



SHONA
The Survival Kit for Girls

Our Brand Guidelines

Logo

The Shona logo consists of a symbol and logotype set within specific proportions and relationships. The logo should never be altered or recreated in any way by either manual or electronic methods.

Do not change the positioning or relative size of the symbol and typography in any way.

Do not squash, stretch, skew or distort the logo in any way.

Do not apply skeumorphic 3D effects such as bevels, drop shadows etc.

Always use the correct digital version of the logo to ensure optimum reproduction. (for example, low-resolution PNG files should only be used for screen graphics. Use Ai/EPS/PDF vector files for print).



Examples of UNNACCEPTABLE use of logo

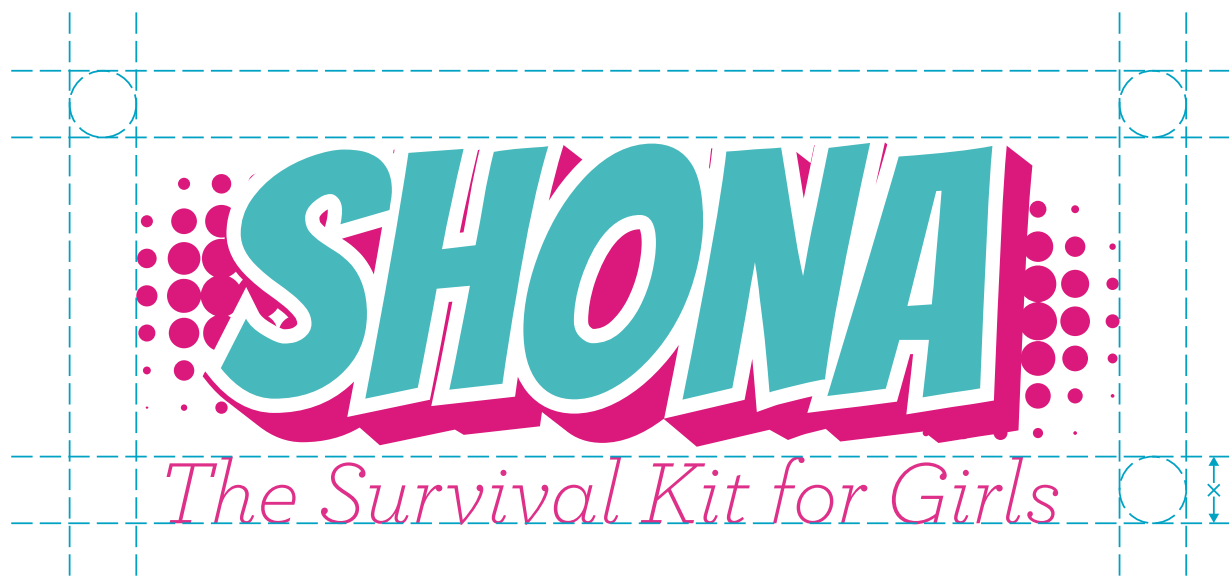


Logo exclusion area and minimum size

The logo should always be placed with sufficient clear space (or 'quiet zone') around it. This zone is the equivalent of the height of the tagline of the main typographic element of the logo.

The logo should not be reproduced at a size of below 25mm in width.

Important: The rules regarding stretching or squashing still apply. The logo must **NEVER** be squashed, stretched, skewed or scaled disproportionately.



Colour Palette

It is essential that our colours are used accurately and consistently whenever our logo is reproduced.

Please ensure that colour values shown are used whenever creating graphics using the Shona branding.

Tints of the colours can be used to create soft backgrounds, but care should be taken to ensure legibility and accessibility at all times, especially in digital applications.

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Primary Palette



Magenta

CMYK: C=0 M=100 Y=0 K=0
RGB: R=236 G=0 B=140
Hex: #EC008C



Tint: 10%



Deep Cyan

CMYK: C=68 M=0 Y=29 K=0
RGB: R=55 G=191 B=193
Hex: #37BFC1



Tint: 10%

Secondary Palette



Plum

CMYK: C=38 M=87 Y=2 K=0
RGB: R=165 G=70 B=151
Hex: #A54697



Tint: 10%



Jasmine

CMYK: C=2 M=20 Y=62 K=0
RGB: R=249 G=205 B=120
Hex: #F9CD78



Tint: 10%

Colour Options

The Shona logo is designed to facilitate single colour options if needed.

Ideally, a single colour would be picked from the Shona brand palette. However, if none of these colours are available, a single alternative colour is acceptable.

Do not create remixes of the logo using 2 or more alternative colours

Acceptable



Unacceptable



Background Colours

If using the logo on a colour background, the correct version to ensure sufficient contrast.

The use of busy, cluttered backgrounds that detract from the logo's legibility are forbidden.

Acceptable



Unacceptable



Our Fonts

Our typeface is Poppins. <https://fonts.google.com/specimen/Poppins>

Dos & Don'ts

Use weights, styles, spacing and accent colours to create typographic interest.

Use OPTICAL kerning and manually adjust and correct kerning for large headlines etc. (> 30pt).

Use baseline grids and set the text with generous leading and margins to create a sense of cleanliness and organisation

Don't stretch, squash skew or apply 3D skeumorphic effects to the type (apply the same rules as the logo in the regard)

Don't cramp text layouts, use baseline and layout grids to establish order, hierarchy and rhythm.

Don't force justify in narrow columns, wraps etc. where to do so would create rivers, widows and orphans.

Poppins **bold**

Heading

Subheading

Poppins **light**

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Poppins **light italic**

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Images

The Shona brand identity is inspired by the pop art movement, which has been evolved to create a unique yet evocative visual palette.

The Shona brand Identity uses a mixture of photographic images, accented with pop-art inspired graphics. When selecting stock images, look for dynamic poses, quirky expressions etc.

These images should be accented with distinctive rounded-edge picture boxes, bright backgrounds and halftone shadow effects. Please refer to examples here.

NB: Naturally, much of the Shona Project's work involves people under the age of 18, so extreme caution should be taken to ensure that any photographic used in compliant with current privacy regulations.





The Survival Kit for Girls

Need Help?

Please contact The Shona Project if you need help, support or new assets for your project: info@shona.ie

 The logos and graphics used in this guide are available at brand.shona.ie