



National Disability  
Research Partnership

**Style Guide** May 2023

## Name and acronym

### Stacked



### Inline



### Usage

The combination of white and dark blue should be the only colour combination used for the circle, acronym and name.

Stacked and inline versions can be used according to space requirements.

### Rationale

Using white text on the dark blue maximises contrast and improves accessibility.

Limiting application of colour and positioning provides the brand with interim consistency before the logo is properly designed and established.

# Typography

## Display typeface

Aa

Atkinson Hyperlegible

**Bold**

*Italic*

***Bold italic***

### Usage

Marketing collateral, published materials, website.

### Rationale

Atkinson hyperlegible provides a high level of legibility for written materials both digital and print. It is a clean, modern font that maximises accessibility of published reports and communication products. Atkinson Hyperlegible is available on Google fonts.

Calibri also has a high level of accessibility and is widely available as part of the Microsoft suite.

## System typeface

Aa

Calibri

**Bold**

*Italic*

***Bold italic***

### Usage

Email, Word and Powerpoint documents when display typeface is not available.

# Colour

## Usage

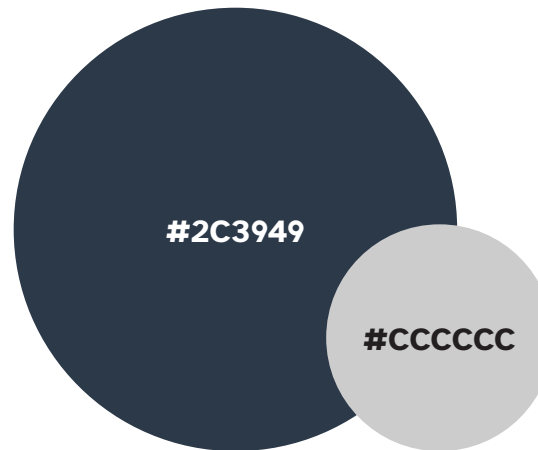
All colours can be used for text on white (and vice versa) with 18pt+ text.

All regular size text should be black on white (or vice versa).

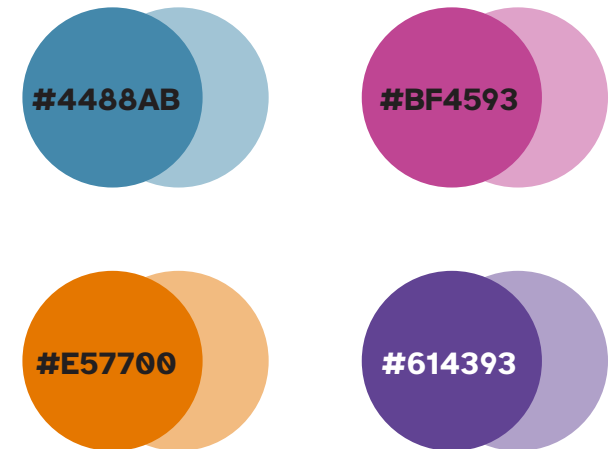
The dark blue should be used for elements that represent the broader brand as a whole. The secondary colours should then be used to distinguish areas of research, data categories or other types of information.

The 50% fill may be used to layer or add depth to graphic elements, but should be used sparingly.

### Primary



### Secondary and 50% fill



# Colour

## Rationale

We have kept the original dark blue to maintain the link with existing publications. The dark blue is also a high-contrast, professional and respectable colour that provides a strong foundation on which to add the colourful accents.

The secondary colour palette focuses on a combination of colours that are bright and bold to support the communication of research data and findings in clear, approachable ways across a range of topics. The palette also prioritises high contrast for accessibility and legibility of text.

The 50% fill options add versatility to the palette for broad range of application across digital and print products.

	Text	#FFFFFF	#2C3949	#4488AB	#BF4593	#614393	#E57700
Background							
White #FFFFFF		Text AAA 11.7	Text AA18 3.9	Text AA 4.6	Text AAA 7.6	Text AA18 3	
Dark Blue #2C3949	Text AAA 11.7		Text DNP 2.9	Text DNP 2.5	Text DNP 1.5	Text AA18 3.9	
Blue #4488AB	Text AA18 3.9	Text DNP 2.9		Text DNP 1.1	Text DNP 1.9	Text DNP 1.3	
Pink #BF4593	Text AA 4.6	Text DNP 2.5	Text DNP 1.1		Text DNP 1.6	Text DNP 1.5	
purple #614393	Text AAA 7.6	Text DNP 1.5	Text DNP 1.9	Text DNP 1.6		Text DNP 2.5	
Orange #E57700	Text AA18 3	Text AA18 3.9	Text DNP 1.3	Text DNP 1.5	Text DNP 2.5		

## Graphic elements



### Use

Using the brand's colour palette, thick lines of colour combinations can be used to enhance the visual identity of NDRP documents and marketing material.



## **Application example**

