

A photograph showing a group of people in a support setting. A woman with blonde hair is being embraced from behind by another woman. In the foreground, the back of an older woman's head and shoulders is visible, wearing a white polka-dot top. The background is slightly blurred, showing other people and a brick wall.

Brand Guidelines

Design Guidelines for
Addiction Family Support
Brand Partners

Logo Usage

When using the Addiction Family Support logo, kindly adhere to the following guidelines:

No Alterations

Our logo must not be altered, stretched, condensed, or modified in any way. It should remain in its original form.

Display in Full

The entire logo, including all elements, must be displayed. No part of the logo should be omitted.

Background

We prefer our AFS logo to be displayed on a white background to maintain its integrity and visibility. However, if partners wish to display it on a dark background, a white version can be provided.

Minimum Size and Spacing

To ensure legibility, the logo should be at least five centimetres wide and have at least one centimetre of clear space surrounding it.

Example of the minimum size and spacing:



Typography

Addiction Family Support uses consistent typography across all branded materials to maintain a cohesive and recognisable identity.

Primary Font

Quicksand

Usage

Quicksand is the primary font used for all branded materials, including the website, flyers, roll-up banners, business cards, and other promotional materials.

Sizes

- Heading 1: 30px bold
- Heading 2: 24px bold
- Heading 3: 16px bold
- Heading 4: 11px bold
- Body Text: 11px

Linespacing

Single, before 2 pt and after 2 pt



Colour Palette

Addiction Family Support maintains a distinct and cohesive colour palette to reinforce the brand identity across all communications.



Primary Colour: Dark Blue

- Hex code: #33415b
- This deep blue hue is the primary colour, reflecting stability, trust, and professionalism. It is predominantly used for branding elements such as icons, headers and backgrounds.



Secondary Colour: Green

- Hex code: #5ab574
- This vibrant green shade complements the primary dark blue, adding a touch of freshness and positivity. It is used strategically to highlight key information, call-to-action buttons, or important elements within communications.



Third Colour: Grey

- Hex code: #9f9e9d
- This soft grey tone provides balance and versatility to the colour palette. It is used for secondary elements, backgrounds, or as a supporting colour where a lighter, more subdued tone is needed.

Background Colour: White

- Hex code: #ffffff
- White backgrounds are the standard for all communications, ensuring clarity, readability, and a clean aesthetic.

Text Colour: Black

- Hex code: #232323
- Black text is used consistently across all materials to ensure readability and contrast against the background colours.



Imagery and Photography

Addiction Family Support believes in the power of visual storytelling to convey our mission. Our imagery and photography guidelines ensure that our visual content remains sensitive, authentic and impactful.

Preference for Lifestyle Images

- We prioritise using photography to depict genuine moments of support and connection within families and communities.
- In cases where suitable photography is unavailable, illustrations are used and modified to align with our brand colours for consistency.

Privacy Considerations

- We always offer clients the option to have stock imagery next to their case study or testimonial to respect their privacy.
- We will only use photos of clients if we have their written consent.

Avoiding Stereotypes

- We strive to avoid stereotypes, ensuring our stock images portray genuine and relatable scenarios.
- Stock images are carefully selected to represent the diverse experiences of our clients.

Avoiding Artificial Images

- We aim to steer clear of stock images that appear staged or artificial.

Diversity and Inclusivity

- Our imagery reflects the diversity of our clients, encompassing various backgrounds, ages, and ethnicities.



Get in Touch

We hope you'll find these guidelines inspiring, clear and easy to use. But if you need any further help or information on any aspect of our design, please contact our Marketing & Communications Manager:

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