

Brand guidelines

Version 2 – July 2024



APAGBI

Association of
Paediatric Anaesthetists
of Great Britain & Ireland

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Our logos

1



Primary logo

This is our main logo and is used on most of our materials.

Always use this logo on co-branded documents.

Use the full colour logo on white or light backgrounds and the white logo on dark backgrounds.

The full logo should be used on materials aimed at audiences who may not be aware of the association.

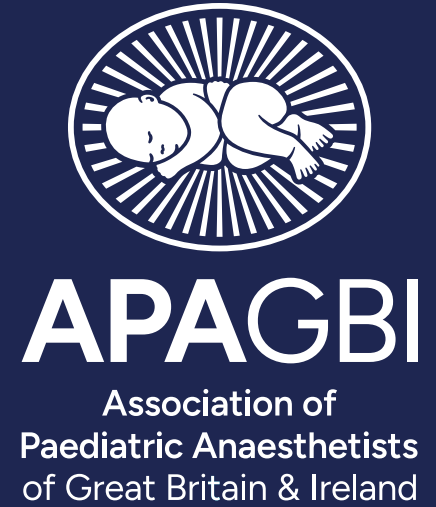
The acronym logo can be used on materials aimed at audiences who are familiar with the association or where space is limited.



Secondary logo

Our secondary logo vertically stacks the acronym and wording under the logomark.

This logo should be used on where the logo needs to have a bigger presence, or where a centred logo looks better visually. Suggested uses could be event podiums, roller banners presentation folders and social media profile images.



Logo size and positioning

We use some simple rules to ensure our logo is consistently used across our materials.

Logo size and positioning

Our primary logo works best in the top or bottom right corners.

The size of the primary logo should be equal to 1/4 of the shortest edge of the document size.

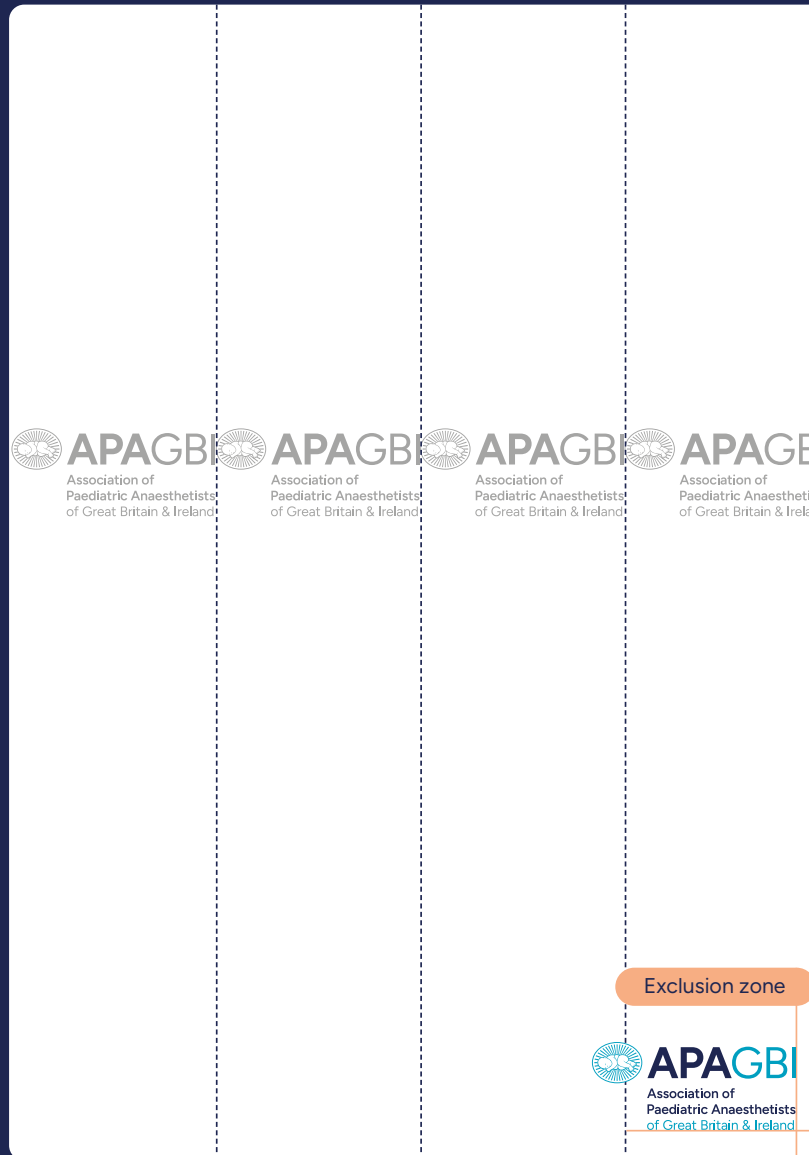
These rules apply to digital and printed materials.

For more unusual artwork dimensions, begin with this method and adjust as necessary.

Clear zone

It's important that our logo stands out on our materials. When positioning the logo make sure that there is nothing within the exclusion zone.

All versions of the logo have the same exclusion zone which is equal to the height of the letter 'A' in the acronym APAGBI.



Logo sizes

Shown here are some of the common sizes for our primary logo on printed materials.

To ensure the legibility of our logos, make sure they are displayed no smaller in width than the sizes shown.

Co-branding

When the APAGBI is working alongside other organisations we always use the primary logo with the full wording.

Make sure the wording of the logos are the same height as the lettermark and the spacing between the logos should be double the clear zone shown on page six.

Primary logo, common sizes

A3

Width: 74mm
Clear zone: 11mm



A4

Width: 52mm
Clear zone: 8mm



A5

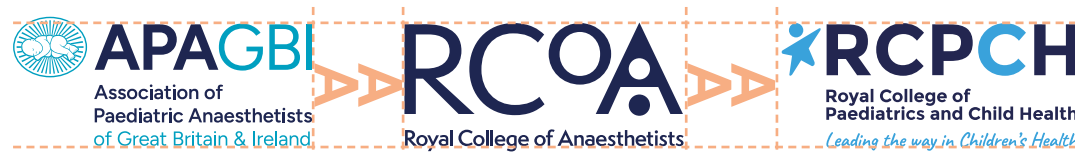
Width: 37mm
Clear zone: 6mm



Logo minimum sizes



Co branding example



How to use our logo correctly



Don't – Change the colour of the logos.



Don't – Place the logo at an angle.



Don't – Rearrange or change the logo elements.



Don't – Distort the logos.



Don't – Place the logo in shapes.



Don't – Add effects to the logos.



Don't – Place the colour logo on colour backgrounds, or over dark and busy images as it becomes hard to read.



Don't – Place the white logo on light backgrounds or photos where it does not have sufficient contrast.

Colour

2



Colour palette

Our palette comprises of two blues to convey professionalism, and a secondary set of colours to add warmth and variety.

Primary colours

Our primary colours are Dark Blue and Blue. They should be the dominant colours used in our materials to create a strong link to our brand.

Always use our primary colours on our materials designed for professionals.

Secondary colours

Our secondary colours consist of Light Blue, Green, Orange, Yellow and Lilac.

These should always be used alongside our primary colours to add variety and pops of colour to our materials. Use the secondary colours sparingly.

Dark Blue

CMYK 100 - 90 - 30 - 40
RGB 30 - 38 - 80
HEX #1E2650

Blue

CMYK 80 - 15 - 20 - 0
RGB 0 - 159 - 192
HEX #009FC0

Light Blue

CMYK 40 - 0 - 10 - 0
RGB 163 - 216 - 231
HEX #A3D8E7

Green

CMYK 35 - 0 - 35 - 0
RGB 181 - 217 - 185
HEX #B5D9B9

Orange

CMYK 0 - 40 - 50 - 0
RGB 247 - 174 - 131
HEX #F7AE83

Yellow

CMYK 0 - 15 - 55 - 0
RGB 225 - 220 - 136
HEX #FFDC88

Lilac

CMYK 10 - 35 - 0 - 0
RGB 228 - 185 - 216
HEX #E4B9D8

Combining colours

We combine our primary and secondary palettes to create variety whilst still being identifiable to our brand.

It is important to only use the combinations shown here.



Colour accessibility

To ensure our materials can be read by those experiencing disabilities or impairments, only use the following text and colour combinations.

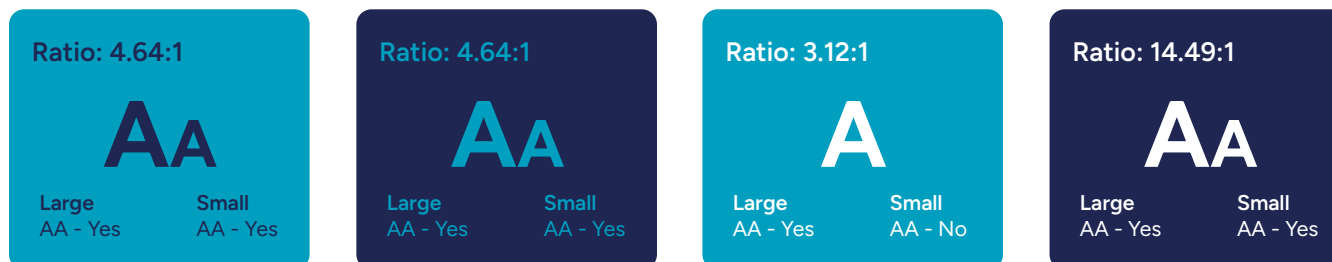
The combinations shown comply to the Web Content Accessibility Guidelines.

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

Please note: White text on a light blue background and light blue text on a white background does not pass accessibility for small text.

Primary colours



Secondary colours



Typography

3



Our primary typeface is Figtree

Figtree, is a clean yet friendly geometric sans serif font.

To ensure ease of use and consistency across all our materials, we use four weights of the typeface.

System font

For instances where Figtree cannot be used, such as Word documents, emails and PowerPoint presentations, use the font Arial.

Primary font

Figtree

Figtree ExtraBold

For call-to-actions and statistics

Figtree Bold

For headings

Figtree SemiBold

For sub headings

Figtree Regular

For body text

System font

Arial

Arial Black

For call-to-actions and statistics

Arial Bold

For headings and sub headings

Arial Regular

For body text

Figtree can be
downloaded free
from Google Fonts
[fonts.google.com/
specimen/Figtree](https://fonts.google.com/specimen/Figtree)

Example typesetting

Shown here is a guide to follow when setting text sizes.

Headings are set in **Figtree Bold** or **SemiBold** and use sentence case.

Standfirsts and body copy are set in the **Figtree Regular**.

Sub headings are set in **Figtree SemiBold**.

Statistics and highlighted information use **Figtree Bold** and **ExtraBold**

For accessibility, body text should be at least 10pt in size.

Heading style example

Standfirst example lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Sub Heading example lorem ipsum dolor sit amet consectetur adipiscing elit

Body text example secto voluptatio. Rum eos veliati onsequid ea vellorem fugia amus quiandae rendaerias dolut latem doluptamus explici tiusti voluptam ea nemporum quos in nonse labore nonsequas molore, omnieni stioremporum rerum aliquo eicto blabore moloreptam facestet fuga.

1000+
UK & overseas
anaesthetist
members

Figtree Bold
Line spacing 120%
Font 37pt Leading 44.4pt

Figtree Regular
Line spacing 130%
Font 15pt Leading 19.5pt

Figtree SemiBold
Line spacing 130%
Font 12pt Leading 15.6pt

Figtree SemiBold
Line spacing 130%
Font 10pt Leading 15.6pt

Number: Figtree SemiBold
Line spacing 120%
Font 30pt Leading 36pt

Text: Figtree SemiBold
Line spacing 130%
Font 12pt Leading 15.6pt

Accessible typography

These rules help ensure those experiencing disabilities or impairments can easily read our content.

- ✓ Use a minimum font size for body text of 10 point or 16px in digital applications.
- ✓ Avoid italics, underlining and large blocks of capital letters.
- ✓ Small text should be dark blue or black on light coloured backgrounds.



DO NOT USE BLOCK CAPITALS FOR LARGE AMOUNTS OF TEXT, AS THEY ARE DIFFICULT TO READ.



Never use combinations of text and background colours that do not meet the accessibility standards shown on page 12.



Make sure there is good contrast between the background and text colours.



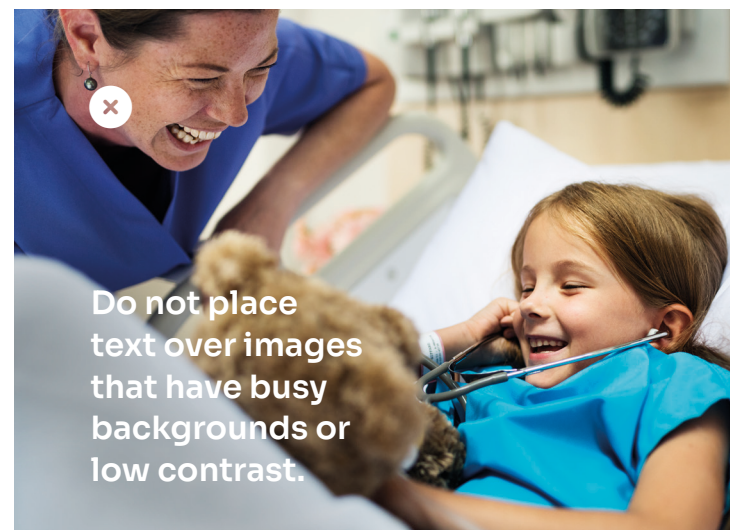
Avoid using centred text as it breaks the natural left-to-right reading flow, making it harder for users to read.



Make sure that paragraphs of text have adequate line spacing and are not cramped.



Do not place text over images that have busy backgrounds or low contrast.



Graphic elements

4



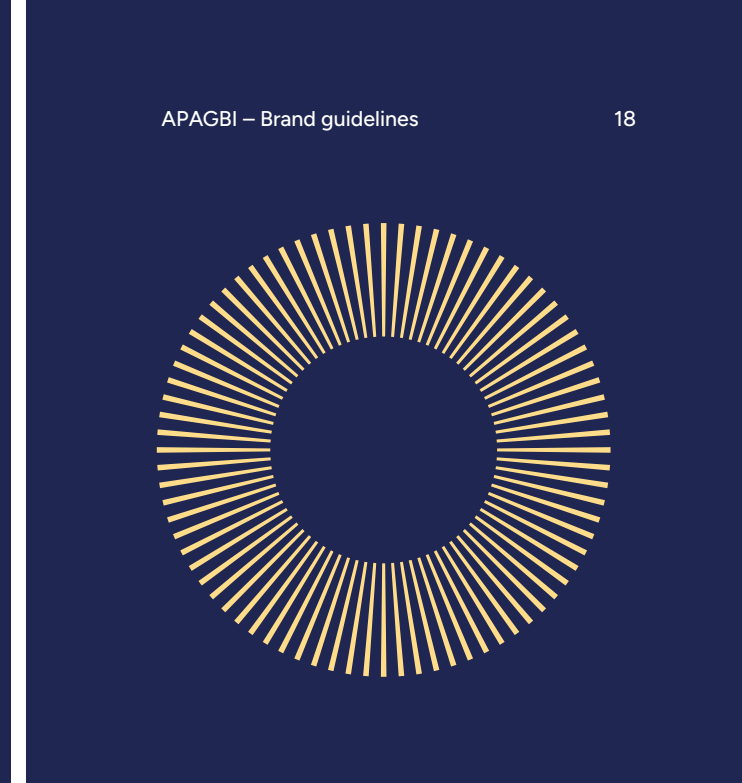
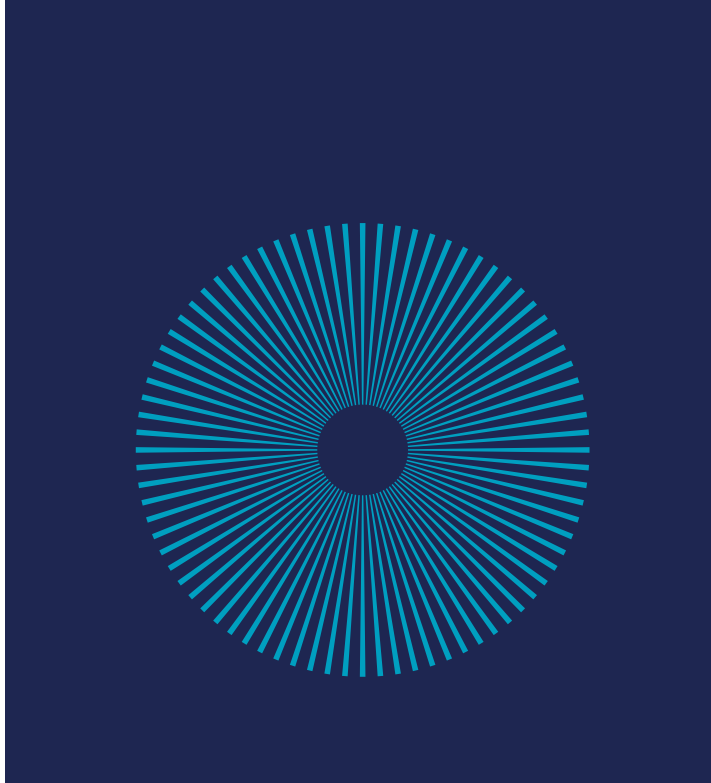
Radiating circle

Our main brand device is a radiating circle inspired by our logomark.

As well as creating a strong visual identity, the radiating lines represent dynamism of the association in promoting and advancing the field of paediatric anaesthesia, as well as the impact we have in supporting patients and anaesthetists through all points of their career.

The centre of the radiating circle can be covered with a larger circle in the background colour. Doing this creates a larger space that can contain text and images. It can also be cropped and used as a background graphic.

The circle can be used in any brand colour and also in a 30% tint of white to allow text to be placed over it.



Examples of use

Shown here are a few ways the radiating circle can be used with text and images.

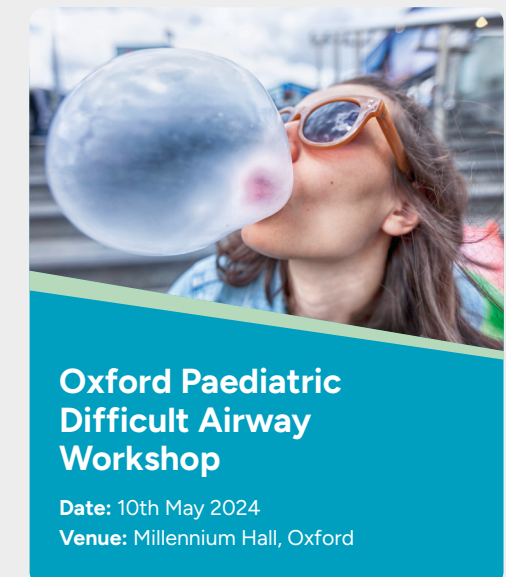
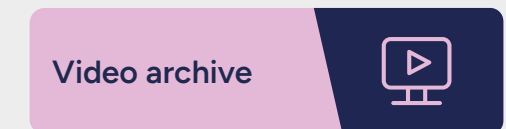
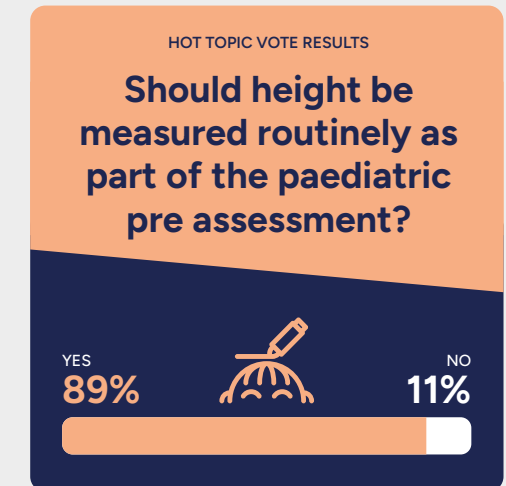


Angled shapes

The angles found in the radiating circle are used to create shapes within our visual identity.

The 80 rays are positioned at increments of 4.5° . By using multiples of this angle we create shapes to contain images or to create separations in content.

The angles can be used in a single colour, or combined with one of the ray shapes from the radiating circle as shown in the bottom two examples.



Iconography

Our icon style is designed to complement our logo with simple lines and round corners.

When creating icons make sure that the lines are a single thickness with round caps and joins. The icons should not have hard edges and should be a single brand colour.

Keep the design as simple as possible.

When using multiple icons together in designs, make sure the line thickness is consistent across the icons.



Photography

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Flat colour photography

We use quirky studio photography with our brand colours used as backgrounds.

This image style is best used large. When selecting photos in this style from stock libraries try to:

- ✓ Show a balance of age, gender, ethnicity and other protected characteristics.
- ✓ Use playful images where people have happy, confident and/or exaggerated expressions.
- ✓ Use photos with different objects to visually link the photo with different concepts and topics.



Children and families

Alongside the flat photography, we use photos of children and families in real world settings.

As this style does not need photo editing, it is useful for the day-to-day design of materials.

When selecting photos in this style from stock libraries try to:

- ✓ Show a balance of age, gender, ethnicity and other protected characteristics.
- ✓ Use active, happy and positive images showing the outcome of the work of anaesthetists on young people's lives.
- ✓ Use settings that feel natural and from the UK.



Medical staff photography

We use photography of hospital staff in situ to illustrate the work of anaesthetists.

When selecting photos in this style from stock libraries try to:

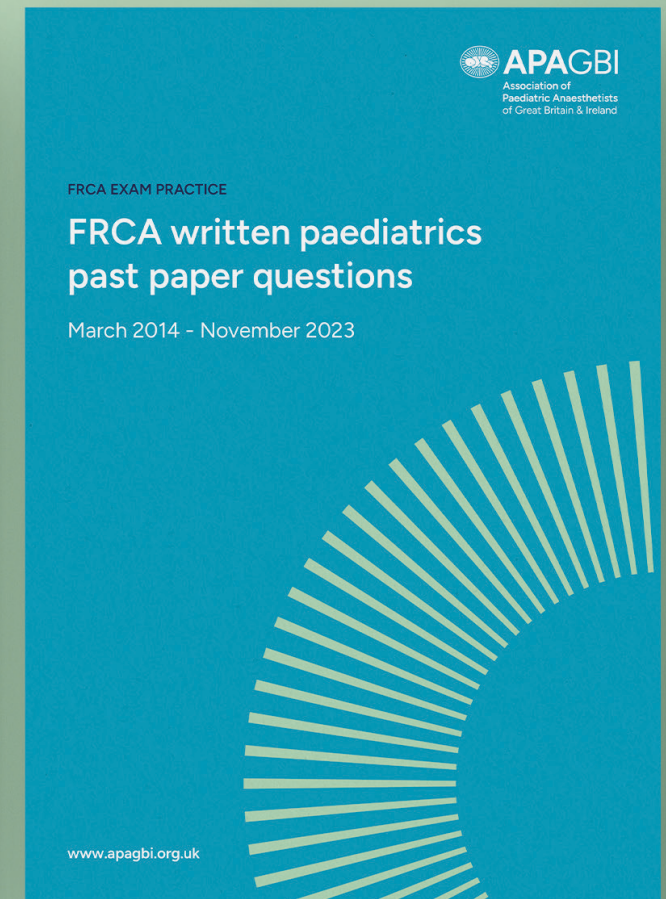
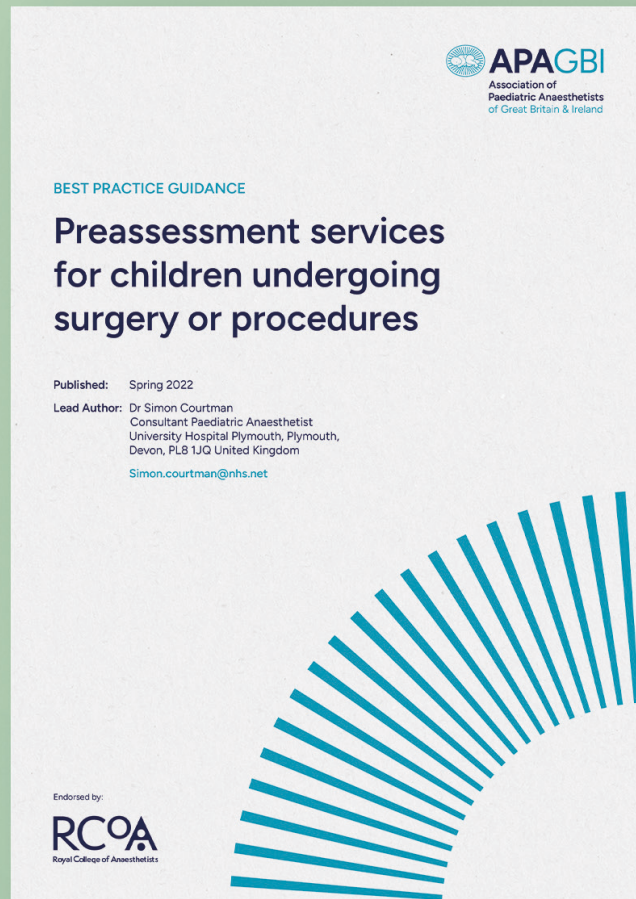
- ✓ Show a balance of age, gender, ethnicity and other protected characteristics.
- ✓ Use settings that feel natural and from the UK.
- ✓ Show professionalism, expertise, and positivity.
- ✓ Show the broad range of work performed from consultation and procedures to theatre.

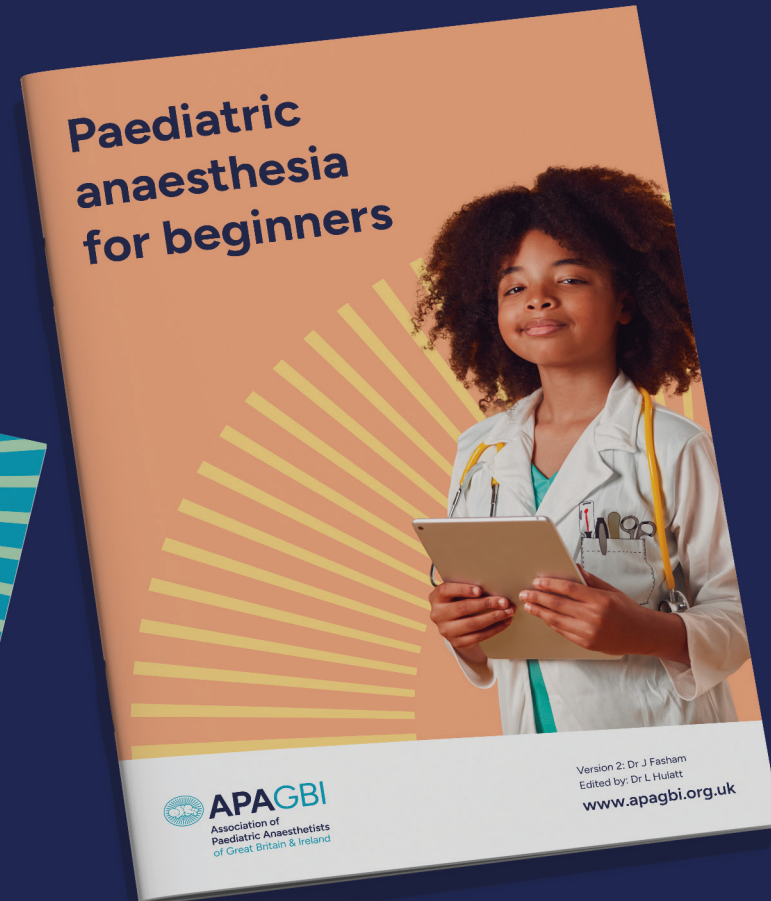
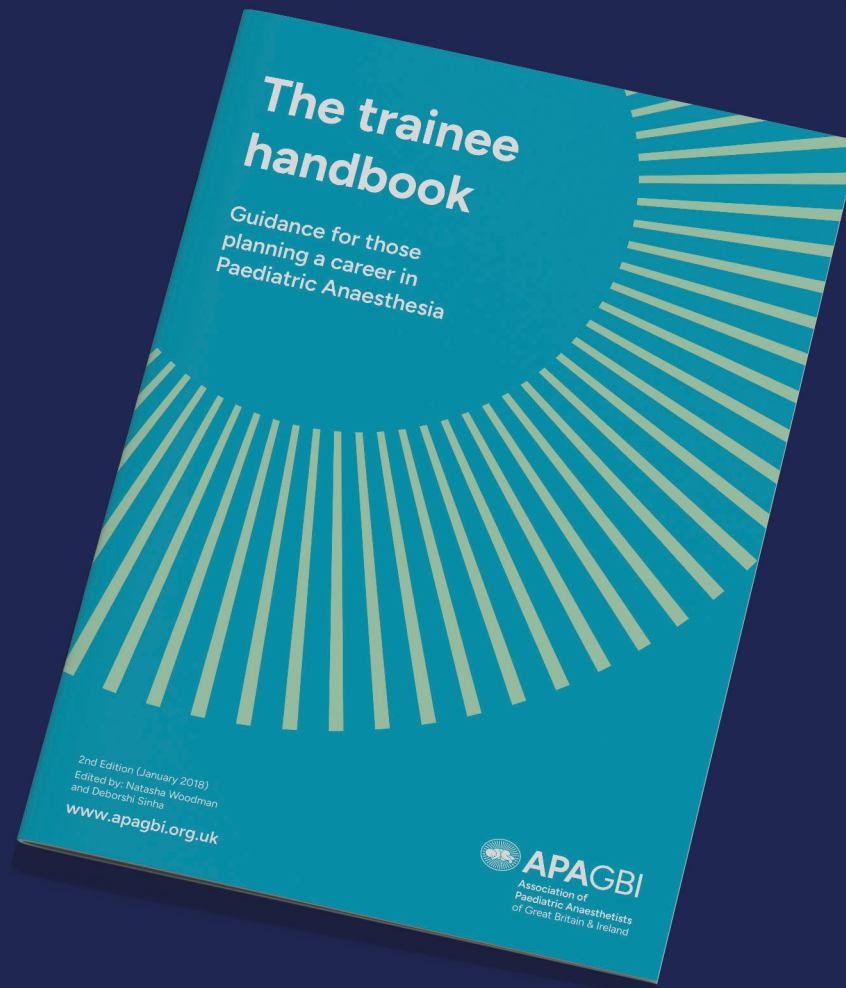


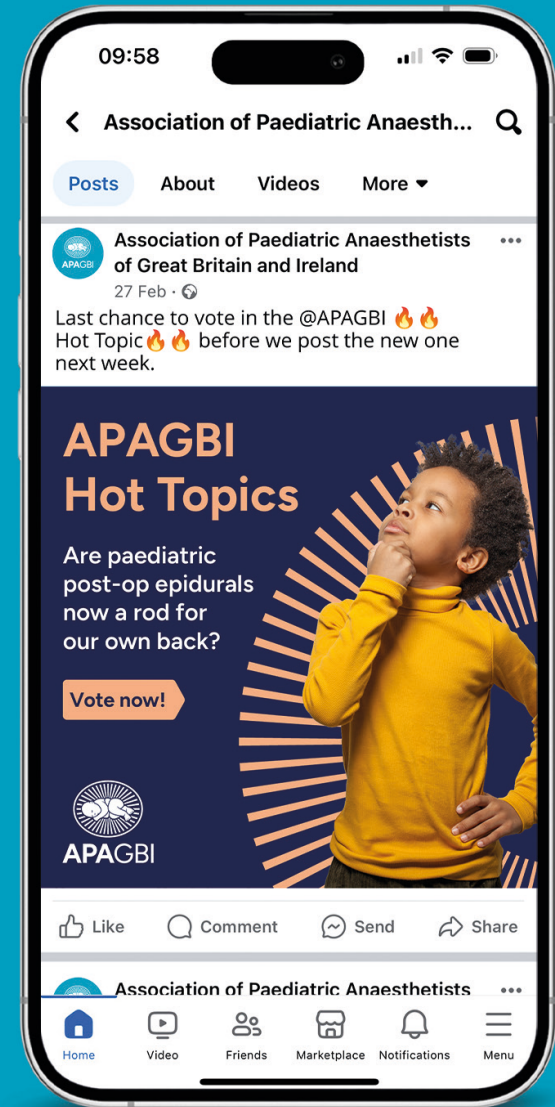
Design examples

6









A vertical banner for APAGBI trainee membership. The top section is blue with the APAGBI logo and text. The middle section is white with a list of benefits. The bottom section features a smiling woman in blue scrubs against a background of yellow diagonal lines, with a dark blue circle containing the price.

 **APAGBI**
Association of
Paediatric Anaesthetists
of Great Britain & Ireland

**Join us today as a
trainee member and
advance your career.**

- ✓ Free online subscription to the journal *Pediatric Anaesthesia*
- ✓ Expert advice, resources and events to develop your career
- ✓ Access research grants and awards
- ✓ Network with other paediatric anaesthetists

And much more!

To find out more visit:
www.apagbi.org.uk/membership

Only
£60
per year