Child Dynamix

Communities where children
& young people **thrive**!

Corporate Branding
guidelines and logos

logo elements

The new Child Dynamix identity consists of 3 elements:

a) Child Dynamix wording

b) the logo device (people)

c) strapline

a) The Child Dynamix wording is an adapted version of one of the existing Child Dynamix typefaces. This has been changed to tie in with the graphic.

Please note that 'Dynamix' should never be 'straightened'!

b) The logo device shows a group of people of all ages: this could be a mixed group of children or children and adults caring for them.

This may be used in its own right, as a graphic device, ideally in this relationship

c) The strapline should be used as part of the logo when used on official documents etc. It is always to be used in this set relationship.

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& young people **thrive**!

logo options

Full colours on white
with strapline

Two colours on white
with strapline

Full colours on white
no strapline

Two colours on white
no strapline

Full colours on colour
with strapline

Two colours on colour
with strapline

Full colours on colour
no strapline

Two colours on colour
no strapline

Preferred background colour is green (when not on white).   When a two colour is needed, the two blues should be used.

exclusion zones

The position of the elements within the branding should always be consistent, and are dictated by an exclusion zone (approximately) of the height/width of the 'C' in the Child wording. This extends right around the logo. No other elements should appear within the zone.

This will keep the Child Dynamix logo clean and fresh.

minimum size

Normally this is governed by legibility, but 40mm total width is suggested (for the full logo). If no strapline, then this can be reduced to 25mm.

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40mm

25mm

corporate colours

There are now seven main colours for Child Dynamix, with the addition of the purple.

The name uses both of the blues.

The specification for each colour shows colour make up in:

a) four colours (cyan/magenta/yellow and black)

b) RGB/PC/screen colours (Red/Green/Blue

c) Approximate Pantone colours

Grass/Green
50/0/100/0
152/192/0
Pantone 376

Sky/Cyan
100/0/0/0
0/166/235
Pantone Process Cyan

Blue
92.16/59.5/14.12/1.18
15/100/159
Pantone 647

Purple
50/100/0/0
148/0/132
Pantone 248

Magenta
0/100/0/0
223/33/139
Pantone 226

Orange
0/50/100/0
242/142/0
Pantone 021

Grey
0/0/0/43
167/167/171
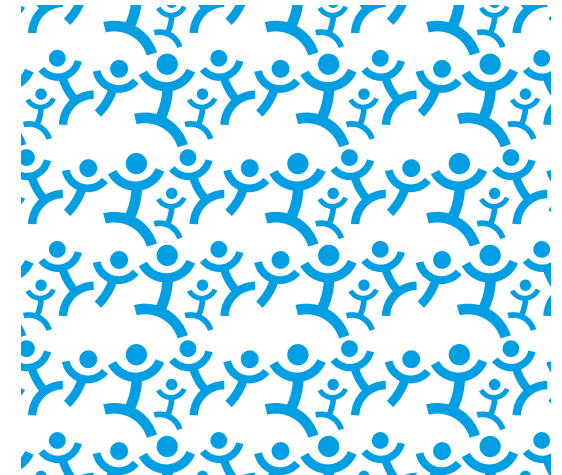Pantone Cool Grey 8

pattern elements

The logo device (people) can be used separately.
This basic group can be repeated, using the colours or combinations of colours.
Note that the figures should not be rotated!

Existing shapes/blocks can also be used, using the updated colours.

Family Support

typefaces

For MAIN headlines, Minya Nouvelle Bold is recommended.

Open Sans is to be used wherever possible as a main body text Generally, the font/typeface for general use is Open Sans Light or Regular.

Tracking (the spacing between letters) for headlines should be standard (eg 0 is suggested).

The italic font may be used where appropriate (eg for emphasis).

The preferred colour for headlines is cyan/sky blue, but other colours from the range may be used.

Open Sans
this typeface: Extrabold
this typeface: bold
this typeface: semibold
this typeface: regular
this typeface: light

Minya Nouvelle Regular
this typeface: Bold

General text: light: 0 tracking
Nulla dui purus, eleifend vel, consequat non, dictum porta, nulla. Duis ante mi, laoreet ut, commodo eleifend, cursus nec, lorem. Aenean eu est. Etiam imperdiet turpis.

General text: Regular: 0 tracking
Nulla dui purus, eleifend vel, consequat non, dictum porta, nulla. Duis ante mi, laoreet ut, commodo eleifend, cursus nec, lorem. Aenean eu est. Etiam imperdiet turpis.