

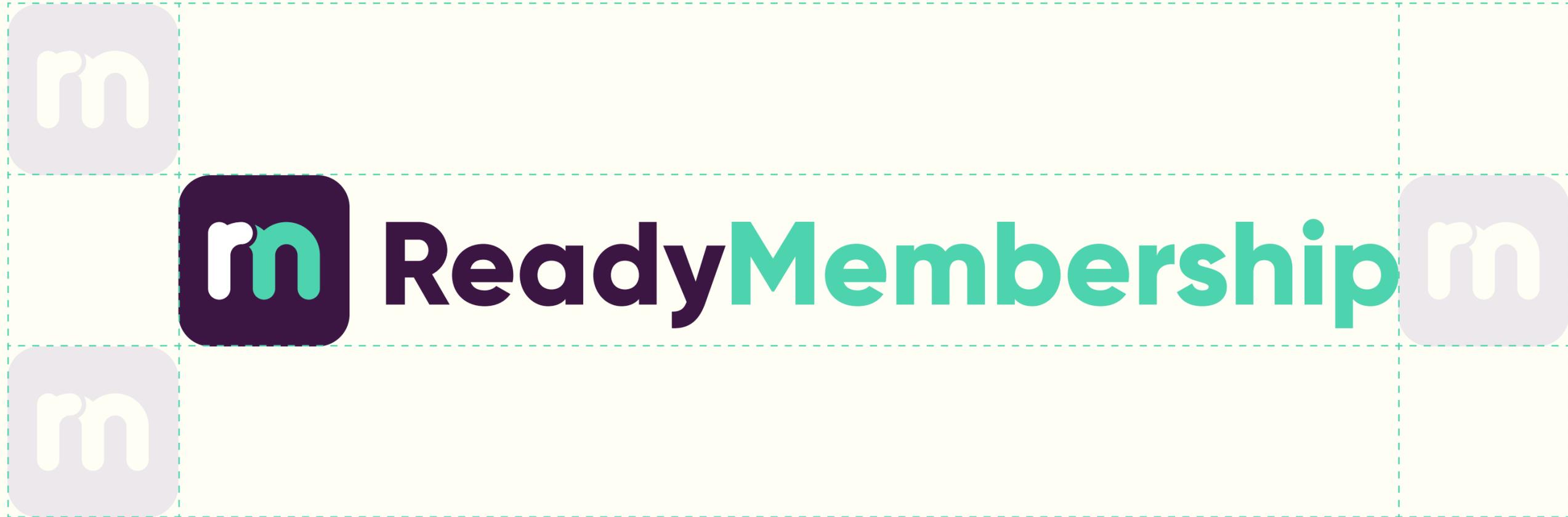
# Brand Guidelines





# Logo

The key identifier of the ReadyMembership brand, our logo should be used with consistency and clarity. The following steps should be followed when applying the logo across all material.



 ReadyMembership



Minimum logo width

Screen : 150px   Print : 50mm

# Monogram

The RM monogram can be utilised when space is at a premium. While the icon can exist without the wordmark, the wordmark should never exist without the icon.



# Logo misuse

The RM logo should always be used. It should not be recreated or adapted. The following treatments are prohibited in order to maintain the consistency and recognition of the logo.



1. Do not distort, skew or rotate the logo



2. Do not apply effects to the logo



3. Do not rearrange the logo elements



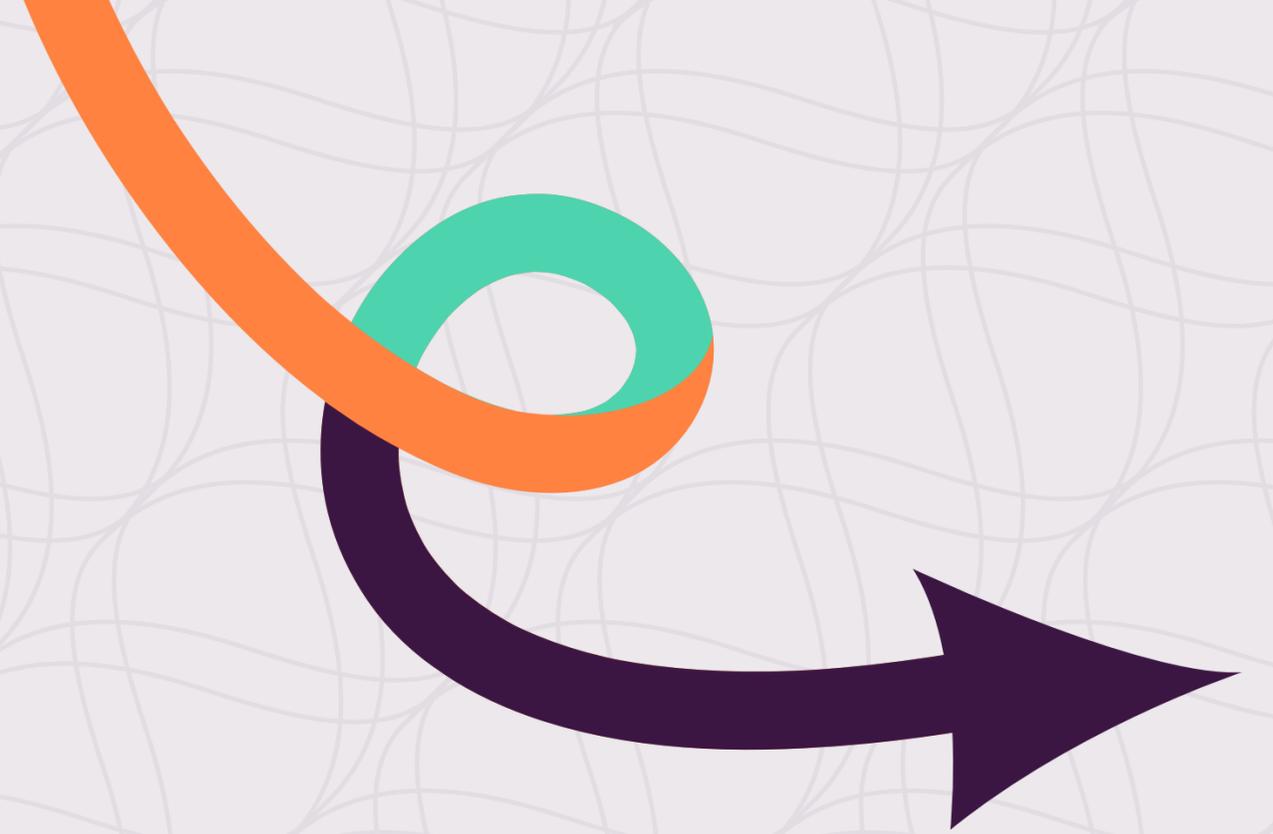
4. Do not recolour the logo



5. Do not place the logo on visually busy backgrounds



6. Do not outline the logo



# Colours

Our core colour palette consists of the purple and green of our logo, augmented by orange, which represents the organisations that we help. The use of orange is deliberate, as a dominant colour it places organisation at the forefront of what we do.





# Fonts

Our core colour palette consists of the purple and green of our logo, augmented by orange, which represents the organisations that we help. The use of orange is deliberate, as a dominant colour it places organisation at the forefront of what we do.



# Brand font

PP Pangram Sans Rounded is our brand font. We use the bold and medium weight for most material, across headings and body copy.

**AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVvWw  
XxYyZz0123456789!@£\$€%&\***

PP Pangram Sans Rounded Bold

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVvWw  
XxYyZz0123456789!@£\$€%&\*

PP Pangram Sans Rounded Medium

Relevant licences must be purchased in order to use our brand fonts.

[Purchase font here](#)

# Web safe font

In cases where technical limitations mean the Pangram font can't be utilized, it can be substituted for a Google font, 'Manjari'. This should only be used when such circumstances arise and not as a design choice.

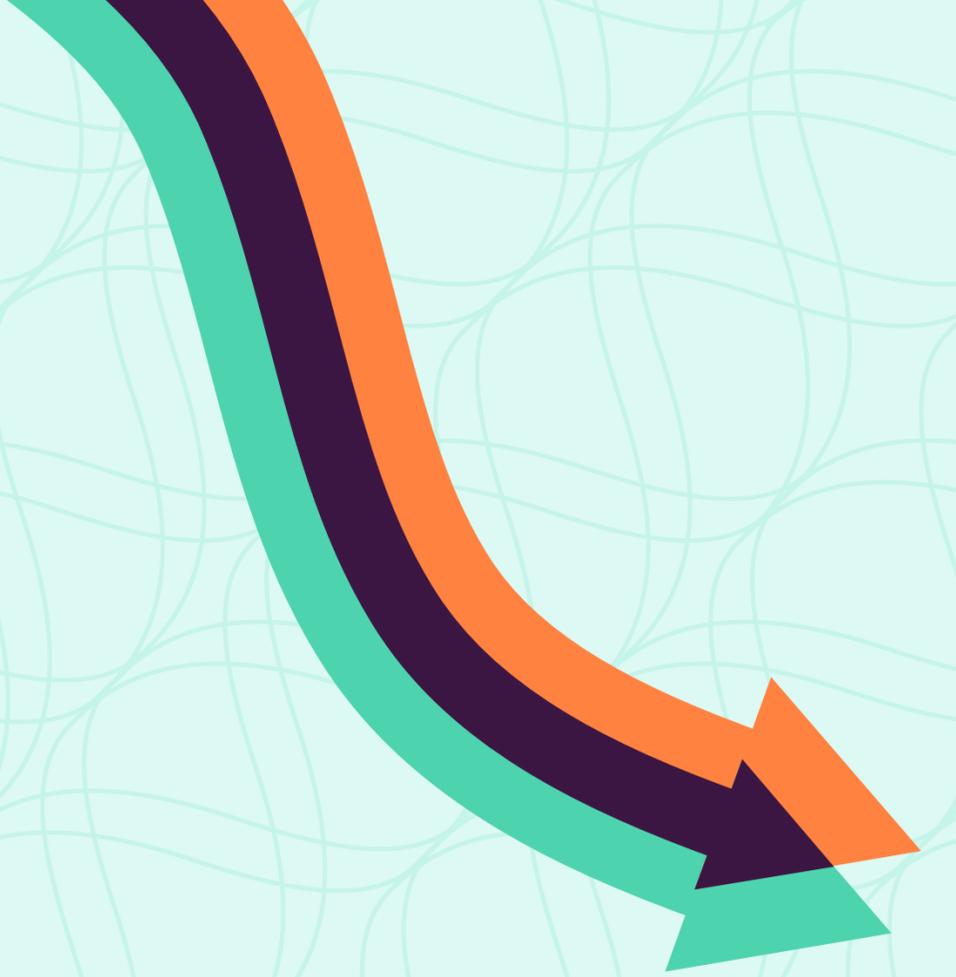
AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVvWw  
XxYyZz0123456789!@£\$€%&\*

Manjari Bold

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVvWw  
XxYyZz0123456789!@£\$€%&\*

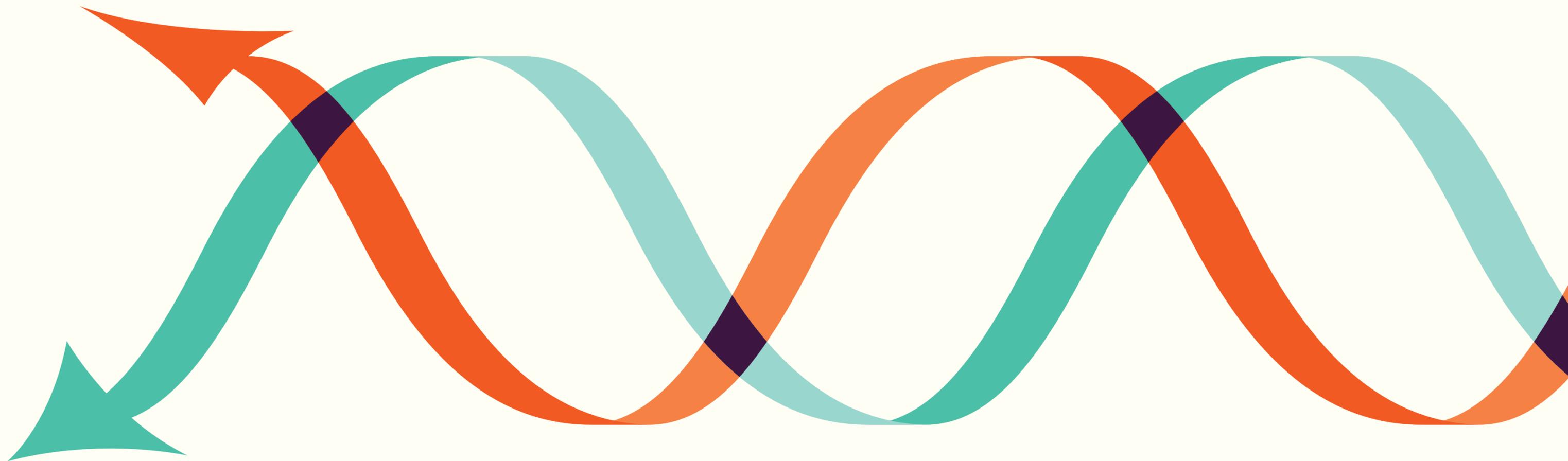
Manjari Regular

[Download font here](#)



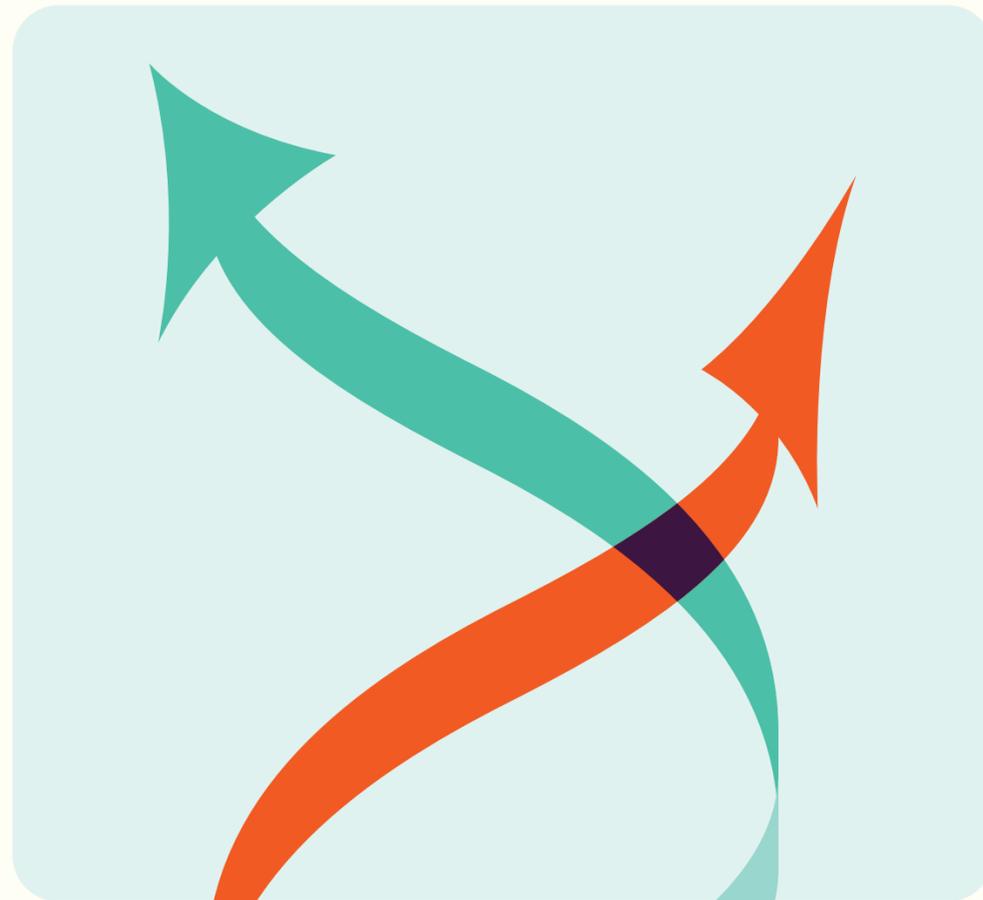
# Pattern graphics

The helix graphic is used to illustrate the collaboration between ReadyMembership and the organisations we support. Referencing the helix structure of DNA it is used to encapsulate the central brand them of continuous evolution.



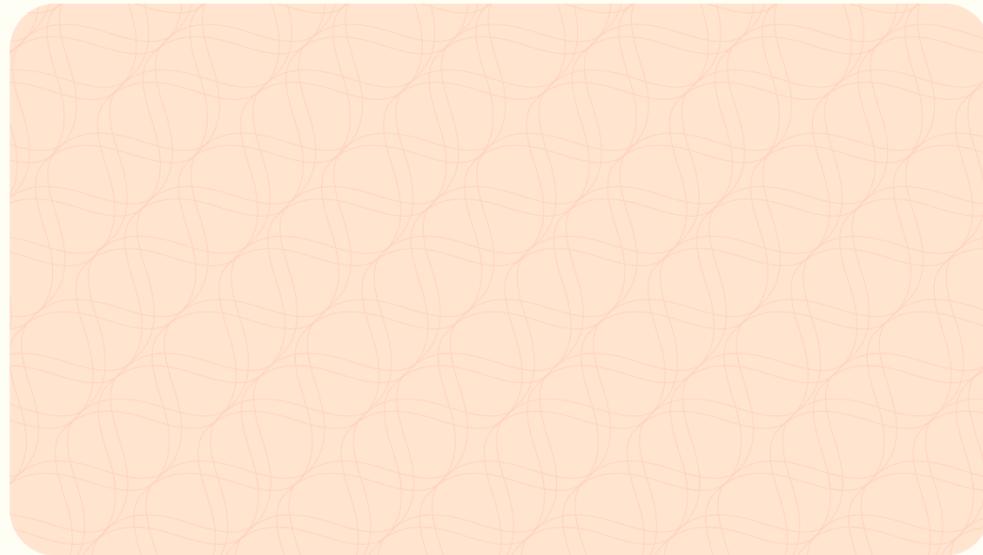
# The helix

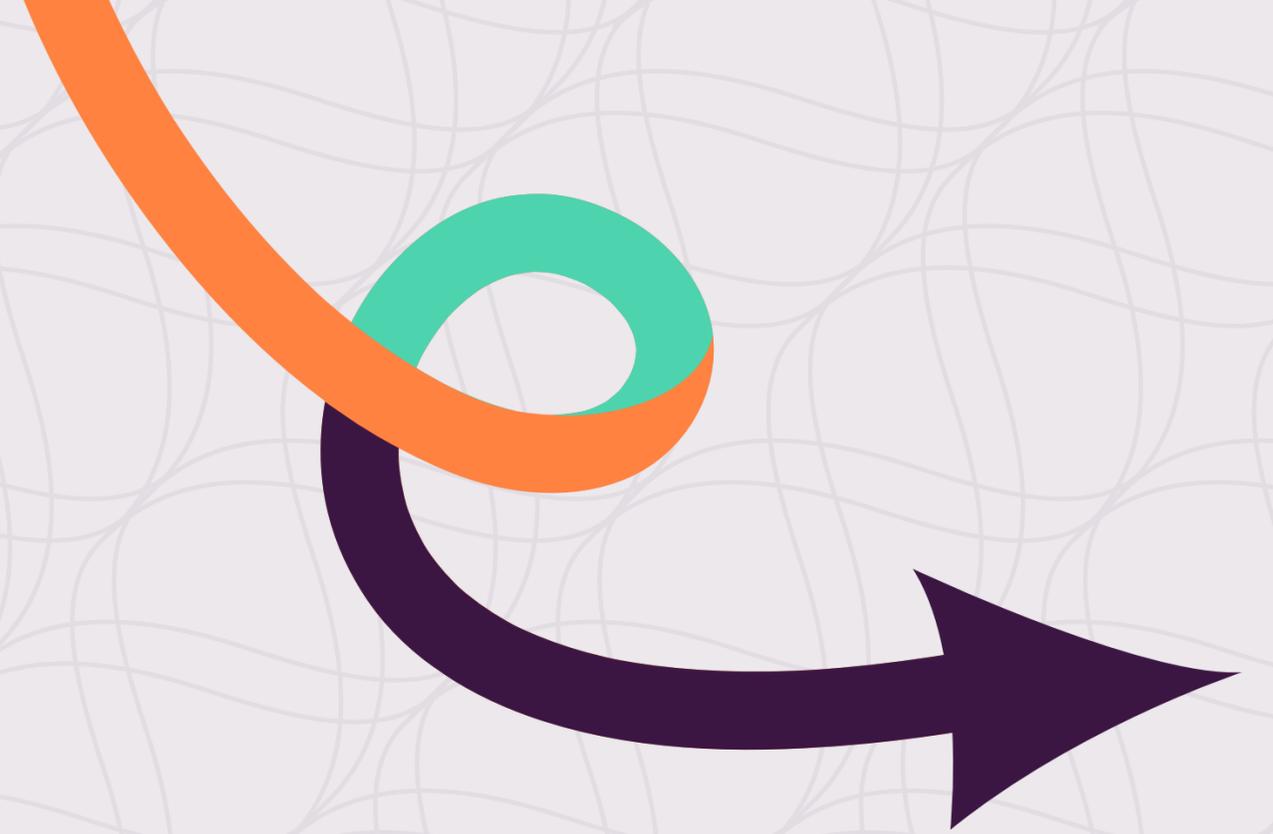
The helix graphic can be cropped and scaled to create a range of dynamic pattern landscapes.



# The helix - pattern

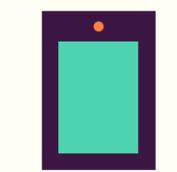
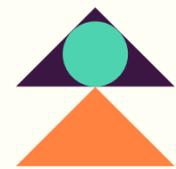
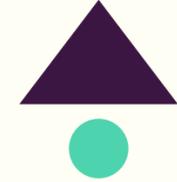
The helix pattern is arranged as a full bleed 'wallpaper' set at 45 degrees to create a watermark effect. This can be treated with any of the core brand colours.





# Iconography

A library of icons has been created to illustrate the range of themes that are encompassed by the ReadyMembership offer. These utilize a simple, geometric style which always includes the three core colours from the brand palette.

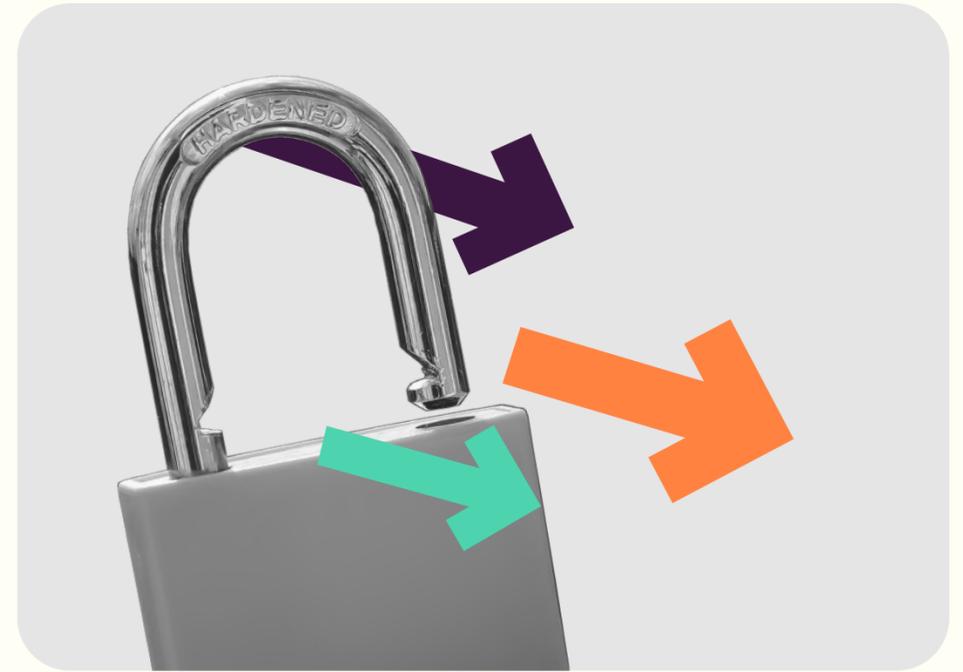
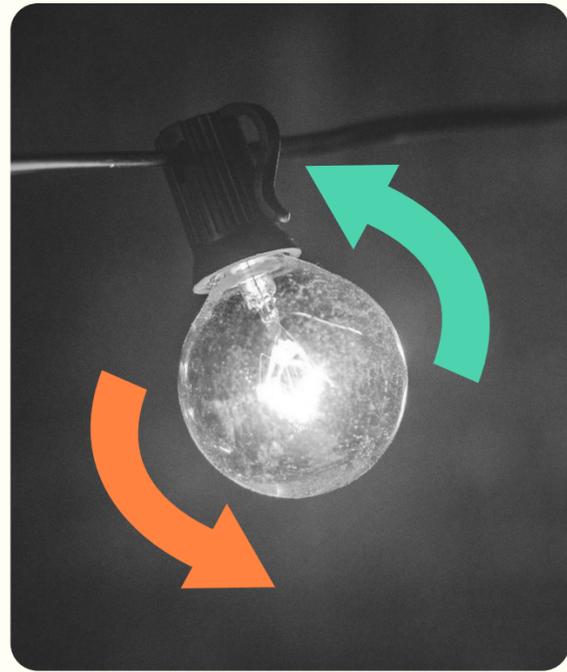




# Imagery

Additional graphic and image treatments can be created using stock imagery combined with a set of graphic arrow devices. This approach provides a quick and effective way to brand a wide range of imagery for use in ReadyMembership material.







# Thanks!

If you are having trouble with anything in this guide, or you are unsure if your communication best represents the ReadyMembership brand, please contact the design team.