

# 2023 STYLE GUIDE

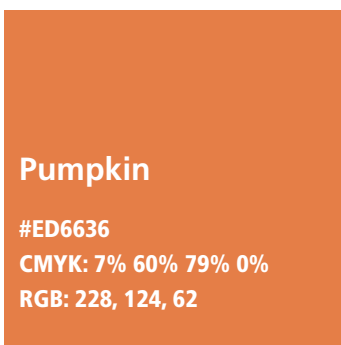
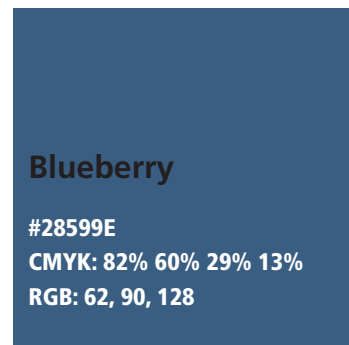
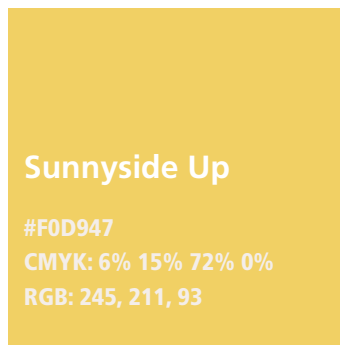
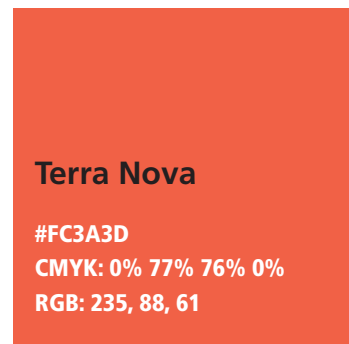
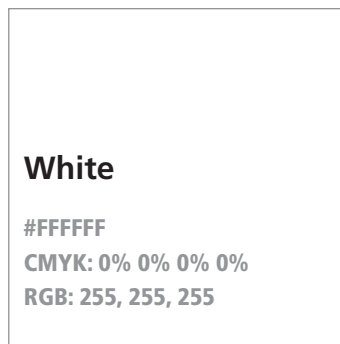
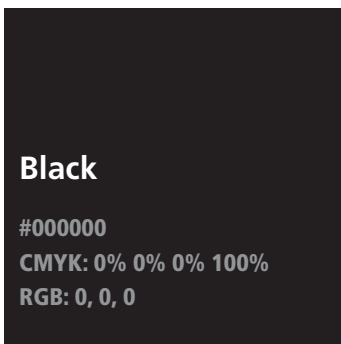
This style guide should be used by anyone wishing to create documents or presentations for **EDUCATION SUNDAY** during 2023.

For consistency in colour and layout, documents should be created by a graphic designer ideally in **Adobe InDesign**. Although you can create documents in any package, there will be a disparity in the final product (a diluted image) and this is therefore not advised.





## COLOUR PALETTE



## FONTS

Where possible, stick to the approved font families.

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**FRUTIGER 55 AND 65** – regular and bold

1234567890-=  
qwertyuiop[]asdfghjkl;'\`zxcvbnm,./  
QWERTYUIOP[]ASDFGHJKL;'\`ZXCVBNM,./

Use Frutiger 65 with caps for the main heading, followed by Frutiger 55 for all subsequent headings. Use lower-case sparingly.

**FRUTIGER 47** – light condensed

1234567890-=  
qwertyuiop[]asdfghjkl;'\`zxcvbnm,./  
QWERTYUIOP[]ASDFGHJKL;'\`ZXCVBNM,./

Use Frutiger 47 in tables when there is a lot of text to fit into a table cell.

**FRUTIGER 77** – black condensed

**1234567890-=**  
**qwertyuiop[]asdfghjkl;'\`zxcvbnm,./**  
**QWERTYUIOP[]ASDFGHJKL;'\`ZXCVBNM,./**

Use Frutiger 77 to highlight individual words in a paragraph. Do not use for full paragraph.

**BEMBO FAMILY**

1234567890-=  
qwertyuiop[]asdfghjkl;'\`zxcvbnm,./  
QWERTYUIOP[]ASDFGHJKL;'\`ZXCVBNM,./

Use Bembo for all body copy text. Use regular, *italic*, **bold** and **bold italic** as appropriate.

**PLEASE AVOID THE FONTS USED IN THE EDUCATION SUNDAY LOGO.**



## FONT SIZES

This is a guide to the size and spacing for fonts used in documents.

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### MAIN HEADING

Frutiger 65 – 24pt, 26pt leading, all caps, 7mm space after paragraphs

Align – left

Colour – Blueberry

### HEADINGS

Frutiger 55 – 13pt, 13pt leading, all caps, 3mm space after paragraphs

Align – left

Colour – Black or Terra Nova

### SIDE HEADINGS (VERTICAL)

Frutiger 55 – 12pt, all caps

Align – right

Colour – **White** on a contrasting background

### BODY COPY

Bembo – 12pt, 13pt leading, u/l case, (min) 1.3mm space after paragraphs

Align – left

Bullets – indent 6.35mm, first line – 6.35mm

Colour – Black





## LOGOS

Use a coloured logo if the document is going to be reproduced in colour, and the b/w logo if the document is to be printed in b/w. In most cases, a colour logo will be acceptable and print successfully in b/w.

*Please note, this logo in its current colour and format is only for use in 2023.*



Full colour CMYK for print and RGB for Powerpoint. Always place this logo top left unless there is no other content on the page, otherwise place centred.

[ES Logo CMYK 2023.png](#) / [ES Logo RGB 2023.png](#) / [ES Logo 2022.png](#)



Black and White version.

[ES Logo B&W 2023.png](#)



This watermark can be used on selected pages in a document.

Place it behind text but avoid putting images on top.

[ES Watermark 2023.png](#)



Figures can be used on continuation sheets or on the bottom right of a page to balance logo.

[ES Figures CMYK 2023.png](#)



**STYLE GUIDE 2023**

