

Adult Learners' Week



Identity Guidelines Summary



Red	Pantone® 186	c0 m100 y80 k0 r255 g7 b41
Orange	Pantone® 165	c0 m60 y100 k0 r247 g97 b20
Dk Yellow	Pantone® 130	c0 m30 y100 k0 r256 g156 b4
Yellow	Pantone® 109	c0 m10 y100 k0 r256 g209 b0
Lt Green	Pantone® 382	c30 m0 y100 k0 r170 g195 b22
Green	Pantone® 368	c55 m0 y100 k0 r96 g167 b38
Dk Green	Pantone® 347	c100 m0 y85 k0 r0 g130 b71
Aqua	Pantone® 320	c100 m0 y30 k5 r0 g126 b148
Blue	Pantone® 286	c100 m65 y0 k0 r0 g61 b130
Dk Blue	Pantone® 2735	c100 m95 y0 k0 r0 g25 b99
Purple	Pantone® 2592	c60 m90 y0 k0 r81 g37 b110
Pink	Pan.® Rub. Red	c0 m100 y15 k5 r209 g4 b89

The Adult Learners Week 09 (ALW09) identity uses an extensive colour palette as shown in the colour wheel above. Each application can use any three adjacent colours at a time for all major elements including the main ALW09 type (dark through to light). Two of the colours are also to be used for the logo. This identity guideline sheet uses the three greens as indicated above.

A main image will usually be placed in the top half of the page. Smaller images are scattered over the top within an evenly spaced grid that can also be filled with translucent coloured boxes (see A4 examples opposite). The smaller images should have a white keyline for standout.

The ALW09 logo should be placed in the top right corner of the grid.

Avant Garde Bold

for titles, headlines etc

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 012345678

Avant Garde Demi

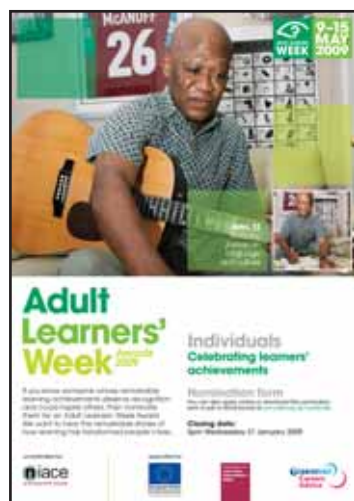
for subheadings, quotes etc

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 012345678

Avant Garde Regular

for body text etc

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 012345678



2pt white keyline at A4 (to be scaled up or down according to application size)