
**Visual brand manual
and suggested uses of
NALA devices. Includes
tips for designing with
accessibility in mind.**



National Adult Literacy Agency
Áisíneacht Náisiúnta Litearthachta do Aosaigh

NALA is an independent, member-based organisation, committed to making sure people with literacy and numeracy difficulties can take part fully in society and have access to learning opportunities that meet their needs.

This manual has been produced to inform and assist organisations in correctly applying the NALA logo to printed material. It is essential that NALA's visual brand be used in a consistent manner.

Therefore, the requirements set out in this manual must be adhered to at all times.

The full title of our organisation is National Adult Literacy Agency. When first referred to in official documentation, the full title should be used, followed by our acronym, placed in brackets, i.e. '(NALA)'. The acronym should be used for all further references in the remainder of the document

The structure

The logo comprises three basic elements: a symbol, featuring a person with book to represent learning; 'NALA', the initials of our organisation's title; and, finally, the full title 'National Adult Literacy Agency', in English and Irish.

The logo must always be used with all three elements, the only exception being when the logo has to go below minimum size. (see page 11.)



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Reversing the logo

The reversed version of the logo may be used where use of the positive version of the logo is deemed unsuitable.

You can only reverse this logo out of a dark colour. Accessibility guidelines dictate that people with low vision require a strong contrast in order to be able to read reversed out text or graphics comfortably. Never reverse the logo out of an image.

The reversed version of the NALA logo shown here appears at its minimum size. If, in exceptional circumstances, the logo must be used smaller than this, the symbol-only version, shown on page 15, should be used.



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The fonts

There are two key typefaces (fonts) used in the construction of the logo: Avenir (for the NALA initials) and Tiresias (for the spelt-out title in English and Irish).

Avenir should be used as font of choice for all body copy in any NALA publication. Tiresias can be used as a display font for headings, if you choose.

All correspondence for in-house printing (created in Microsoft Word, Excel, etc.) should be typed in Avenir if possible, to complement the corporate house style.

Only Avenir and Tiresias are recommended for use on all NALA communications, in order to ensure consistency across all branding. NALA is not licensed to distribute fonts. Please purchase fonts from licensed distributors.

Tips for accessible typesetting

- 1 Always use 12pt as a minimum size over 15pt leading.
- 2 Where you can, use black text on a white background.
- 3 Never use all upper case – title/sentence case throughout.
- 4 Only reverse text out where you can use at least 16pt for text, and always reverse out of a dark colour. High contrast is key.
- 5 Never mix text with an image. Treat these separately.

Remember that creativity should never be at odds with accessibility!

Tiresias Infofont:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir Light:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir Light Oblique:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir Black:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir Black Oblique:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Minimum size

It is vital that the NALA logo is always used at a certain size. Our guide is that the font of the spelt-out English title has to be 14pt at its smallest size – if you have to reproduce the logo smaller than this, then you must use the alternative on page 15. We strongly advise the use of the full logo wherever possible.



14pt

77 mm

Logo position

NALA requires that its logo is placed at the bottom right-hand corner on all applications. See below for the minimum clearance around the logo.

16 mm



16 mm

Below minimum size

This version of the NALA logo should only be used in **exceptional** circumstances, i.e. when the logo in its entirety does not meet the minimum-size requirements. (Please refer to previous page for information on minimum size.) Examples of usage at below minimum size include DL envelopes, address labels, CD/DVD labels, PowerPoint presentations and small advertisements.

As already stated, use of the full NALA logo is always recommended.





Colour usage


Where possible, the logo should be reproduced using Pantone colours. However, it may also be printed in CMYK process colours. The CMYK colour equivalents below should be adhered to at all times.

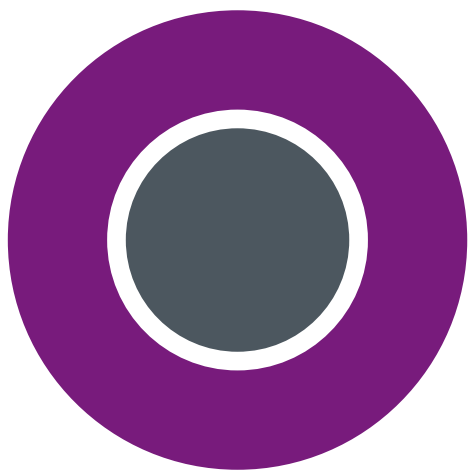
Primary

The NALA logo is composed of two primary colours.

Secondary

An extended colour palette has been developed for use where additional colour is needed, such as colour-coding for larger documents (i.e. reports), and enlivening smaller pieces of collateral.





Purple
PMS 2602
c 65 | m 100 | y 0 | k 0

Grey
PMS 432
c 25 | m 0 | y 0 | k 77



Orange
PMS 158
c 0 | m 61 | y 97 | k 0

Red
PMS 187
c 0 | m 100 | y 79 | k 20

Green
PMS 377
c 45 | m 0 | y 100 | k 24

Turquoise
PMS 7474
c 90 | m 0 | y 28 | k 22

Embellishments

A holding device has been devised either for housing the NALA web address or for use on occasion with imagery. This can be used on posters, leaflets, or any appropriate medium.

The leaf shape is inspired by the logo.

Here is an example of the device used on a promotional poster and report cover. It is only to be used if it adds to a piece visually, or helps brand the piece as a NALA communication.

www.nala.ie

Minimum size:
35 mm



National Adult Literacy Awareness Week

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Report

Exploring assessment for accountability purposes in adult literacy

Report From the Mapping the Learning Journey
Mainstreaming Steering Committee
to Department of Education and Science
February 2007

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