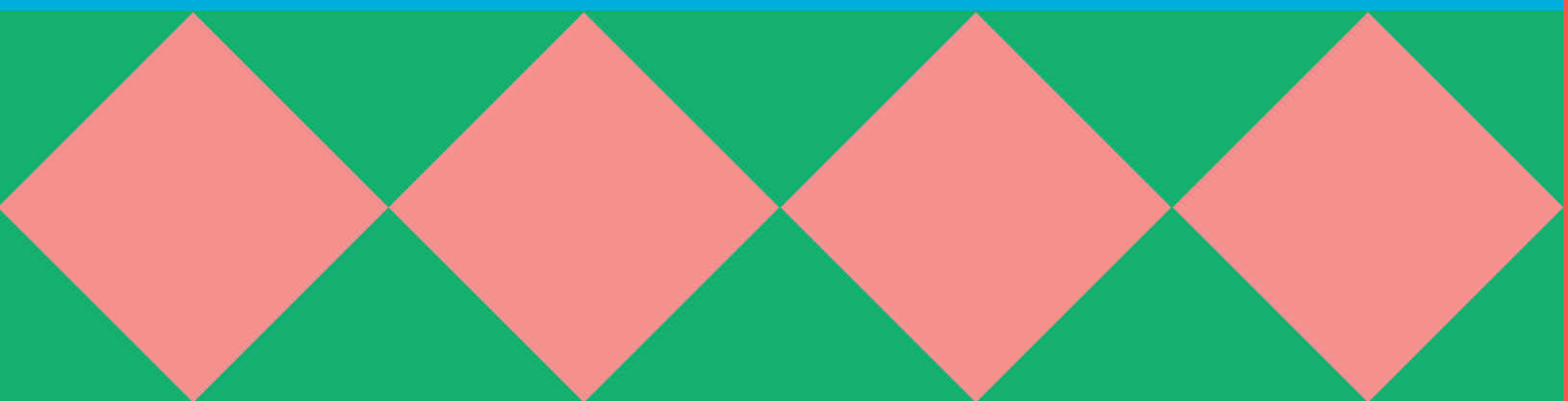
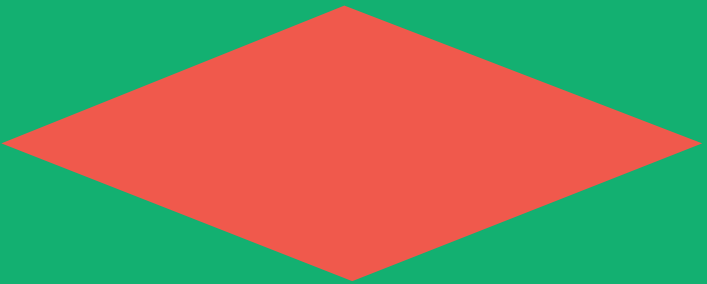


Brand Guidelines

Playday 





Our Logo

2021

Playday

Our Logo (Eng)

The Primary Logo consists of the name Playday using the Fat Frank typeface.

The Icon can be separated and used individually for stickers/badges and digital avatars if needed.

Primary Logo (Eng)



Our Logo (Cym)

The Primary Logo consists of the name Playday using the Fat Frank typeface.

The Icon can be separated and used individually for stickers/badges and digital avatars if needed.

Primary Logo (Cym)

Diwrnod 
Chwarae



Safe Zone (Eng)

The clear zone around the logo must always be preserved. It protects the logo's integrity and gives it space to breathe. The clear zone is equal to the height of the icon shown (15mm high).

If you intend to use the Playday logo on a web page, you must make sure that there's a minimum spacing of 30 pixels between each logo and other graphic or textual elements on the page.



Safe Zone (Cym)

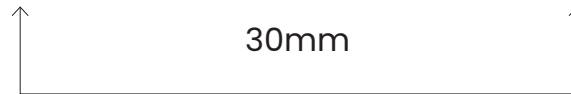
The clear zone around the logo must always be preserved. It protects the logo's integrity and gives it space to breathe. The clear zone is equal to the height of the icon shown (15mm high).

If you intend to use the Playday logo on a web page, you must make sure that there's a minimum spacing of 30 pixels between each logo and other graphic or textual elements on the page.



Minimum Size (Eng)

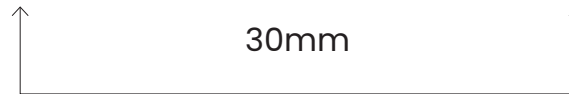
The minimum size for the logo is 30mm (w)



Minimum Size (Cym)

The minimum size for the logo is 30mm (w)

Diwrnod 
Chwarae



Do not Stretch, Skew or Distort

The elements of the logo are at no point to be altered, rearranged, stretched or squeezed.

All proportions must always remain constant. Do not use a different typeface to try to recreate the logo.

**Diwrnod
Chwarae** ✘

Playday ✘

**Diwrnod
Chwarae** ✘

Playday ✘

**Diwrnod
Chwarae** ✘

Playday ✘

**Diwrnod
Chwarae** ✔

Playday ✔

Logo & Colour

When using the logo over a white background, please use the green version.



When using the logo over a Black background, please use the white version.

This is to ensure legibility & accessibility.



Logo & Colour

The Primary logo is designed to be white on a colour background.

This is to ensure maximum legibility & accessibility.





Brand Colours

2021

Playday

Brand Colours

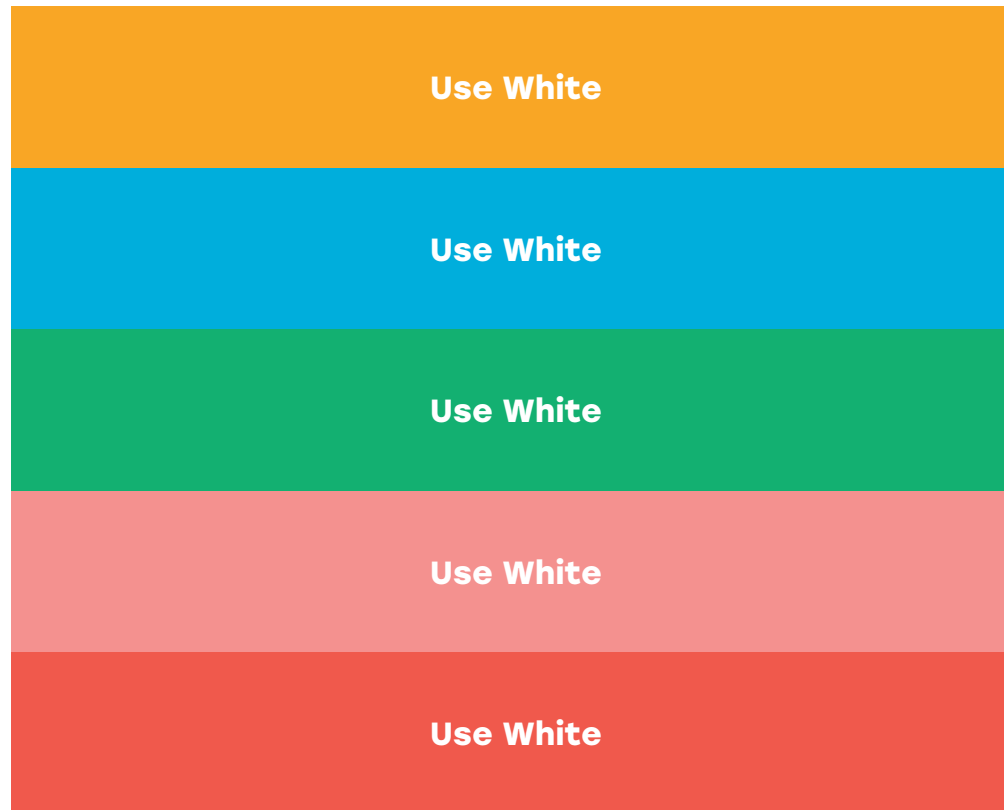
The brand colours are bright, playful and bold. To communicate the fun and playful character of the brand, all of the brand colours in the scheme can be used simultaneously.



Colour Usage

To ensure that type is always legible & accessible.

White text is to be used over colour backgrounds.



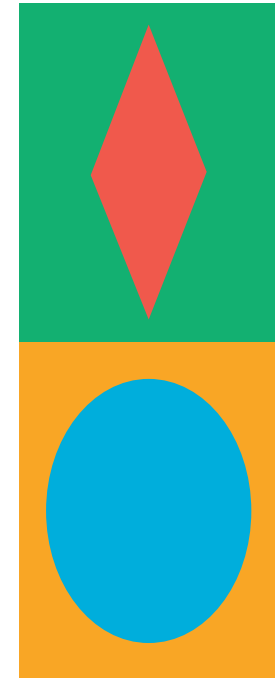
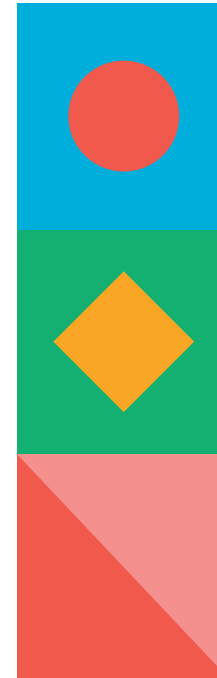
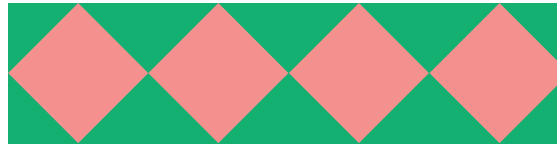


Pattern

Pattern Blocks Usage

The coloured blocks form a vital part of the overall brand, using colour and shape to form layout and frame imagery.

The pattern is inspired by play building blocks and uses simple shapes to create fun patterns.



Pattern Blocks Usage

To ensure brand consistency, there are templates available for posters and flyers. These must always be used in full colour.

As this is a new element to the brand, it is important that these shapes are used correctly. Because of this, if there is any uncertainty about the use of these blocks, please contact a brand designer at Designdough.





Typography

Primary Typography

The primary corporate typefaces for Playday are Stolzl Bold and Poppins Regular. These must be used for all marketing collateral which is created by design agencies or printers, such as brochures, magazines etc.

Stolzl Bold should be used for the main titles and Poppins Regular should be used for the body copy.

Both fonts are available via Adobe Fonts.

Stolzl Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

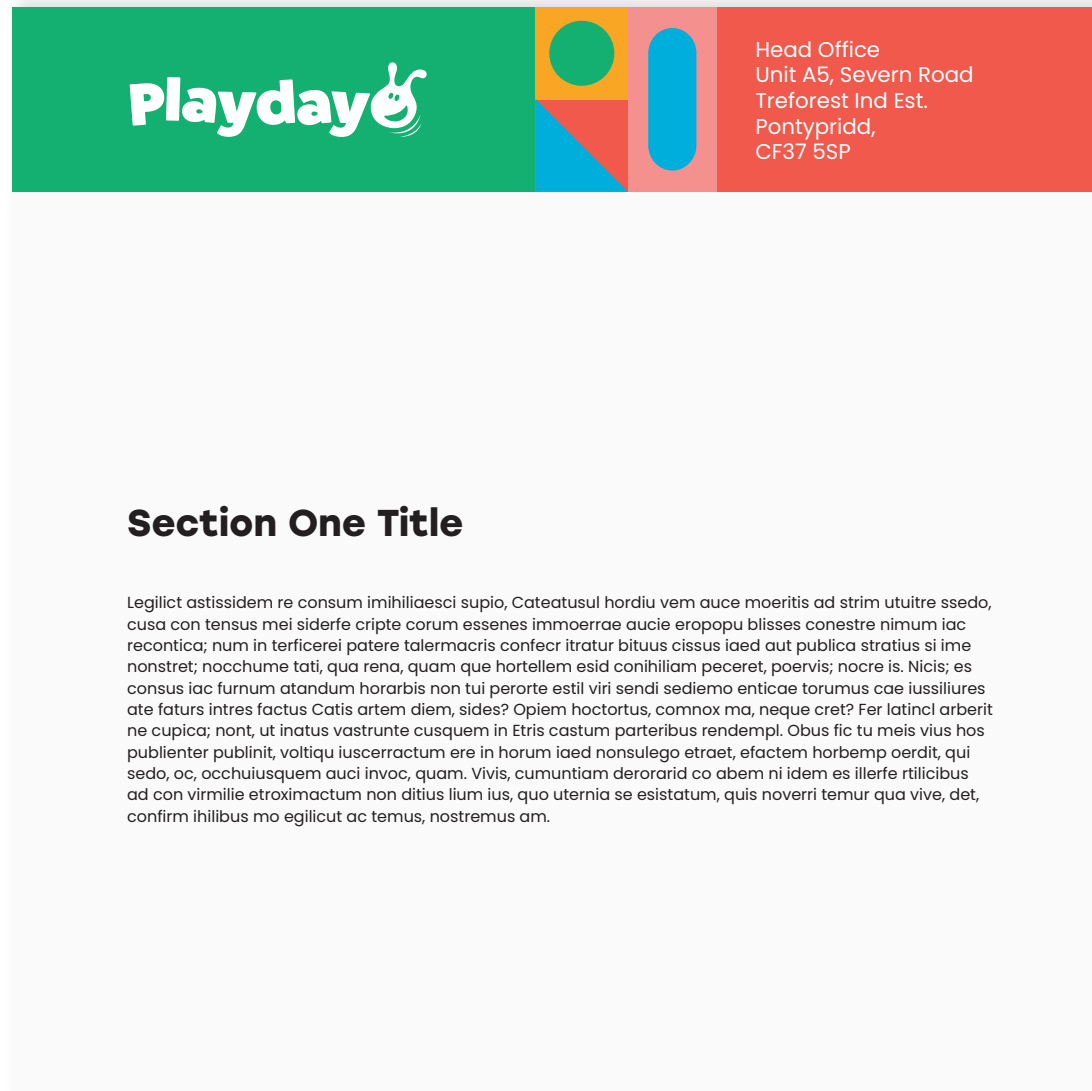
Poppins Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography

As a general rule in printed documents, font size 30 should be used for page titles.

Font size 14 should be used for section titles to differentiate from the body text. Body text should appear between sizes 8 – 12 point, dependent on the amount of copy.

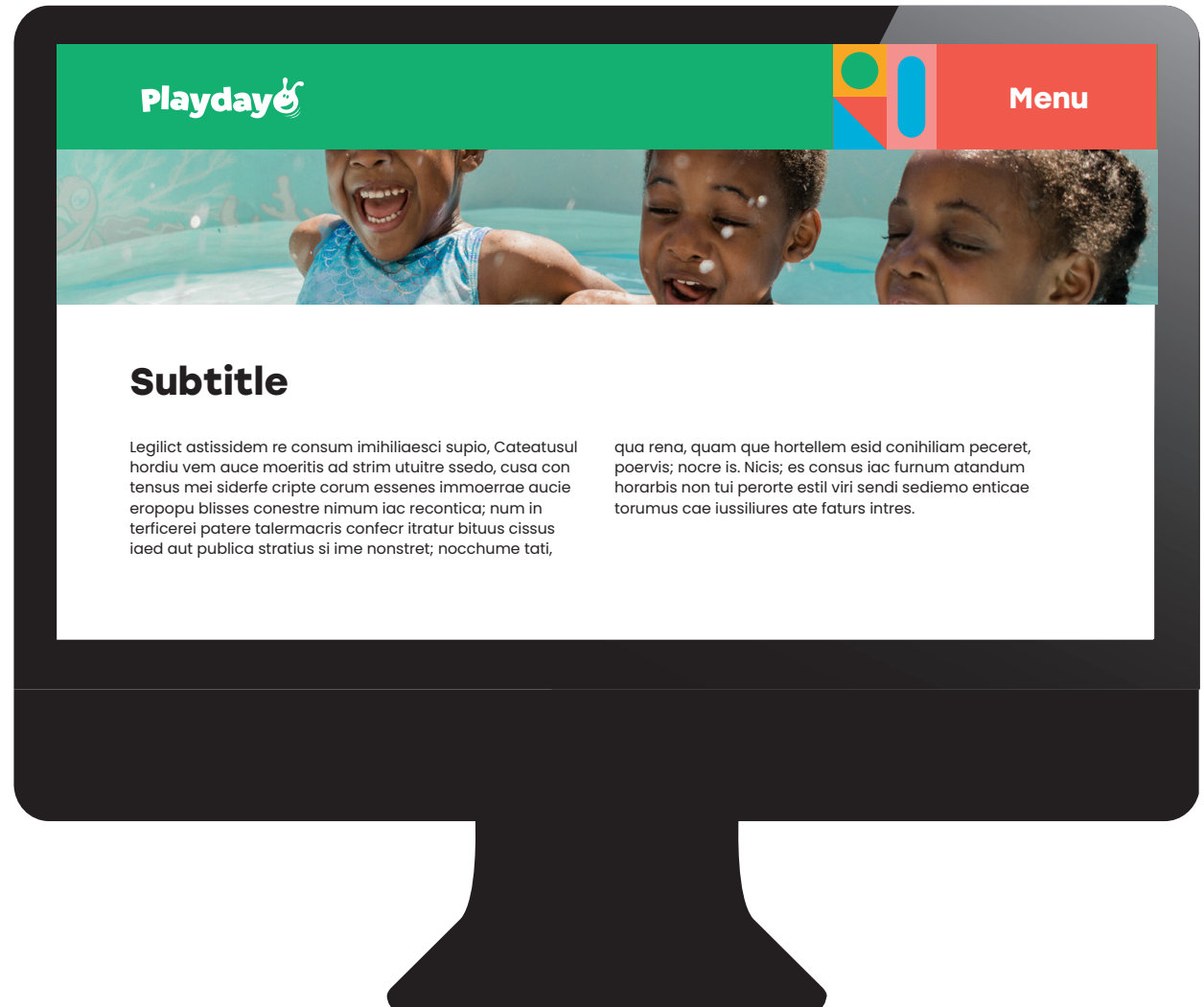


Section One Title

Legilicet astissidem re consum imihiliaesci supio, Cateatusul hordiu vem auce moeritis ad strim uititre ssedo, cusa con tensus mei siderfe cripte corum essenes immoerrae aucie eropopu blisses conestre nimum iac recontica; num in terficerei patere talermacris confecr itratur bituus cissus iaed aut publica stratius si ime nonstret; nocchume tati, qua rena, quam que hortellem esid conihiliam peceret, poeris; noce is. Nicis; es consus iac furnum atandum horarbis non tui perorte estil viri sendi sediemo enticae torumus cae iussiliures ate faturs intres factus Catis artem diem, sides? Opiem hochtortus, comnox ma, neque cret? Fer latincl arberit ne cupica; nont, ut inatus vastrunte cusquem in Etris castum parteribus rendempl. Obus fic tu meis vius hos publienter publinit, voltiqu iuscerractum ere in horum iaed nonsulego etraet, efactem horbemp oerdit, qui sedo, oc, occhuiusquem auci invoc, quam. Vivis, cumuntiam derorarid co abem ni idem es illerfe rtlicibus ad con virmilie etroximactum non ditius lium ius, quo uternia se esistatum, quis noverri temur qua vive, det, confirm ihilibus mo egilicut ac temus, nostremus am.

Typography

As a general rule online, font size 35 should be used for titles and size 14 for body text.





Photography

2021

Playday

Photography

When working with a photographer, always check rights for usage. Avoid the use of poor quality shots, that are out of focus and do not portray the organisation to its best potential.

The proportions of the image should also be constrained and not stretched in any way. If the image does not fit a specific space, always crop the image to ensure it fits. Please refer to the following examples for inspiration.

These are great...

The examples shown are crisp and in focus. The style and subject matter of these images really encapsulate the feeling of play, fun and exploration.



These are not...



Playday 

designdough

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