All of Us identity guidelines

How to use our community identity to create your own stuff!

Our community identity

Our identity has been created to unite ALL estranged and care experienced students and everyone should feel that they can belong to our community.

You might never join the community online, or go to an event or meet up, or get involved in a campaign. That's ok. Sometimes belonging can just be a feeling.

Whatever belonging looks like to you, we hope that when you see our flag and vibrant visuals out in the wild, you feel seen, supported and part of something bigger (that is growing every day).

This guide

This is a guide for anyone who wants to create something to show that they are part of our community.

You might want to print out our flag and put it up in your room. You might want to organise an event or meet up and create some promo material to let people know about it. You might want to post something to or about our community on social media or create a useful resource for others.

This will guide you through the different elements of our identity and how to use them – we encourage you to be as creative as you like!

Our flag

Our flag

Our flag is the symbol that unites us all.

It has been co-created with estranged and care experienced students and the colours represent our entire diverse and dynamic community, flanked by the symbol of equality.

Application

You can print it out and display it on its own or apply the flag to marketing and promo materials for community events and activity.

Try not to make it too small if you can avoid it, leave it clear (text free) and leave a little bit of space around it too.

Use it as much as you like, the more people see and begin to recognise our flag, the more they will easily be able to spot and join in with community activity!

DOWNLOAD LINK

The white version of the flag is the best one to print or to use on a different coloured background.

The off-white version of the flag can be used on a white background, in digital format or in print.

p.s.

The flag isn't limited to digital or print promo, draw it, sew it, knit it, put it on a mug, tee, sweater, bag, make it your profile pic, put it up on your wall or in your window…

It's all yours.

Hang on, I already have / run / take part in a student group and we have our own identity?

We know – and we are excited – that lots of different groups, societies, socials and resources exist for estranged and care experienced students!

Our community identity <u>hasn't been created to replace any of that</u>, but to support and sit alongside what's already happening.

The flag can work perfectly with what you have already created. Think of is as a nationally recognised symbol that you can add to your own materials to help estranged and care experienced students quickly spot a group, society, event, piece of information etc. for them.

A signal of familiarity and belonging.

Community colours

Our community colours

Our community colours derive from our flag. These have been developed so that when they are used in marketing or promotion or campaigns as a background for text, the contrast ratio meets accessibility guidelines for anyone who is visually impaired.

Pink

Contrast ratio
w. 3.04:1
b. 6.9:1

Try to ensure any text on a colourful
background is minimum 18pt.

Hex colour code
#ec64a1

Purple

Contrast ratio
w. 5.26:1
b. 3.98:1

Try to ensure any text on a colourful
background is minimum 18pt.

Hex colour code
8d5899

Green

Contrast ratio
w. 3.08:1
b. 6.8:1

Try to ensure any text on a colourful
background is minimum 18pt.

Hex colour code
#40a569

Orange

Contrast ratio
w. 3.04:1
b. 6.88:1

Try to ensure any text on a colourful
background is minimum 18pt.

Hex colour code
#f36a1b

Yellow

Contrast ratio
w. 2.1 (this is a bit low)
b. 10.46:1

Try to ensure any text on a colourful background is minimum 18pt.

We recommend that you only use black text against this yellow background.

Hex colour code
#fea310

Red

Contrast ratio
w. 3.95:1
b. 5.31:1

Try to ensure any text on a colourful background is minimum 18pt.

Hex colour code
#dc523c

Teal

Contrast ratio
w. 3.01:1
b. 6.97:1

Try to ensure any text on a colourful
background is minimum 18pt.

Hex colour code
#08a5aa

Blue

Contrast ratio
w. 6.89:1
b. 3.04:1

Try to ensure any text on a colourful
background is minimum 18pt.

Hex colour code
#3655ab

Black

Contrast ratio
w. 21:1

Try to ensure any text on a colourful background is minimum 18pt.

Hex colour code
#000000

Brown

Contrast ratio
w. 3.06:1
b. 6.84:1

Try to ensure any text on a colourful background is minimum 18pt.

Hex colour code
#d07f53

Our 'logo'

Our 'logo'

While people are getting to know us and we're getting to know each other, it might sometimes be useful to put the name of our community alongside our flag.
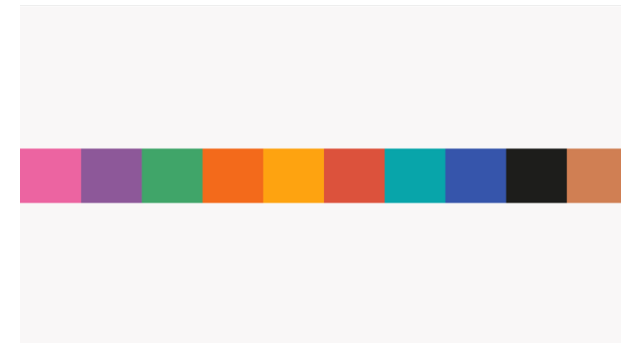
A 'logo' has been created to enable us all to do just that and, as before, there is a version with the flag in white and a version with the flag in an off-white for use on different backgrounds.

DOWNLOAD WHITE LOGO

DOWNLOAD OFF WHITE LOGO

All of Us

All of Us

Our font

DM Sans is our official font

DM Sans is a free Google font that you can easily [download and save to your computer or add to your fonts in Google](#).

We use DM Sans because it is nice and clear and works well in all weights and sizes!

We mostly use it in medium weight,

When you're creating your own stuff for All of Us, try to use large text as much as you can – 18pt and over is good.

Where you need to use smaller text – which you will at some point! Keep it all in black and white to make it easy for everyone to read.

[DOWNLOAD HERE](#)

If you are unable to download or save DM Sans to your fonts in Google, we recommend choosing another font that is simple and clear to read such as:

Arial
or
Helvetica

Shifting shapes

Our 'building blocks'

These also derive from the flag – using the same colour palette and taking their shape from the equality symbol.

These stack together in different ways to reflect our community building and coming together, creating patterns that can be used to create vibrant visuals!

How to make things!

Do YOUR thing!

This identity belongs to All of Us.

This is a guide to using our flag, colours and font to create recognisable and accessible materials using our collective identity.

Some of you will be experienced designers, writers and crafts people and will be itching to take these elements and run with them... go for it!

If you need a place to start, we have created some templates for a poster / flyer and social media post (on the next page you can see what they look like). You don't have to use these templates but they are there to download and use if it's helpful.

If making stuff like this just isn't your thing though, don't worry, the Unite Foundation is on hand to help. Get in touch and let them know what you need to create or promote and the team will assist you!

All of Us
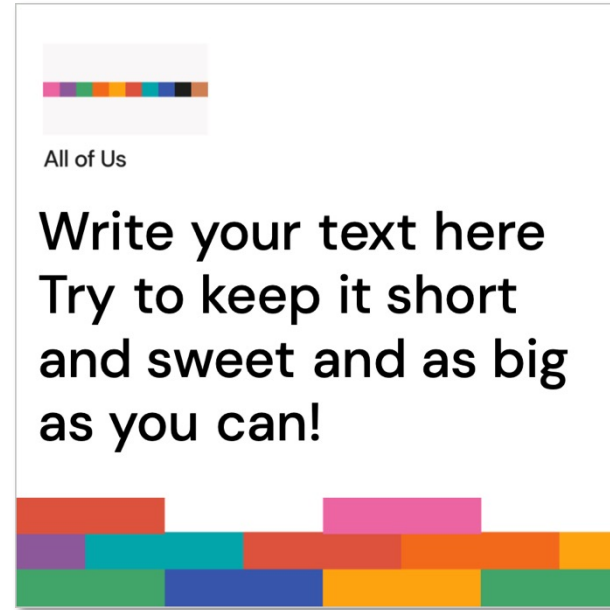
Name of your meet up / event

date

time

location

link

RSVP details

The community for estranged and care experienced students across the UK. Find friends who get it and allies to organise with.

You can either download this as a PowerPoint file or go to 'Share and export' > 'Make a copy' to edit in Google.

All of Us

Write your text here Try to keep it short and sweet and as big as you can!

Write your text here Try to keep it short and sweet and as big as you can!

You can either download this as a PowerPoint file or go to 'Share and export' > 'Make a copy' to edit in Google.

All of Us

We're excited to see what you create and to share your meet ups, events and resources!

If you have any questions or there's anything you need to be able to create community centred content, please get in touch with Beki or Saf at Unite Foundation:

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