



Style Guidelines
August 2009

V1.0



NB
To download style
resource pack including fonts,
colours and logos please visit:
downloads.1010uk.org/style.zip

Who is this for?

This guideline is designed for groups, companies or individuals who want to use the 10:10 logo or branding on their website, print or multimedia artwork.

What is the 10:10 'style'?

Although the project is very much in its infancy and the brand has had little chance to evolve in to an established product, it is still very important to the success of the campaign that a level of consistency and quality is maintained by anyone who wishes to use 10:10 in their media.

No doubt the style will have a life of its own as certain aspects of it are proven more or less successful, but very simple rules can still be adhered to such as colours, typography and logos.



People

C0 M92 Y0 K0
HEX #F83195



Business

C73 M26 Y5 K0
HEX #3399CC



Organisations

C0 M75 Y85 K0
HEX #F26739



Education

C44 M0 Y79 K0
HEX #99CC66



Tag/Text

C67 M58 Y69 K58
HEX #35372F



White

C0 M0 Y0 K0
HEX #FFFFFF

NB

The 4 strand colours should **only** be used when making a reference to a strand ie [Business](#).

The core colours should not be used just to liven up a page

3 Golden Rules

With thousands of groups likely to be using the brand in the coming year, it is understandable that people may not have much time to read the finer points of a graphic guideline, so here are the 3 most important things to bear in mind when using 10:10 branding.

1. Colour

10:10 only uses 6 core colours. As each person, school or business that signs-up needs to identify with a particular strand of the the project, the 4 strand colours are are extremely important to adhere to.

10:10 doesn't use black. Black kills the other strand colours and although striking, looks very industrial. The 10:10 'black' is actually a dark brown which is friendlier.

If the logo or type is set on a photograph, white should then be used.

NB
Download font pack at:
downloads.1010uk.org/fonts.zip

2. Fonts

Perhaps the simplest way to mark something out as connected to 10:10 is to use the right font in the right situation. There are only four different typefaces we use and they are all included with this guideline.

Proxima Nova Light

Used in most print and design for body text.
Also used in logos and badges as strand text.

Proxima Nova Regular

Used in most print and design for headers.

Proxima Nova Semibold

Used for urls in written body text

GENESIS

Used mainly on the website, only for headers. Always in uppercase.



This is a document header
This is document body text
and so is this.

THIS IS A WEB HEADER

This is web body text written in **Lucida Grande** for Mac or **Lucida Sans** on Windows. We use a different font for the internet because browsers will only support certain fonts.

Please don't attempt to turn the logo/tag typeface into a font. This will only dilute the impact of the logo.

NOTCOOL



3. Logo/Tag

The logo will only become iconic if it is used creatively. However, certain aspects of the logo should never be changed as they detract from its identity rather than adding to it.

The tag, which will be worn in a number of ways, has been forged out of airplane scrap and so has a tangible form that can't be warped. The fun is finding new ways to display your tag, not destroy or dismantle it. The logo should be treated with the same consideration.



15mm

The logo will be distinguishable at 15mm wide, please ensure the logo is no smaller than this. There is no maximum size restriction.

Download logo pack at:
downloads.1010uk.org/logos.zip

x



Don't stretch or distort the logo

x



Don't add drop shadows

x



Don't add any other fancy effects

x



Don't rotate the logo

x



Don't put the logo in a box

NB

The logo should always be displayed in the clearest and boldest position. The brand is still in its infancy so we are pushing this icon as much as possible.



Logo padding



The logo mustn't blend in with the background.

White on dark backgrounds.
'Black' on light backgrounds.

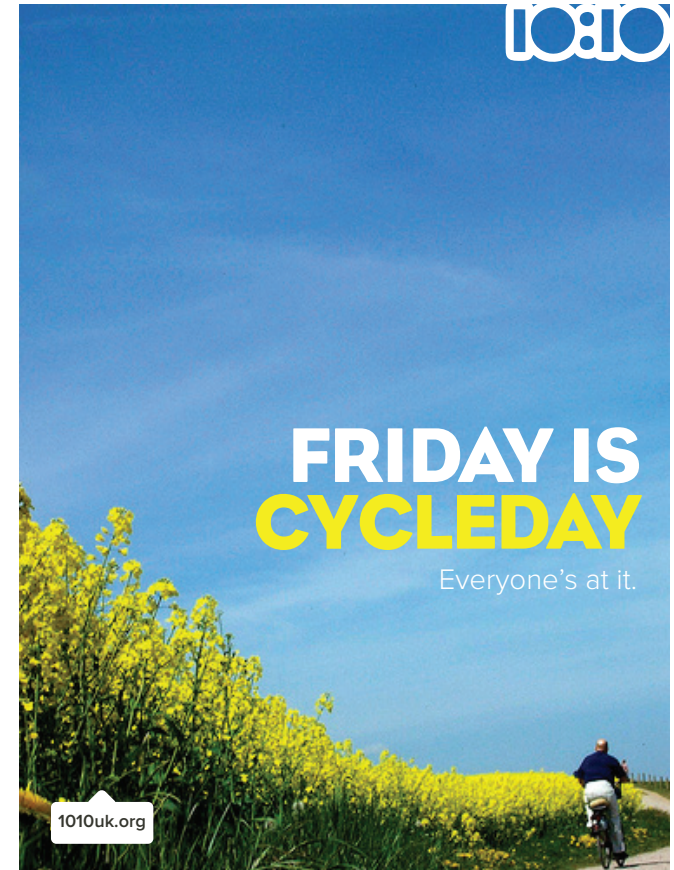


The tag's outline is a solid piece of metal and therefore its graphical representation should never be filled-in.



The logo shouldn't be cramped with other content or the canvas edges.

Please see padding guide on opposite page.



a  Library

a  Hospital

a  Family

a  Company

The 10:10 'badge'

If you are a large site running lots of content on 10:10 you will probably want our 10:10 sign-up widget on your site, and the 10:10 logo somewhere prominently where your visitors can always see it.

For smaller businesses, groups, and individuals, we have many 'badges' that can simply be copied and pasted in to your site to show off your 10:10 credentials.

It also provides a quick way for your users to link through to our site to sign-up.

Please make your own badge at:
1010uk.org/badges



NB
Mock poster

'Everyone's at it' is not the confirmed slogan, please don't use.

Logo placement with partners

10:10 centres around a year-long national effort. Because of this, the connection with the project should be viewed as different to that of a traditional partnership which may be indefinite.

Using the 10:10 logo prominently and clearly on your media is the best way to show your customers or visitors that you are committed or playing a big part in the effort. The logo should not be sidelined in to the small print where the viewer is unlikely to see it.

In this example, the 10:10 logo is given the same, if not more prominence as the TfL logo, on this mock TfL poster. This gives 10:10 and the partner an equal footing letting the viewer understand immediately how important the commitment is viewed by you, the organisation.

The addition of the project tagline (TBC) also further cements this.

the guardian



An exception to the rule

Although the first golden rule was only use the 10:10 core colours with the logo. We also appreciate that factors such as 1 colour printing mean you may need to reproduce the logo in another colour. If this is the case, then please make it the core colour of your own organisation's logo.

Any major partners should use this colour rule as it further binds 10:10 in with your own branding. This will be important for your readers, customers or members as 10:10 should feel like something your company is doing, not something that is imposed on you by an outside agency.

The 10:10 tag should ideally be placed beside your own logo and have the same height.

A thin hairline can be used to separate the two logos.

Common questions

Who can use the 10:10 logo?

If you are committed to the 10:10 project or you are a key partner you can use the 10:10 logo.

If you would like to create a piece of film, television or billboard advertising with the logo, please contact us.

If you would like to just place the logo on your website, please use one of our 'badges' as this will also contain the link to the 10:10 site where other people can sign-up.

Can I use the 10:10 logo anywhere I like?

The 10:10 logo cannot be used in situations that are likely to cause offence such as profane or pornographic websites, or used to advertise illegal products or services.

I have a small box, but the logo won't fit in it, can I stretch it to fit?

The 10:10 logo must not be distorted or stretched in any situation, the exact aspect ratio must be maintained to ensure recognition and quality wherever it's used.

Can I use the logo on merchandise?

You must obtain explicit permission from the 10:10 team before you create and sell any products or merchandise showing the 10:10 logo.

I want to put the 10:10 logo in to some artwork, which format shall I use?

Please try and use the .EPS file where possible as this maintains the maximum level of quality. Short of that the .AI and .PDF version will also be perfect quality. If you aren't able to use any of these formats, we also have a 300dpi .JPG version.



Non-graphic style

10:10 should always be written with a colon where possible.

For web usage, where a colon isn't possible, you should remove the colon and put nothing in its place. **Please don't use a hyphen, underscore or forward-slash.**

Urls to the 10:10 site should always read:

1010uk.org

1010uk.org/schools

facebook.1010uk.org

NOT

<http://www.1010uk.org/> or

www.1010uk.org/

For more information or detailed queries about using your brand with 10:10, email style@1010uk.org