



Swallow Aware Brand Guidelines

December 2019

Swallow Aware Logo



The Swallow Aware logo has been developed by the Public Health Agency in Northern Ireland.

The logo can be used throughout the UK to identify resources, projects and information campaigns that support improving care for people with dysphagia (swallowing difficulties).

This logo has not been trademarked as we want as many organisations as possible to use it and circulate it in order to increase the awareness of swallowing difficulties in Northern Ireland. It can, however, be used to increase awareness both nationally and internationally.

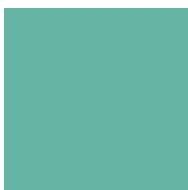
You can download the logo in various formats from pha.site/Dysphagia. However, we have certain stipulations that restrict your use of the logo. Please ensure you use the Swallow Aware logo in conjunction with your own organisation's logo so that ownership of the item is clear to the user. If you are producing materials relating to swallowing difficulties, please adhere to the guidelines outlined below.

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Colours



Colours used in the Swallow Aware logo are as follows:



CMYK: C:62 M:4 Y:37 K:0

RGB: R:101 G:186 B:175

PANTONE: 563 C



CMYK: C:91 M:0 Y:23 K:0

RGB: R:0 G:171 B:200

PANTONE: 3125 C

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Logo usage

There are 3 logo options available.

Option 1: Full colour

The full colour option can be used on a white/light coloured background.



Option 3: Single colour black only

The single colour black only option can be used when full colour is not suitable, on a white/light coloured background.



Option 2: Single colour white only

The single colour white only option should only be used when full colour is not suitable, on a dark coloured background.



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Logo clearance

The Swallow Aware logo should always be surrounded by a minimum area of space, ensuring other elements do not impinge on the logo.

This is demonstrated by the height of the letter 'S' to create an invisible rectangular clearance zone around the logo.



Minimum size

The minimum size for the Swallow Aware logo is 25mm in width.



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Incorrect usage

The Swallow Aware logo should be used as it appears in the original artwork, and must not be modified in any way.



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Typography

The Swallow Aware typeface is Apex Sans Bold.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

File formats

EPS

The EPS file is the preferred version to be used for printed materials. It can be used by designers and commercial printers and will give the best quality of all the file formats. EPS files do not lose quality when scaled up or down and have transparent backgrounds.

JPG

The JPG files that are provided are primarily for screens and can be used on websites and in presentations. They do not scale well beyond 20% larger or smaller than original size and do not have a transparent background. However many people prefer to use JPG files in Microsoft Word documents etc.

PNG

The PNG files are primarily for websites, but can also be used in Microsoft Office documents. Our PNG files have transparent backgrounds.

Other file formats are available on request.

The Swallow Aware logo has been developed by the Public Health Agency.



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