BRANDING GUIDE

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ADHD FOUNDATION VISION, MISSION AND PURPOSE

About Us:

As the board of ADHD Foundation, we strive to understand your needs, strengthen and positively provide for the needs of people living with the effects of ADHD. We do this by creating a platform that will support a functional pathway through life.

We will strive to understand the current and future needs and operate efficiently so that people with ADHD can increase their functional capacity, receive consistent support and high quality service and value for money. We will do this by using technology to improve information and support that better meets the needs of people with ADHD.

Vision:

Improve the wellbeing and functional capacity for those affected by ADHD and related conditions.

Mission:

Strive to be direct makers of change through collaboration and communication.

Our Purpose:

To enable people with ADHD to optimise their quality of life through providing a positive and higher level of functional capacity.

A LESSON FROM DIAMONDS

Diamonds are as old as the universe itself. Most diamonds are found deep beneath the earth's surface and need to be excavated from molten rock, called kimberlite. An average, more than 20 tons of kimberlite is processed, in order to procure just one diamond. Only a trained eye can appreciate the true value of a diamond. The naked eye is unable to discern the diamonds worth, its cut, carats, clarity and colour. In much the same way, the naked eye cannot see the true value of a person with. A diamond is the hardest of all known substances, .Like a diamond with its many variances, brilliance and fire.

OUR SYMBOL AND VALUES

The founders of the ADHD Foundation have selected the diamond as a symbol because of its strength and the complexity around creating such a valuable stone. Through careful design, our diamond has emerged as the ADHD Foundations symbol reflecting many different facets and colours relating to the complexities that living with ADHD can create. ADHD is a condition that is complex, can present and be visible in various other conditions depending on the viewing angle.

The pressure for a person with ADHD to "fit in" and be "normal" in today's society can be extreme. Just like a diamond with its' individual design, cut and clarity a person with ADHD is a special type of person, talented, shining brightly and with the ability to achieve beyond "normal" if allowed to. The ADHD Foundation is about harnessing that strength and resilience so behaviours not so obvious can shine through a platform that highlights the facets of that inner beauty through the creation of a positive caring society that believes that a person with ADHD can "shine brightly" like a diamond.

Respect: We respect the people we serve and the people we work with

Integrity: We do what we say we are going to do, and make sure that our actions are honest and align with our values

Innovate:
Leadership: We create new ideas to keep us nimble by minimizing complexity and increasing functional capacity

Impact: We have the courage to go above and beyond to empower the people we serve and shape a better future

We strive to accomplish amazing amounts of important work and focus on great results rather than process

VISUAL IDENTITY EXPLAINED

Brand Essence

The visual identity of ADHD Foundation is in line with our beliefs that every person is unique with brilliance inside.
We communicate this through our diamond, shining vibrantly. Our colour palatte is vibrant, strong and joyous.
We are:
-Bold
-Joyful
-Brilliant
-Vibrant
-Innovative

Elements of our visual identity

ADHD Foundation ensures effective communication by keeping a clear visual identity. Elements of our visual identity are-

-Our logo variations
-Our tone appropriate colours
-Our tone appropriate graphic elements
-Our approved phrases
-Our approved typography

LOGO FONTS

The ADHD Foundation logo comprises 2 different fonts which can be used in communications where appropriate. (Arial Narrow is suggested for use in lengthy copy.)

Yanone Kaffeesatz Font Family
Alex Brush

Final standard logo design

Final linear logo design

Final vertical logo design

TYPOGRAPHY: PRIMARY FONTS

Typography plays a key role in ADHD Foundation's visual identity and brand. As a rule, all media and publications are to use the Yanone Kaffeesatz font family or the Arial Narrow family fonts. If these fonts are not available, then another san serif font must be used. Use Yanone and Alex Brush fonts for quotes, headings, and special phrases. Headings, quotes and special phrases may be in approved colours with backgrounds using images or gradients, as long as the text can be readable. Copy text can be in Arial Narrow or Yanone Kaffeesatz in brand colours where appropriate.

Arial Narrow
Arial Narrow Italic
Arial Narrow Bold
Arial NarrowBold Italic

Yanone Kaffeesatz Thin
abcdefghijklmnopqrstuvwxyz1234567890<>,.?/;:'"{[}]+=*_-
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Yanone Kaffeesatz Light
abcdefghijklmnopqrstuvwxyz1234567890<>,.?/;:'"{[}]+=*_-
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Yanone Kaffeesatz Regular
abcdefghijklmnopqrstuvwxyz1234567890<>,.?/;:'"{[}]+=*_-
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Yanone Kaffeesatz Bold
abcdefghijklmnopqrstuvwxyz1234567890<>,.?/;:'"{[}]+=*_-
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Alex Brush Regular
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*<>,.?/ ;:'"{[}]+=*_-*

COLOUR PALETTE

Colours may be used in solids or tints to add interest to communications. Always use colours as specified here. Never substitute colours. Each colour has its reference for print in CMYK and for on-screen use in RGB and HTML. Colours apear brighter onscreen than in print.

Highlight colours are to be used sparingly where appropriate, for headings, quotes and selected highlighted material.

		CMYK	RGB	HTML CODE #
	Purple CORE	C35 M100 Y35 K0	R G B	# 9e1f63
	Blue CORE	C85 M50 Y0 K0	R27 G117 B187	# 1b75bb
	Dark Blue	C100 M90 Y10 K0	R G B	#
	Pink	C0 M100 Y0 K0	R236 G0 B140	# ec008c
	Black	C0 M0 Y0 K100	R0 G0 B0	# 000000
	Orange -Highlight	C3 M53 Y100 K0	R241 G 141 B6	# f18d06
	Yellow -Highlight	C4 M24 Y100 K0	R244 G191 B23	# f4bf17

When producing all types of documents, media and communications, please consider the use of colour and design elements. Core brand elements and colours should comprise 80% of the overall design and other non branded elements about 20%.

80%
CORE BRAND ELEMENTS

20%
VARIABLE
ELEMENTS

LOGO: CORRECT USE

ADHD Foundation's variety of different logos allows for a wide range of usage. Please be mindful to keep half of the size of 'ADHD' clear space around the logo when placing near other objects.

The logo can be placed anywhere on a page, front or back cover, on the website or online media.

The logo can be placed over backgrounds or images provided it is easy to recognise and legible. The logo should not be stretched, distorted, altered, adorned, coloured or outlined. See examples below:

INCORRECT USE: Logo is not easily distinguishable from image.

CORRECT USE: Logo is easily distinguishable from image.

PULL QUOTES AND TEXT BOXES

For pull quotes use approriate font- Arial Narrow font family or Yanone Kaffeesatz font family. Turn off hyphenation for pull quotes. Any approved colour, or colour tint may be used. Floating text, text overlayed on a solid block of colour or text within a border is approved. Using the addition of a single diamond for effect is approved. See below for examples:

"Lorem ipsum dolor sit amet, id eruditi ancillae volutpat mel, eam vide appetere ad, ad pro quando signiferumque."

"Lorem ipsum dolor sit amet, id eruditi ancillae volutpat mel, eam vide appetere ad, ad pro quando signiferumque. Quod omittam cu quo. "

"Lorem ipsum dolor sit amet, id eruditi ancillae volutpat mel, eam vide appetere ad, ad pro quando signiferumque. Quod omittam cu quo. "

"Lorem ipsum dolor sit amet, id eruditi ancillae volutpat mel, eam vide appetere ad, ad pro quando signiferumque. Quod omittam cu quo. "

Boxes may be used to hold information be it illustrations, graphs, visual aids or text. Boxes may be any size, and any line weight thickness but are not to have rounded corners and must use brand colours. Use the single diamond png as an overlay to give interest, either centred below or in any corner.

Lorem ipsum dolor sit amet, id eruditi ancillae volutpat mel, eam

77%

vide appetere ad, ad pro quando signiferumque. Quod omittam cu quo.

EXTRA DESIGN ELEMENTS

To create more interest to communications, a variety of design elements have been developed.
- Single diamond
- Corner diamond clusters
- Scaling diamond lines
- Middle positioned scaling diamonds
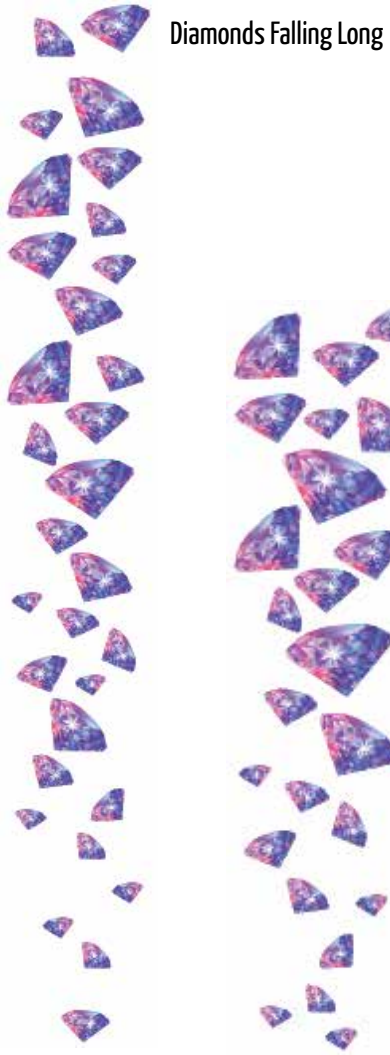- Cascading diamonds

Diamond L-side scaling line

Diamond R-side scaling line

Diamond middle scaling line

-Single diamond

Diamonds Falling Long

Diamonds Falling

Diamond R-Corner Cluster

Diamond L-Corner Cluster

The page contains a grid of file thumbnails organized in eight columns. Each column groups a family of files under a PDF folder at the bottom.

Column 1 — ADHDF-DI AMOND-DI AMONDS-FALLING:
- ADHDF-DI AMOND-DI AMONDS-FALLING2...
- ADHDF-DI AMOND-DI AMONDS-FALLING2...
- ADHDF-DI AMOND-DI AMONDS-FALLING2...
- ADHDF-DI AMOND-DI AMONDS-FALLING2...
- ADHDF-DI AMOND-DI AMONDS-FALLING1...
- ADHDF-DI AMOND-DI AMONDS-FALLING1...
- ADHDF-DI AMOND-DI AMONDS-FALLING1...
- ADHDF-DI AMOND-DI AMONDS-FALLING1...
- ADHDF-DI AMOND-DI AMONDS-FALLING8...
- ADHDF-DI AMOND-DI AMONDS-FALLING8...
- ADHDF-DI AMOND-DI AMONDS-FALLING4...
- ADHDF-DI AMOND-DI AMONDS-FALLING4...
- ADHDF-DI AMOND-DI AMONDS-FALLING2...
- ADHDF-DI AMOND-DI AMONDS-FALLING2...
- ADHDF-DI AMOND-DI AMONDS-FALLING1...
- ADHDF-DI AMOND-DI AMONDS-FALLING1...
- [PDF] ADHDF-DI AMOND-DI AMONDS-FALLING

Column 2 — ADHDF-DI AMOND-DI AMONDS-FALLING-...:
- ADHDF-DI AMOND-DI AMONDS-FALLING-... (repeated)
- [PDF] ADHDF-DI AMOND-DI AMONDS-FALLING-...

Column 3 — ADHDF-DI AMOND-L-CORNER-C LUSTER:
- ADHDF-DI AMOND-L-CORNER-C LUSTER25...
- ADHDF-DI AMOND-L-CORNER-C LUSTER25...
- ADHDF-DI AMOND-L-CORNER-C LUSTER20...
- ADHDF-DI AMOND-L-CORNER-C LUSTER20...
- ADHDF-DI AMOND-L-CORNER-C LUSTER16...
- ADHDF-DI AMOND-L-CORNER-C LUSTER16...
- ADHDF-DI AMOND-L-CORNER-C LUSTER12...
- ADHDF-DI AMOND-L-CORNER-C LUSTER12...
- ADHDF-DI AMOND-L-CORNER-C LUSTER80...
- ADHDF-DI AMOND-L-CORNER-C LUSTER80...
- ADHDF-DI AMOND-L-CORNER40...
- ADHDF-DI AMOND-L-CORNER40...
- ADHDF-DI AMOND-L-CORNER-C LUSTER20...
- ADHDF-DI AMOND-L-CORNER-C LUSTER20...
- ADHDF-DI AMOND-L-CORNER-C LUSTER10...
- ADHDF-DI AMOND-L-CORNER-C LUSTER10...
- [PDF] ADHDF-DI AMOND-L-CORNER-C LUSTER

Column 4 — ADHDF-DI AMOND-L-SIDE-scalin g-line:
- ADHDF-DI AMOND-L-SIDE-scalin g-line250...
- ADHDF-DI AMOND-L-SIDE-scalin g-line250...
- ADHDF-DI AMOND-L-SIDE-scalin g-line200...
- ADHDF-DI AMOND-L-SIDE-scalin g-line200...
- ADHDF-DI AMOND-L-SIDE-scalin g-line160...
- ADHDF-DI AMOND-L-SIDE-scalin g-line160...
- ADHDF-DI AMOND-L-SIDE-scalin g-line120...
- ADHDF-DI AMOND-L-SIDE-scalin g-line120...
- ADHDF-DI AMOND-L-SIDE-scalin g-line800
- ADHDF-DI AMOND-L-SIDE-scalin g-line800
- ADHDF-DI AMOND-L-SIDE-scalin g-line400
- ADHDF-DI AMOND-L-SIDE-scalin g-line400
- ADHDF-DI AMOND-L-SIDE-scalin g-line200
- ADHDF-DI AMOND-L-SIDE-scalin g-line200
- ADHDF-DI AMOND-L-SIDE-scalin g-line100
- ADHDF-DI AMOND-L-SIDE-scalin g-line100
- [PDF] ADHDF-DI AMOND-L-SIDE-scalin g-line

Column 5 — ADHDF-DI AMOND-M IDDLE-scali ng-line:
- ADHDF-DI AMOND-M IDDLE-scali ng-line25...
- ADHDF-DI AMOND-M IDDLE-scali ng-line25...
- ADHDF-DI AMOND-M IDDLE-scali ng-line20...
- ADHDF-DI AMOND-M IDDLE-scali ng-line20...
- ADHDF-DI AMOND-M IDDLE-scali ng-line16...
- ADHDF-DI AMOND-M IDDLE-scali ng-line16...
- ADHDF-DI AMOND-M IDDLE-scali ng-line12...
- ADHDF-DI AMOND-M IDDLE-scali ng-line12...
- ADHDF-DI AMOND-M IDDLE-scali ng-line80...
- ADHDF-DI AMOND-M IDDLE-scali ng-line80...
- ADHDF-DI AMOND-M IDDLE-scali ng-line40...
- ADHDF-DI AMOND-M IDDLE-scali ng-line40...
- ADHDF-DI AMOND-M IDDLE-scali ng-line20...
- ADHDF-DI AMOND-M IDDLE-scali ng-line20...
- ADHDF-DI AMOND-M IDDLE-scali ng-line10...
- ADHDF-DI AMOND-M IDDLE-scali ng-line10...
- [PDF] ADHDF-DI AMOND-M IDDLE-scali ng-line

Column 6 — ADHDF-DI AMOND-R -CORNER- CLUSTER (highlighted):
- ADHDF-DI AMOND-R -CORNER- CLUSTER... (repeated)
- [PDF] ADHDF-DI AMOND-R -CORNER- CLUSTER

Column 7 — ADHDF-DI AMOND-R -SIDE-scali ng-line:
- ADHDF-DI AMOND-R -SIDE-scali ng-line25...
- ADHDF-DI AMOND-R -SIDE-scali ng-line2...
- ADHDF-DI AMOND-R -SIDE-scali ng-line2...
- ADHDF-DI AMOND-R -SIDE-scali ng-line2...
- ADHDF-DI AMOND-R -SIDE-scali ng-line1...
- ADHDF-DI AMOND-R -SIDE-scali ng-line1...
- ADHDF-DI AMOND-R -SIDE-scali ng-line1...
- ADHDF-DI AMOND-R -SIDE-scali ng-line1...
- ADHDF-DI AMOND-R -SIDE-scali ng-line80...
- ADHDF-DI AMOND-R -SIDE-scali ng-line80...
- ADHDF-DI AMOND-R -SIDE-scali ng-line40...
- ADHDF-DI AMOND-R -SIDE-scali ng-line40...
- ADHDF-DI AMOND-R -SIDE-scali ng-line20...
- ADHDF-DI AMOND-R -SIDE-scali ng-line20...
- ADHDF-DI AMOND-R -SIDE-scali ng-line10...
- ADHDF-DI AMOND-R -SIDE-scali ng-line10...
- [PDF] ADHDF-DI AMOND-R -SIDE-scali ng-line

Column 8 — ADHDF-DI AMOND-SI NGLE-DIA MOND:
- ADHDF-DI AMOND-SI NGLE-DIA MOND25...
- ADHDF-DI AMOND-SI NGLE-DIA MOND25...
- ADHDF-DI AMOND-SI NGLE-DIA MOND20...
- ADHDF-DI AMOND-SI NGLE-DIA MOND20...
- ADHDF-DI AMOND-SI NGLE-DIA MOND16...
- ADHDF-DI AMOND-SI NGLE-DIA MOND16...
- ADHDF-DI AMOND-SI NGLE-DIA MOND12...
- ADHDF-DI AMOND-SI NGLE-DIA MOND12...
- ADHDF-DI AMOND-SI NGLE-DIA MOND80...
- ADHDF-DI AMOND-SI NGLE-DIA MOND80...
- ADHDF-DI AMOND-SI NGLE-DIA MOND40...
- ADHDF-DI AMOND-SI NGLE-DIA MOND40...
- ADHDF-DI AMOND-SI NGLE-DIA MOND20...
- ADHDF-DI AMOND-SI NGLE-DIA MOND20...
- ADHDF-DI AMOND-SI NGLE-DIA MOND10...
- ADHDF-DI AMOND-SI NGLE-DIA MOND10...
- [PDF] ADHDF-DI AMOND-SI NGLE-DIA MOND

LIST OF FILES: LOGOS AND TAGLINES

ADHDF-linear-
Adobe Acrobat Document
211 KB

ADHDF-linear-100px
JPG File
562 KB

ADHDF-linear-100px
PNG File
1.98 KB

ADHDF-linear-200 px
JPG File
569 KB

ADHDF-linear-200 px
PNG File
5.41 KB

ADHDF-linear-400 px
JPG File
586 KB

ADHDF-linear-400 px
PNG File
15.2 KB

ADHDF-linear-600 px
JPG File
610 KB

ADHDF-linear-600 px
PNG File
27.6 KB

ADHDF-linear-800 px
JPG File
633 KB

ADHDF-linear-800 px
PNG File
41.6 KB

ADHDF-linear-1000 px
JPG File
665 KB

ADHDF-linear-1000 px
PNG File
56.7 KB

ADHDF-linear-1500 px
JPG File
747 KB

ADHDF-linear-1500 px
PNG File
101 KB

ADHDF-linear-2000 px
JPG File
843 KB

ADHDF-linear-2000 px
PNG File
150 KB

ADHDF-linear-2500 px
JPG File
943 KB

ADHDF-linear-2500 px
PNG File
207 KB

ADHDF-standard-
Adobe Acrobat Document
209 KB

ADHDF-standard-100px
JPG File
564 KB

ADHDF-standard-100px
PNG File
3.74 KB

ADHDF-standard-200 px
JPG File
576 KB

ADHDF-standard-200 px
PNG File
10.3 KB

ADHDF-standard-400 px
JPG File
607 KB

ADHDF-standard-400 px
PNG File
26.8 KB

ADHDF-standard-600 px
JPG File
647 KB

ADHDF-standard-600 px
PNG File
45.9 KB

ADHDF-standard-800 px
JPG File
690 KB

ADHDF-standard-800 px
PNG File
66.5 KB

ADHDF-standard-1000 px
JPG File
737 KB

ADHDF-standard-1000 px
PNG File
88.8 KB

ADHDF-standard-1500 px
JPG File
875 KB

ADHDF-standard-1500 px
PNG File
148 KB

ADHDF-standard-2000 px
JPG File
0.99 MB

ADHDF-standard-2000 px
PNG File
214 KB

ADHDF-standard-2500 px
JPG File
1.14 MB

ADHDF-standard-2500 px
PNG File
289 KB

ADHDF-vertical-
Adobe Acrobat Document
213 KB

ADHDF-vertical-100px
JPG File
570 KB

ADHDF-vertical-100px
PNG File
7.28 KB

ADHDF-vertical-200 px
JPG File
593 KB

ADHDF-vertical-200 px
PNG File
20.2 KB

ADHDF-vertical-400 px
JPG File
650 KB

ADHDF-vertical-400 px
PNG File
53.7 KB

ADHDF-vertical-600 px
JPG File
723 KB

ADHDF-vertical-600 px
PNG File
95.4 KB

ADHDF-vertical-800 px
JPG File
810 KB

ADHDF-vertical-800 px
PNG File
142 KB

ADHDF-vertical-1000 px
JPG File
896 KB

ADHDF-vertical-1000 px
PNG File
195 KB

ADHDF-vertical-1500 px
JPG File
1.11 MB

ADHDF-vertical-1500 px
PNG File
348 KB

ADHDF-vertical-2000 px
JPG File
1.36 MB

ADHDF-vertical-2000 px
PNG File
519 KB

ADHDF-vertical-2500 px
JPG File
1.65 MB

ADHDF-vertical-2500 px
PNG File
711 KB