

Litdrive Brand Guidelines

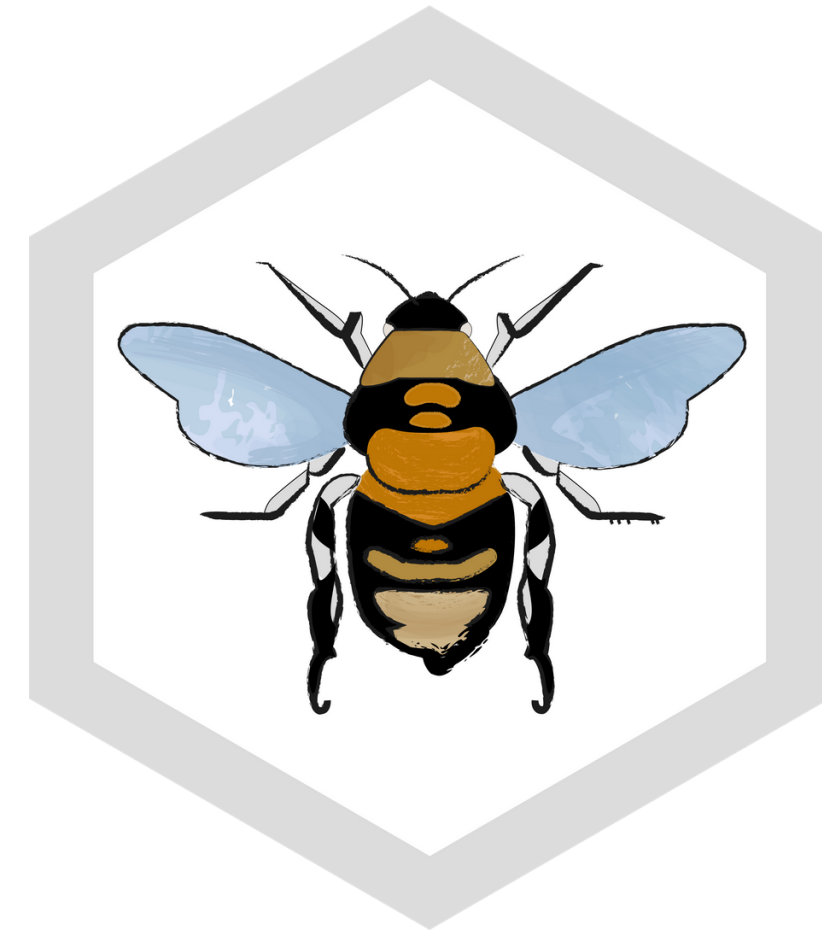
This document was created as a guide for anyone designing materials to be used by Litdrive

Logo – Overview



Litdrive
Better balance

Logo



Icon logo

Logo – Variations



Litdrive
Better balance



Litdrive
Better balance



Litdrive
Better balance

Dark and light logo

Single colour brand representation. Best for single-colour printing or graphic uses such as on merchandise.

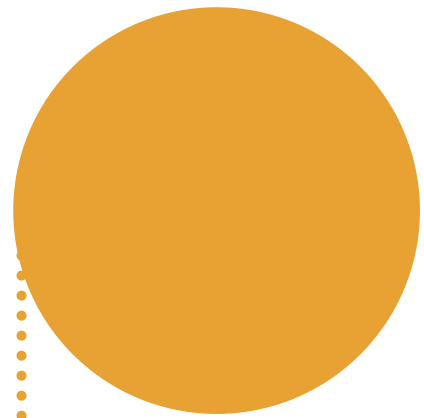
Dark and light icons

Shorthand brand representation. Use alongside other branding (i.e. on social media when supported by handles/web addresses), or when a single colour would look best as part of a bigger design.

Vertical configuration

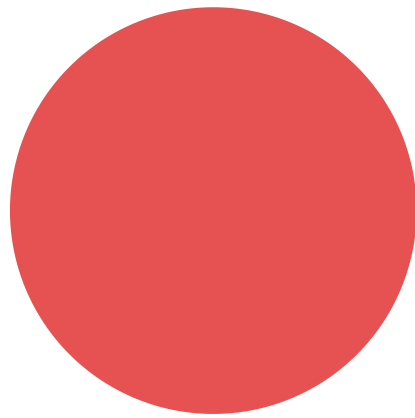
An option for when the full brand representation is required, but the horizontal logo does not fit with other elements.

Palette

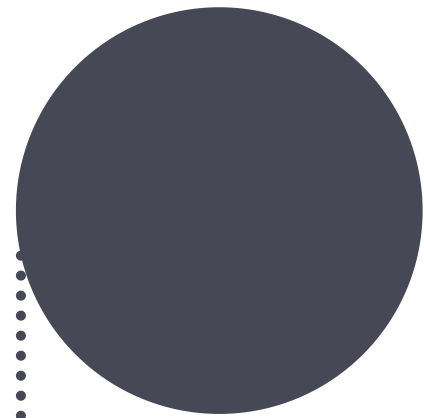


#e8a233

Brand
yellow

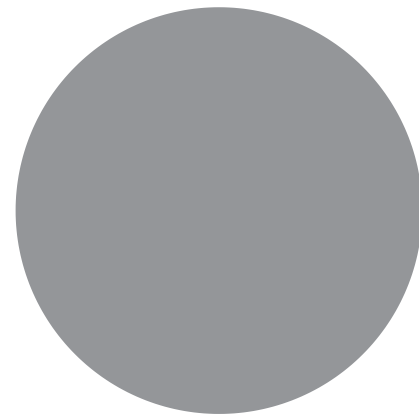


#e65251

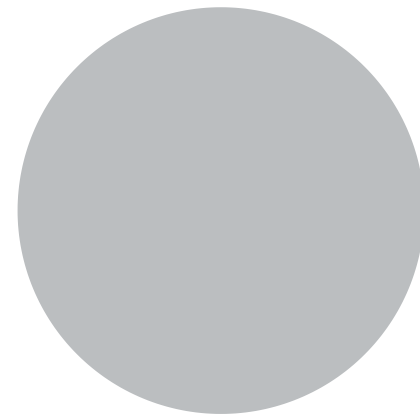


#474856

Dark grey
for text



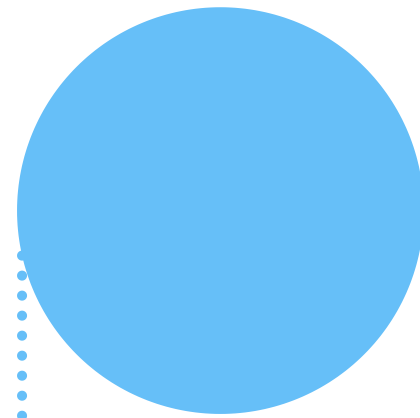
#949699



#bbbec0



#edeaea



#66bff8

Blue for
accessible
contrast

Typography

Nunito Regular





Main brand font

Nunito is a free, open source Google font. It is a well balanced sans serif typeface superfamily, with 2 versions.

The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography. Jacques Le Bailly extended it to a full set of weights, and an accompanying regular non-rounded terminal version, Nunito Sans.

Nunito Bold

Used for headings or emphasis

-  Friendly, rounded and accessible font
-  Left-align long text for accessibility
-  Use bold weight for headings/titles
-  Minimum point size: 10pt

Iconography

The bee logo and bright, fun brand yellow offer a clean and bold graphic language to guide Litdrive-branded design.

Hexagons can be used as brand markers in a number of ways across text, vector imagery and photography:



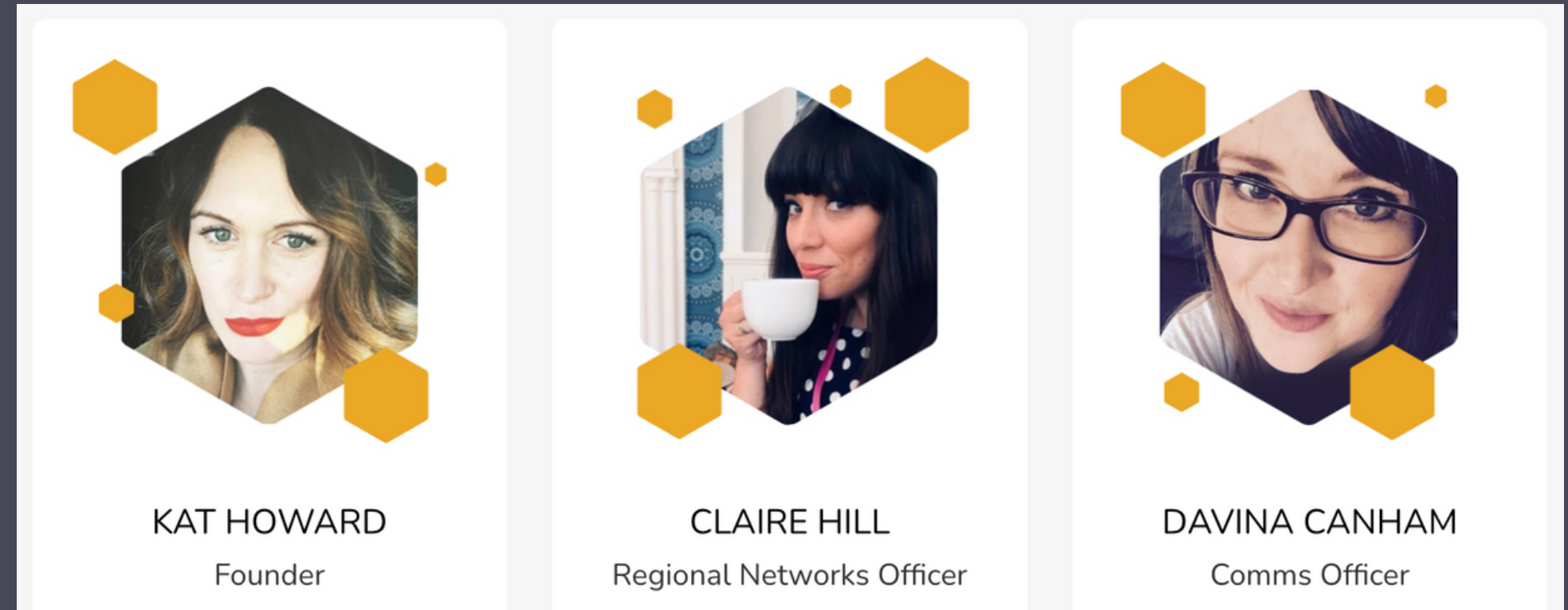
Colourful hexagons can be scattered around text or imagery to reference the brand in a playful way



Photography can be framed within hexagons




Large-scale hexagons can be used to add fun and dynamic framing elements to compositions



KAT HOWARD
Founder

CLAIRE HILL
Regional Networks Officer

DAVINA CANHAM
Comms Officer



New Resource!
Brush Up Your Knowledge

A quick sentence describing what the resource is

This week:
A Christmas Carol / Jekyll and Hyde



Guest Blog

Embracing the Darkness:
The Importance of Gothic in the Teaching of Literature


Zoe Enser

Accessibility

Universal design – designing products that are usable to the greatest extent possible by everyone, regardless of their age, ability, or status in life – should always be the goal.


Creating web-based content that is accessible for all involves considering factors such as learning disabilities, use of assistive technologies such as screen readers, and impairments such as colour blindness or deafness.

 When sharing video, include subtitles if possible.

 Add image descriptions (often called 'alt-text') to allow screen readers to interpret images. This might include text embedded in the image.

 Avoid long passages of text onscreen, or using the smallest text sizes.

 Check text contrast against background colours using online tools such as <https://colourcontrast.cc/>

 Consider colour blindness when sharing graphs, charts or other diagrams which rely on colour to distinguish data.

The Litdrive palette has been expanded to include a blue as an accessible contrast colour to the brand yellow. As you can see below, the red is insufficiently distinct for a user with Protanopia or Deuteranopia (the two most common forms of colour blindness).



Social Media – Design Approach

While maintaining a coherent brand look and feel is important, social feeds should avoid becoming repetitive. Use a mixture of available colours and layouts, light and dark, and alternate between photography and vector-based posts.

To go bold, combine blocks of brighter colours with bright white for a high impact and high contrast approach.

Alternatively, use the palette of subtle greys and add occasional points of colour to give layouts a lighter feel.

Hexagons play an important role in brand representation, but don't feel they must always be used. A mixture of complex and simple styles offers more variety and avoids the brand becoming overwhelming.



Social Media – Regional Advocate



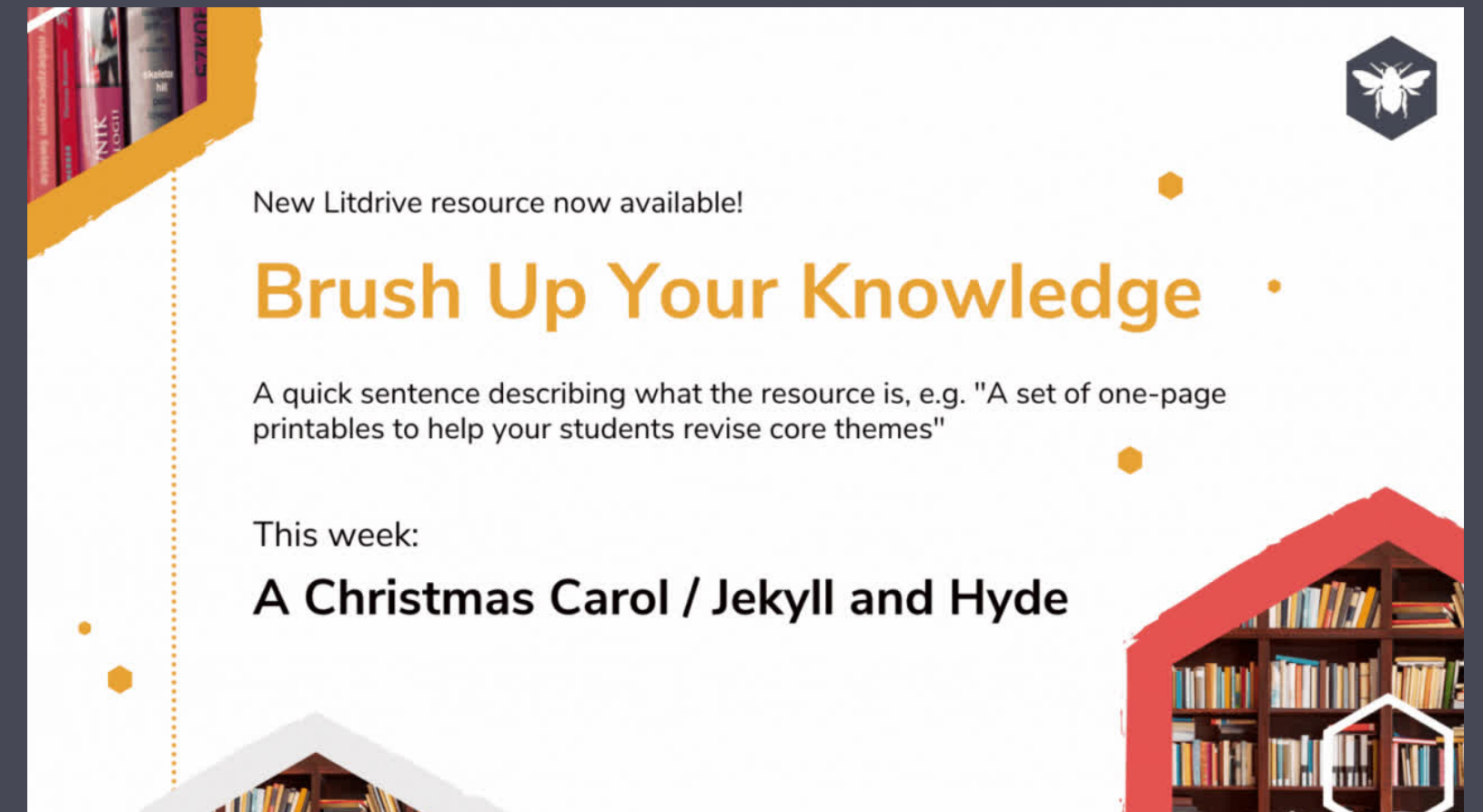
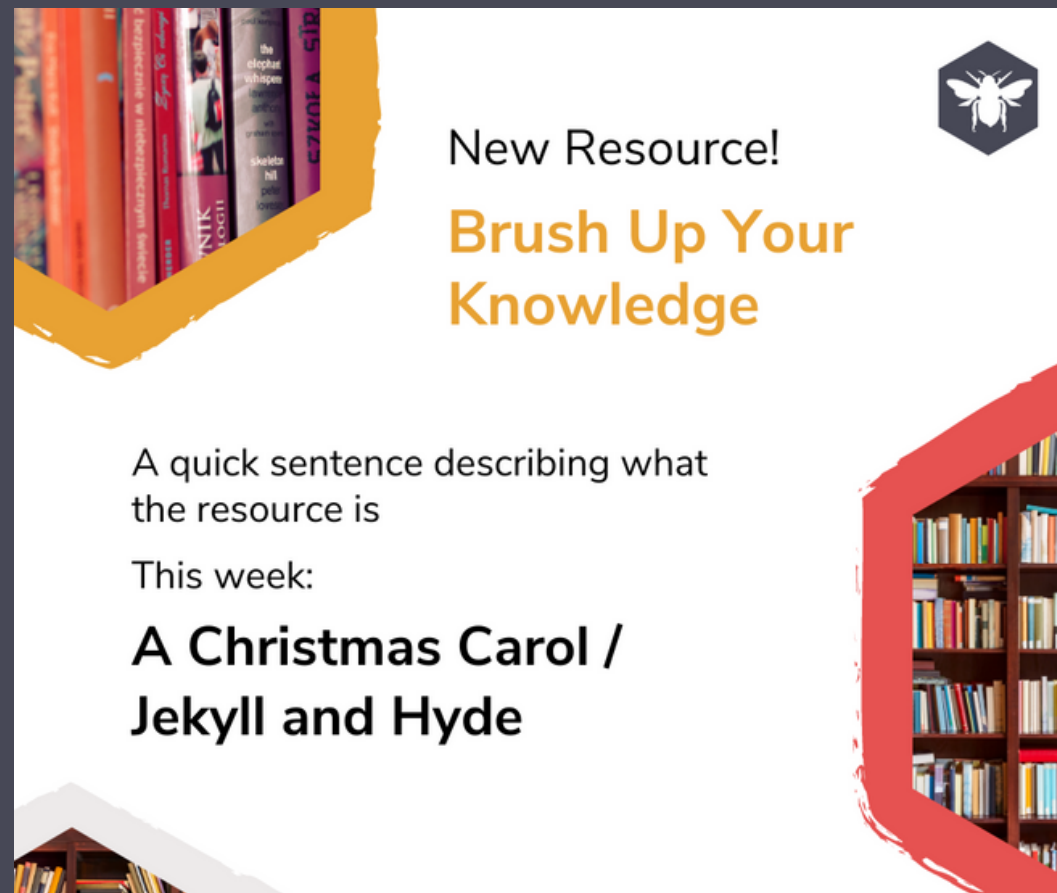
A template to introduce multiple advocates.

Use the hexagon frames for advocate photos and rearrange hexagon assets/swap colours to add variety.

A more in-depth template to introduce one advocate.

Use the second page to add biographical details and social media handles. Keep the block of text relatively central vertically on the page, and rearrange hexagons as needed.

Social Media – Resource Highlight



The same basic layout can be reused for multiple formats with slight adjustments.

Pay attention to information hierarchy and use larger text sizes and darker/bolder colours to draw attention where it's needed.

Photos can be changed and elements can be rearranged as needed, but always give text lots of space and keep it left-aligned for clarity.

A dotted line has been used to 'anchor' the text where the clear space is wider and less defined.

Social Media – Guest Blog



Layouts may need to change for different platforms and formats.

A Facebook or Instagram post with limited space may need to be bolder and give text more space to be readable at small sizes.

A Twitter image (1920x1080) offers more horizontal space, and so photography or the blog author's chosen imagery can be foregrounded.

Hexagons can still make an appearance, but aren't as heavily featured.

Social Media – CPD Schedules

Remote CPD Programme
Subject-specific, knowledge-driven CPD for teachers

Released every Saturday

The graphic features three hexagonal images: a woman at a desk, two women looking at a laptop, and a man with arms crossed. The text is arranged in a clean, structured layout with decorative hexagonal shapes.

A live Litdrive CPD event, hosted by CPD coordinator for the North West region Matt Lynch

The event will explore **J.B. Priestley's An Inspector Calls**

Sessions include:

- Mary Hind-Portley
Time and the Birlings
- Nikki Smith
Consent and implied consent
- Kirsty Rogerson
The feminine voice

The graphic has a vertical orange bar on the left and a list of speakers with their topics on the right, all within a decorative hexagonal frame.

LITDRIVE REMOTE CPD PROGRAMME
Subject-specific, knowledge-driven CPD for teachers | Released every Saturday

27th Feb **Fe Brewer**
An Inspector Calls: the theatrical elements

6th Mar **Kate Hawley**
Romeo and Juliet: the failings of autocracy

13th Mar **Martine Ireland**
The Strange Case of Dr Jekyll and Mr Hyde: the life of Robert Louis Stevenson

20th Mar **Holly Wimbush**
A Christmas Carol: the importance of family

www.litdrive.org.uk

The graphic features a header with a bee logo, a list of dates and topics, and a website link at the bottom, all enclosed in a decorative hexagonal border.

It's very important that images with lots of information on are kept clear and easy to read. Timetables must be as simple to parse as possible.

Using structured layouts and light colours draw attention to the most important text.

Consider the post context when choosing format.

E.g. Instagram is a feed of imagery, so including photography is more likely to grab attention. A multi-image post means a simple timetable can also be included, and further detail can be added in the post text.

Social Media – Supporting Partners



The partner logo can be presented within a Litdrive context (the hexagon shape), at a large and attention-grabbing scale.

The contrasting light section can be used to add more detail about the partner or could include photography if this is appropriate.