be used on websites, printed materials and larger elements.

## Breakdown:

Similar to that of our primary logo, the word Foundation is slightly larger to highlight our charitable roots, but instead takes a one-colour approach.

## Clear Space:

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of 65px as shown to the right.

# Keeping Digital Foundation

# Keeping Digital Foundation

# ALT LOGO

The Alt Logo is another variation of our logo with another layout giving you versatility when using your branding. This is to be used when your other variations don't fit in the required space.  Use this on social media, printed materials and where space allows for it.

## Breakdown:

For designs where space is tight, we can use this text based logo to also display our website address at the same time. Instead, we highlight Keeping Digital as our brand name using KDF Green.

## Clear Space:

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of 65px as shown to the right.

# KEEPINGDIGITAL
# .ORG.UK

# KEEPINGDIGITAL
# .ORG.UK

# LOGO MARK

Logo Marks are a simplified version of your main logo. This consists of an icon. This can be used in confined spaces like social media profile pictures, stamps, favicon etc. It's best to use this when your other variations simply won't fit.

## Breakdown:

Using our best known character which includes the KDF Green colour, we use this character where the words 'Keeping Digital Foundation' are not needed (for example our social media accounts)



## Clear Space:

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of 65px as shown to the right.



**KEEPINGDIGITAL .ORG.UK**

# REVERSE COLOURS

Making sure you use the logos correctly with the right brand colours is crucial.

Follow these next rules to ensure you're following the correct colour combinations.

Any misuse may result in poor readability, too much contrast and inconsistency.
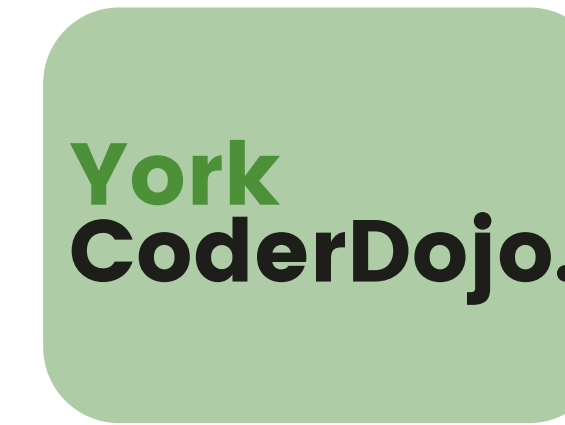
## Keeping Digital Foundation

**Green Background:**
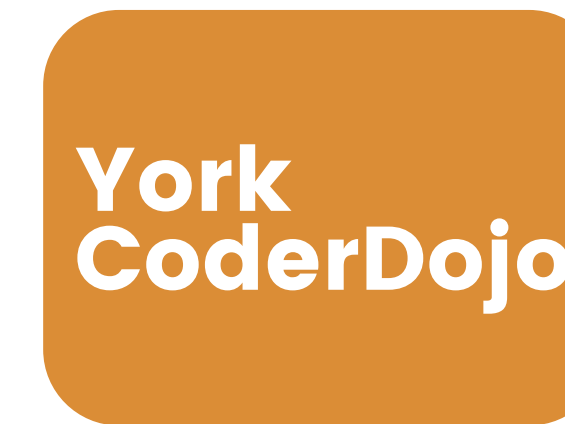
When you use a bold green background use White

**Green Background:**

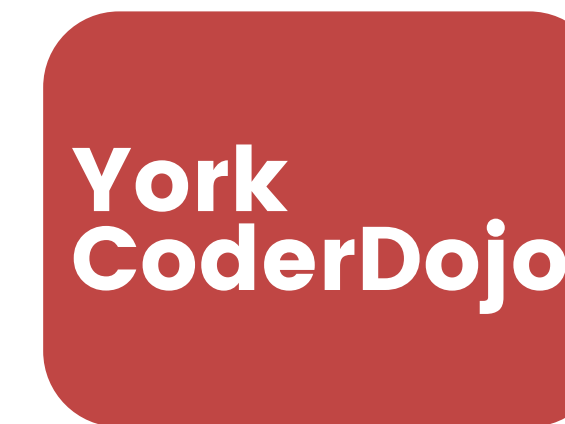When you use an avocado green background use Black & Bold Green

**Yellow Background:**

When you use a yellow background use White

**Red Background:**

When you use a red background use White

**White Background:**

When you use a white background use all of your brand colours

Keeping Digital Foundation

Gwiddle

York CoderDojo.

# INCORRECT USAGE

Our logo should  not be altered  in any way, including extending, condensing, outlining, adding strokes or drop shadows.

The examples present  incorrect usage  and alterations of administrative logotypes.

Make sure you leave the logo's as they are and do  not break  the rules.



Keeping Digital Foundation

Looks bad, right?

**Keeping Digital Foundation**

Don't skew and stretch the logo.

**Keeping Digital Foundation**

Don't change the colour to something outside of our brand colours.

**Keeping Digital Foundation**

Don't change the layout and arrangement of our logo.

**Keeping Digital Foundation**

Don't add a stroke to our logo.

**Keeping Digital Foundation**

Don't tweak individual letters.
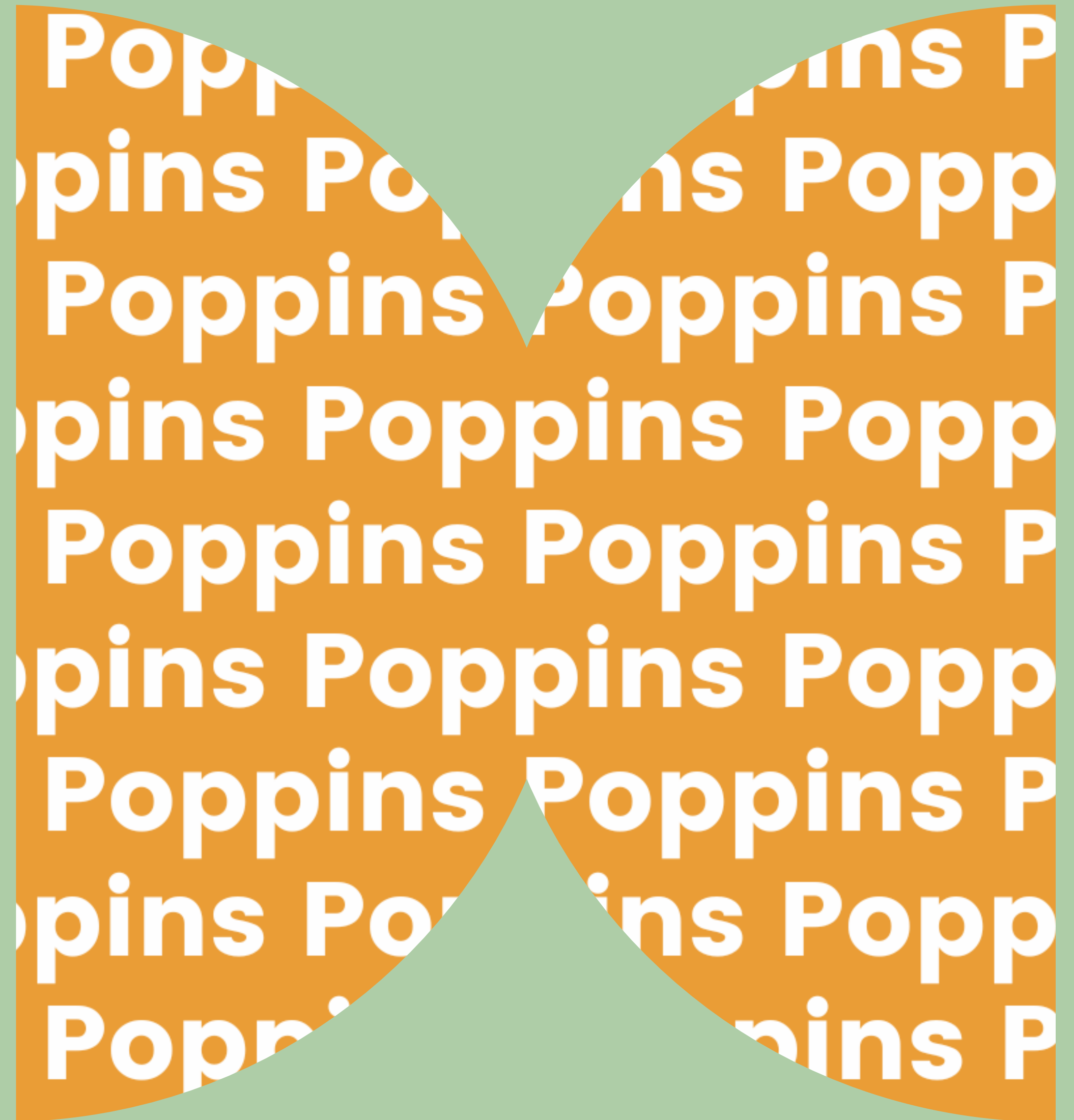
**Keeping Digital Foundation**

Don't add any graphic assets into or behind the logo.

# FONTS

Using a set of consistent fonts for our organisation is going to be crucial because it sets the tone.

Our fonts have been chosen to create a strong brand identity.

Using consistent typography across our brand will make us become more recognisable and memorable.

Poppins Poppins P
pins Poppins Popp
Poppins Poppins P
pins Poppins Popp
Poppins Poppins P
pins Poppins Popp
Poppins Poppins P
pins Poppins Popp

## PRIMARY FONT

### POPPINS BOLD

The primary font is our default typeface & should be used within headers & titles.

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

## SECONDARY FONT

### POPPINS SEMI-BOLD

The secondary font compliments our primary font. This will be used on subheadings.

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

## SUPPORTING FONT

### POPPINS

Our supporting font fits nicely with both the primary and secondary font. This should be used within body copy.

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

**Keeping Digital**
**Foundation**



# HEADING GOES HERE

Bold, large and easy to read. Headings grab our client's attentions.

## SUBHEADING HERE

Whilst being less important than our headings, our subheadings remain bolder than text to attract attention.

Body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here. Body copy goes here.

Poppins is an easy to read text and has a professional feel for our clients.

**SIGN UP**

For anything actional by the client, we recommend using Bold text.

# COLOUR PALETTE

Our distinct and complimentary colour palette is an important part of building brand recognition.

Our colour palette will be used across our socials, stationery, website and so much more. On the next page is the chosen colour palette and why it's been chosen for our organisation.
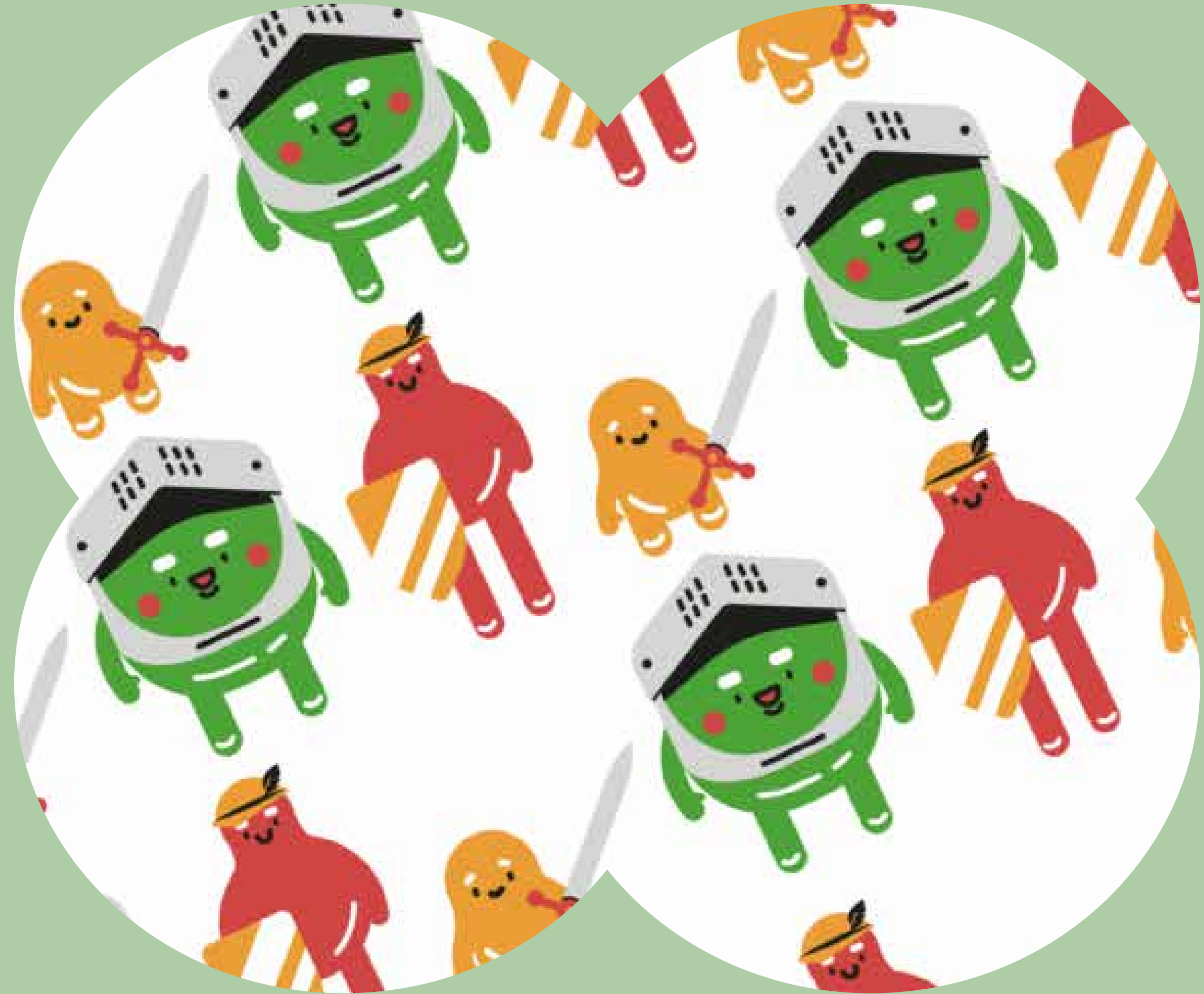
## CMYK:

Stands for 'Cyan, Magenta, Yellow & Key' colours. They are the colours used in printed materials.

## RGB:

Stands for Red, Green & Blue colours. This is used on-screen and for web design.

## HEX Code:

This colour code is used on-screen and for web design.

## Primary Colour:

These colours should be the most dominating colour and take up around 60% of the design space.

## Secondary Colour:

These should use half as much as the primary colour (30%).

## Accent Colour:

These are added colours make a statement within the design and should use up around 10% of the design space.

### KDF GREEN — Primary Colour

| | |
|---|---|
| CMYK | C: 0.53  M: 0.00  Y: 0.66  K: 0.37 |
| RGB | R: 76  G: 161  B: 55 |
| HEX | #4CA137 |

### AVOCADO — Secondary Colour

| | |
|---|---|
| CMYK | C: 0.14  M: 0.00  Y: 0.17  K: 0.13 |
| RGB | R: 190  G: 221  B: 183 |
| HEX | #BEDDB7 |

### KDF JOY — Secondary Colour

| | |
|---|---|
| CMYK | C: 0.00  M: 0.33  Y: 0.77  K: 0.08 |
| RGB | R: 235  G: 157  B: 54 |
| HEX | #ED9D36 |

### KDF CURIOSITY — Secondary Colour

| | |
|---|---|
| CMYK | C: 0.00  M: 0.66  Y: 0.67  K: 0.18 |
| RGB | R: 208  G: 70  B: 68 |
| HEX | #D04644 |

### KDF PALE GREEN — Accent Colour

| | |
|---|---|
| CMYK | C: 0.05  M: 0.00  Y: 0.07  K: 0.05 |
| RGB | R: 228  G: 241  B: 224 |
| HEX | #E4F1E0 |

# ILLUSTRATIONS

Illustrations & patterns are an exciting element to our brand. This is where we can bring in our  brand personality  and create a memorable brand experience.

It's also an effective way to build brand  recognition  that carries through our organisations' physical  presence,  at every touch point, and helps us maintain cohesive branding.
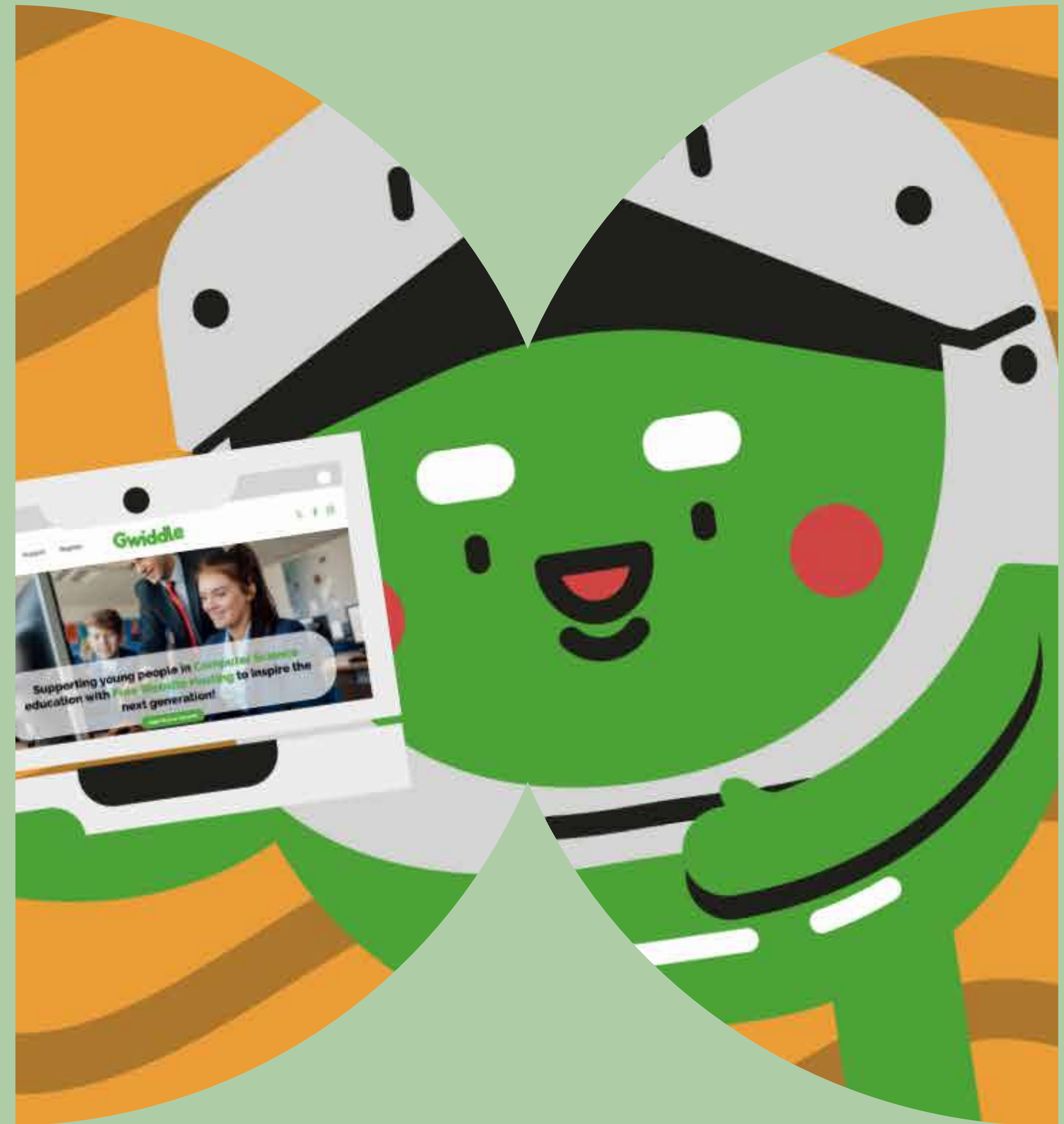
## About:

Designed by the creative agency Buttercrumble, our characters work with the Keeping Digital Foundation brand to inspire. Using gender-neutral characters allows them to relate to a wide range of audiences, with our Yellow character representing Joy and our Red character representing Curiosity.

## Usage:

Illustrations can be used on there own or as a pattern swatch. This is to be used on websites, stationery, packaging, printed materials, social posts etc.

# SOCIAL MEDIA

Seeing our Instagram feed with the official branding can really help visualise the possibilities of what we can do with our brand.

This also allows us to visually see how the branding elements like colour palettes, fonts, photography etc. should be used alongside one another.
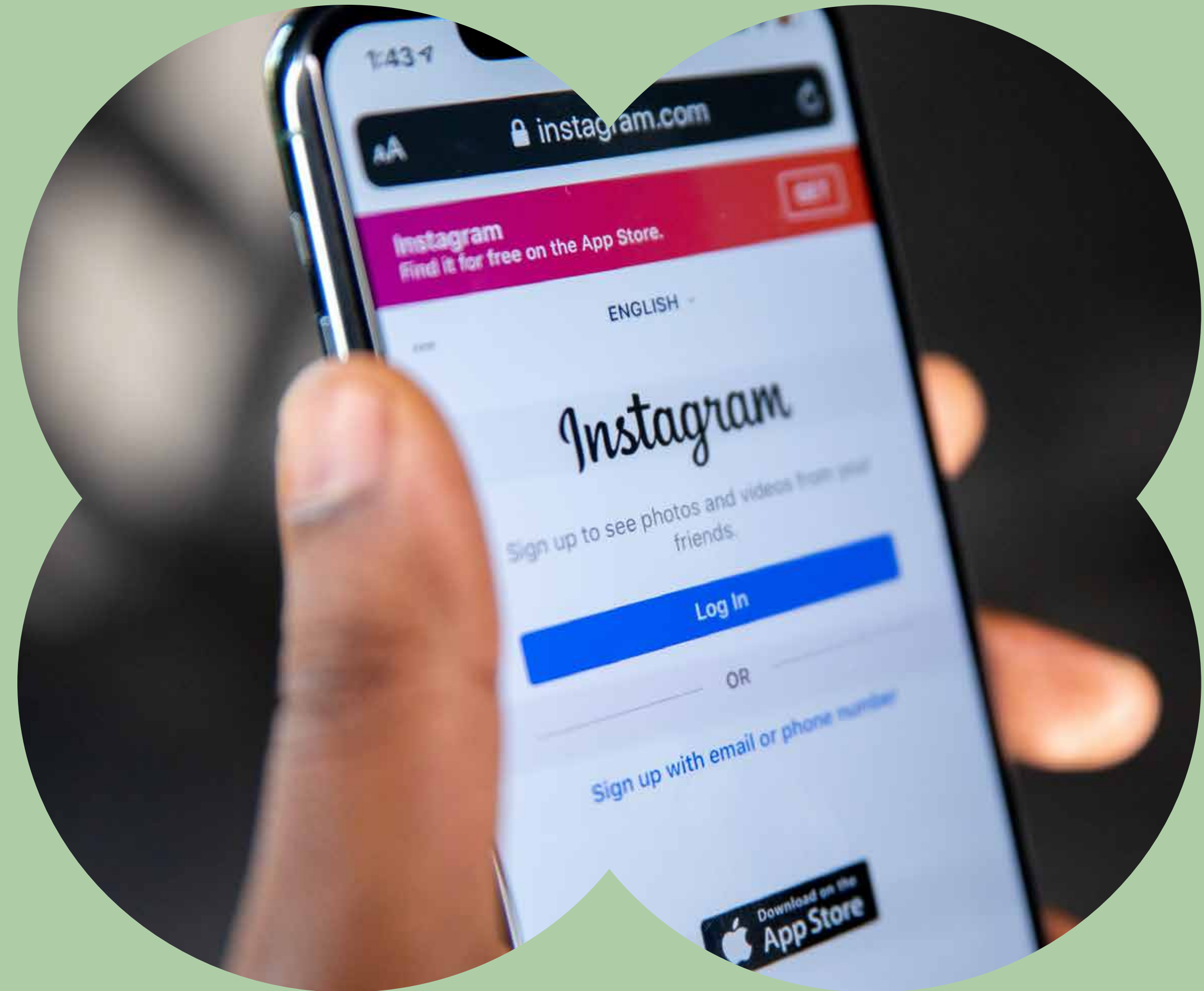
# RULES

Never repeat the same colours, always use other brand colours inbetween posts.

Use our font pairings within our posts. Do not use random fonts as this will create inconsistency.

Do not use random colours. Stick to our brand colours.

Keeping things visually consistent is important, make sure your Instagram highlights, stories & posts use our branding (colour & fonts).
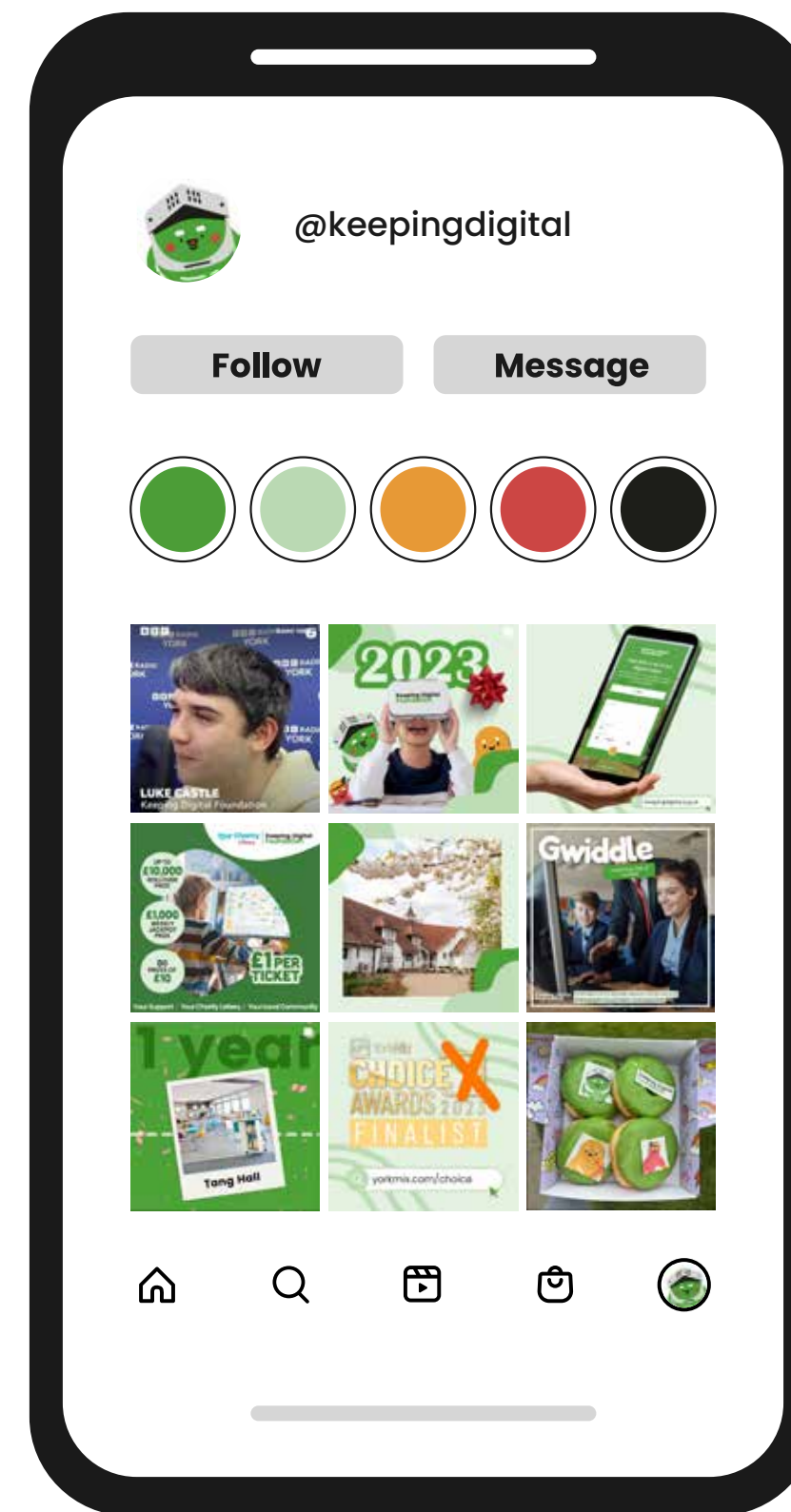
# BRAND IN ACTION

Mockups do a great job of showing our brand in action so you can see examples of how our branding should be used in the future.

Seeing our brand in action allows you to see how our fonts, logo, placement & colour palette are used and the rules they follow.
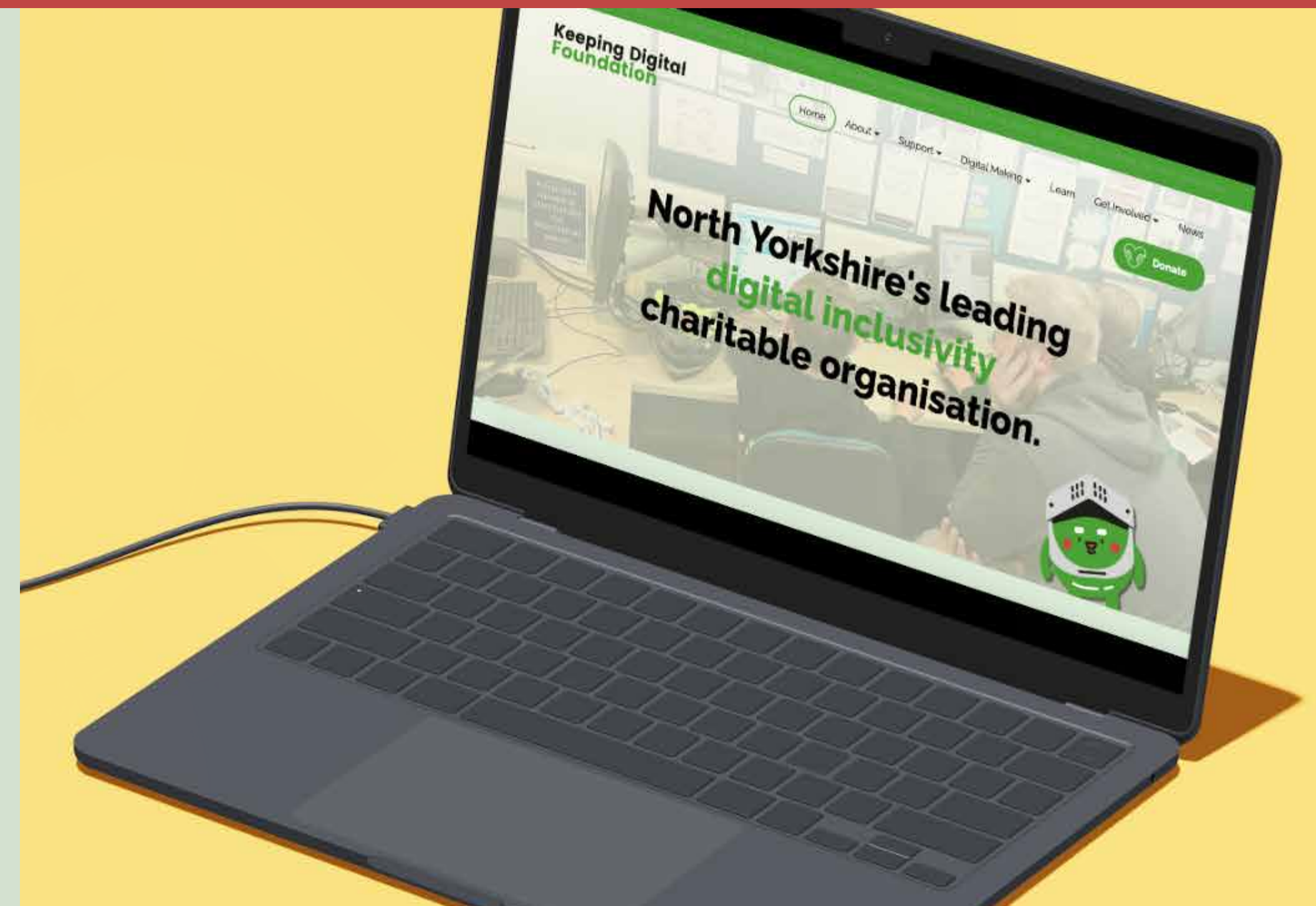
York
MakerFest

Harrogate
Pi Jam.

YORKSHIRE
AND
PROUD

# KEEP ME SAFE

(and always refer back to this guide)

**Keeping Digital**
**Foundation**