



Analytics
Institute

Brand Guidelines

Principles for Consistent Design.

Institute Colours

Palettes to use in combination.

Primary / Accent Colours

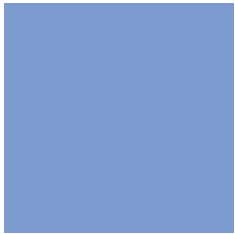
Primary Blue:



Hex: #00339e
CMYK: 100|83|6|0
RGB: 0|51|157
LAB: 25|22|-63

An eye-catching blue to represent the brand's main identity.

Secondary Blue:



Hex: #7d9bce
CMYK: 56|34|2|0
RGB: 125|155|206
LAB: 63|-1|-30

Bring attention to design elements with this soft contrasting accent.

Accent:



Hex: #cd50d1
CMYK: 42|73|0|0
RGB: 205|80|209
LAB: 55|61|-43

A brighter secondary accent to use sparingly, as appropriate.

Shades

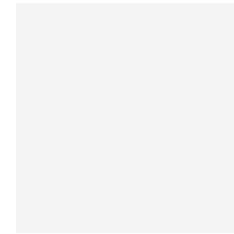
Dark Shade:



Hex: #1202238
CMYK: 90|80|41|62
RGB: 32|34|56
LAB: 14|4|-15

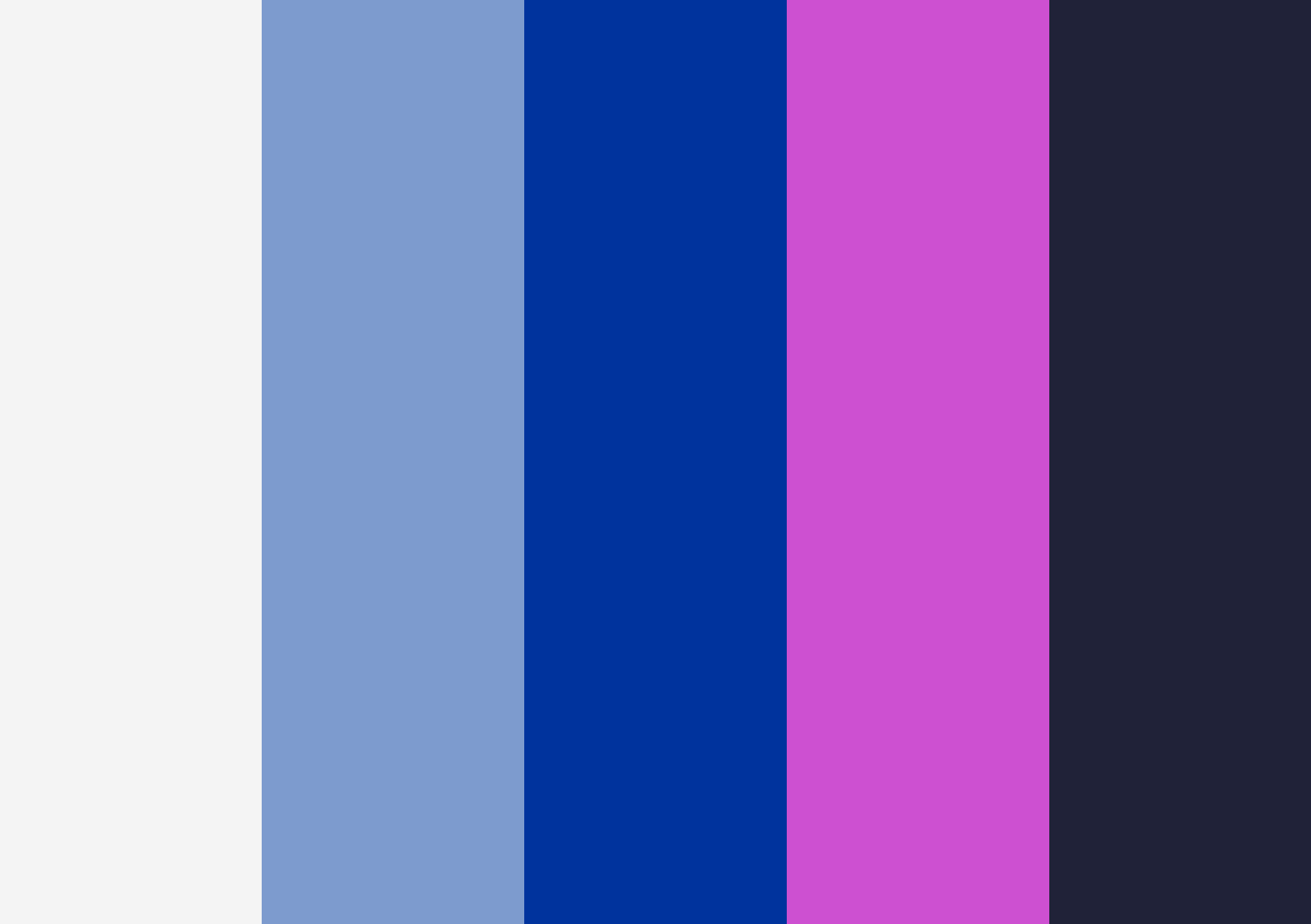
Primary Font Colour. Background for inverted designs.

Light Shade:



Hex: #f4f4f4
CMYK: 5|4|4|0
RGB: 244|244|244
LAB: 96|0|0

Alternate Background Colour. Font colour for inverted design.



Logo and Logomark

Best Usage Guide

The Analytics Institute Logomark is flexible in its usage. It can be applied with in three variations. In the verticle(1), stacked(2) and horizontal(3) positions. The logo(4) can also be displayed on its own, without the wordmark.



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Key to the logomark's display - when placed with other content (i.e. logos or text) - is to make sure there is sufficient breathing room around the logomark to avoid overcrowding. Because the size of the logo will determine the required space: a simple way to gauge how much space is needed is to use the “/” (A) portion of the logo (above, below and at either side) of the complete logomark. This space represents the minimum requirement.



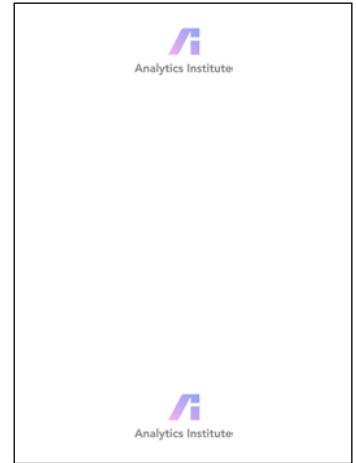
As with the logomark, a minimum space around the logo can be determined using the “/” (A) portion of the logo.



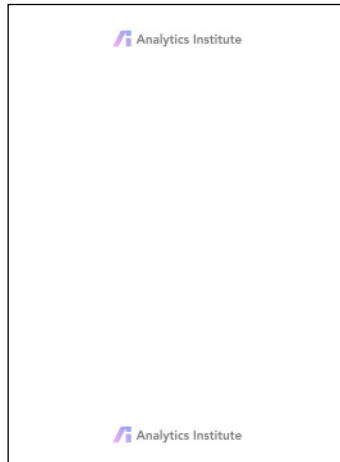
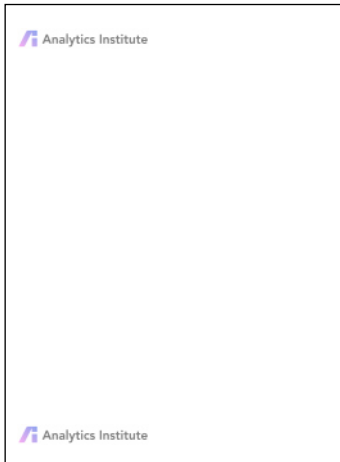
Placement



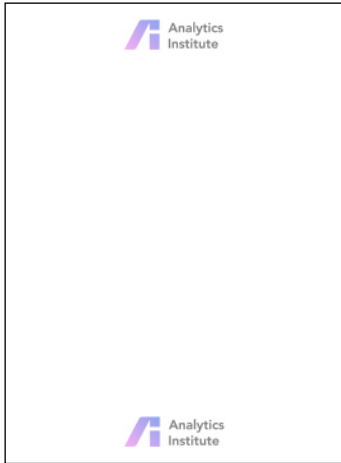
Analytics Institute



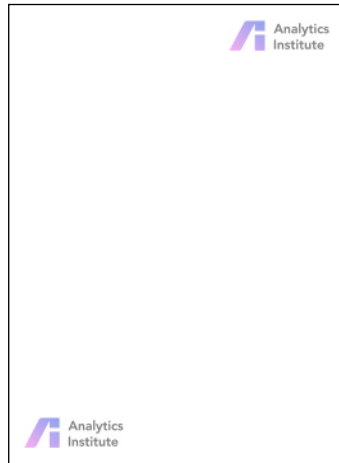
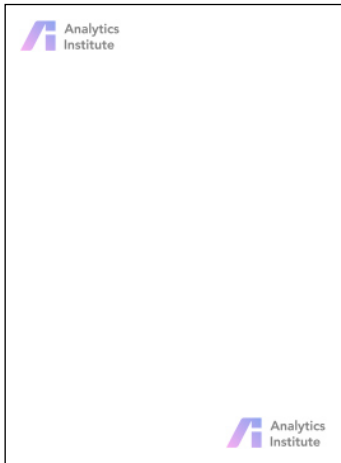
The Verticle Concept will usually be used at the top or bottom a page, and only alligned-centre. Use cases may be press-releases, business cards or simple email marketting communications where the proceeding page span is not occupied by any other content except Institute contact information.

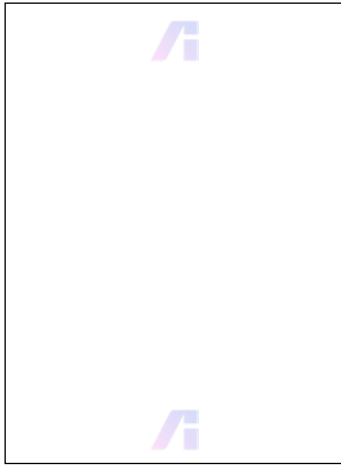


The horizontal concept is more flexible and can be aligned right or centre span at the top of the page when printed. For best use, alignment should be consistent with the proceeding content.

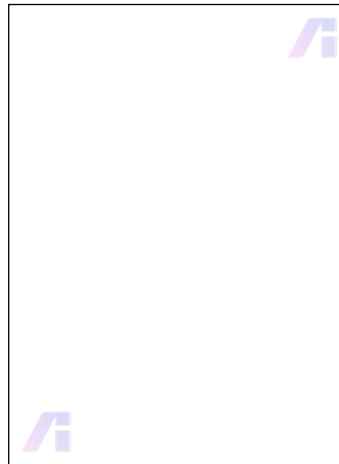
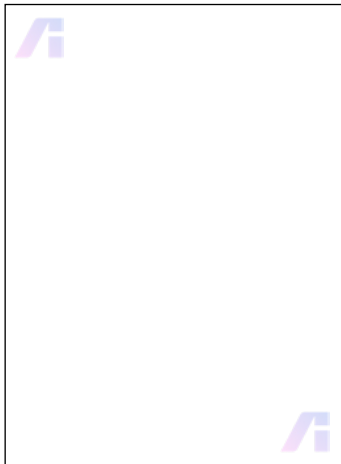


The stacked concept is most flexible and can be aligned right, left or centre span at the top or bottom of the page. Please keep in mind that when using this logomark at the top of the page, alignment should be consistent with the other content on the page. This is the also most flexible logomark to use with other logos.





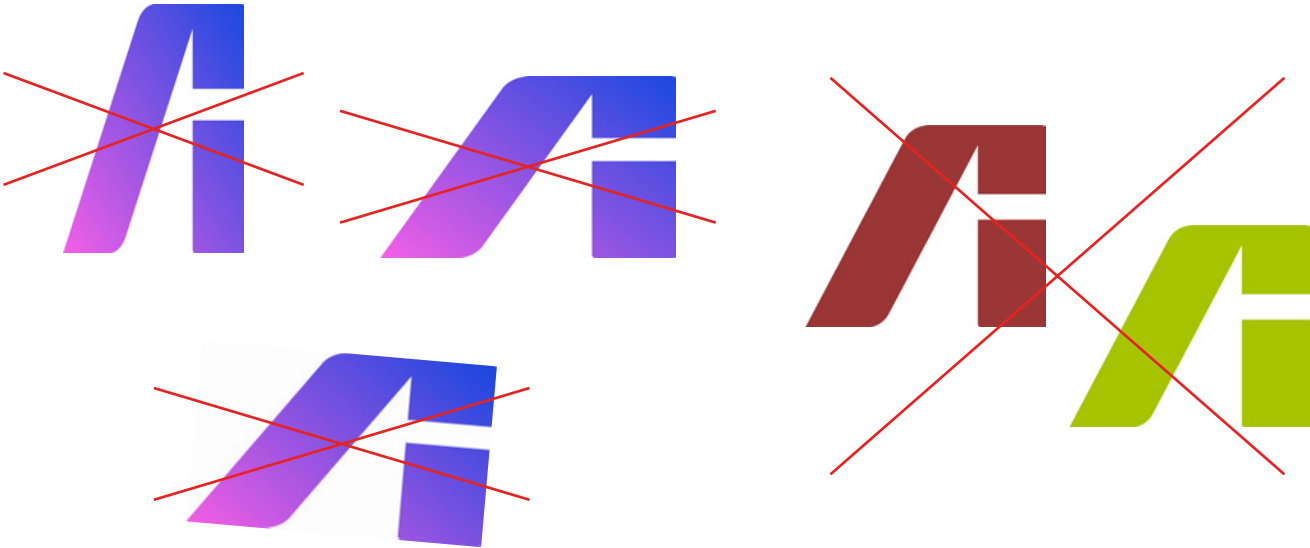
The logo, independent of the wordmark is similarly flexible and can be aligned right, left or centre span at the top or bottom of the page. As with the other logos, please keep alignment (when used at the top of the page) consistent with preceding page content.



The institute will no longer be represented by the wordmark only.

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Be careful not to rotate the logo or resize width and/or height of the logo without maintaining the original aspect ratio. Avoid using the logo in any colourways other than those provided in this document.



Logo Colourways



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Fonts and Sizes

How and when to use them.

Header Font 1

Use this Header size for important document titles. Consider it for master headings on websites but be aware that it may overwhelm the page, consider breaking up H1 titles with a smaller contrasting header font such as H4, reserving the larger size for the key information only. This font is used on the title of this guide.

Font Name:	Avenir
Weight (Print):	Light
Weight (Digital):	100
Size (pt):	64pt
Size (rem):	5.3



Header Font 2

Use H2 sizes for chapter headers on print. This font contrasts well with H5 for use as a subheading. This combination is used in the chapter headings of this guide.

Font Name:	Avenir
Weight (Print):	Heavy
Weight (Digital):	500
Size (pt):	48pt
Size (rem):	4

H2

Header Font 3

Use this Font size independently for important section headers on websites, email marketing and in print such as section headings where a subsection heading would be considered too small or leave too much negative space, but where H2 is too large. Contrasting fonts to use as subheaders include H5 & H6.

Font Name:	Avenir
Weight (Print):	Roman
Weight (Digital):	300
Size (pt):	36pt
Size (rem):	3

H3

Header Font 4

Use H4 as your primary header font for online content and artwork for socials. This heading size is appropriate to use for video titles on thumbnails and email marketing. This font size will also contrast well when used in combination with the larger H1 heading font, to break up titles. Remember to reserve the larger font for key information.

Font Name:	Avenir
Weight (Print):	Roman
Weight (Digital)	300
Size (pt):	27pt
Size (rem):	2.25



Header Font 5

Use this Font size independently for small headers on websites and in print such as section subheadings. This font size will also contrast well when used in combination with the larger H2 heading font, to break up titles on chapters and as a subheading. Remember to reserve the larger font for key information. Use H5 on Video thumbnails to highlight the category title of video, such as "Masterclass".

Font Name:	Avenir
Weight (Print):	Roman
Weight (Digital):	300
Size (pt):	20pt
Size (rem):	1.6



Header Font 6

Use this Header size for subheadings, in contrast with other smaller header fonts. This font is also ideal for quotes, important information or to highlight the first paragraph of important texts, such as introductions to documents for print (programmes, brochures etc).

Consider H6 font your primary subheading font for all Social Artwork & Video thumbnails.

Font Name:	Avenir
Weight (Print):	Heavy
Weight (Digital):	500
Size (pt):	15pt
Size (rem):	1.25



Body / Paragraph Font

Use this font for all body and paragraph text. Do not use this font for headings or subheadings. The key to using this font effectively is ensuring a sufficient line height. Line heights for this font are calculated at 1.6x the point size of the font or 17.6pt. This ensures the text is easy to read, even at small size.

Where H6 Font is too large, but important information needs to take precedence, consider using p font with added weight (500/Heavy).

Font Name:	Avenir
Weight (Print):	Roman
Weight (Digital):	300
Size (pt):	11pt
Size (rem):	0.92



Fallback font

Older/out-of-date browsers and some email applications will be unable to display Avenir. Arial is a web and email-safe font and near-neighbour to Avenir. To maintain a clean and consistent look, make sure to define the fall back font as "sans-serif" and use the Arial font family where Avenir is unavailable.

The mockup email footer uses Arial.

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Other Elements

Additional Font & Design Considerations

Box Gradients

Important Information

Alongside accent colours, you can bring attention to important information with a linear gradient that matches the brand colours and logo. Use inverted colours for maximum visibility.

Angle	45°
Colour 1	#eb61e6
Colour 2	#1d49e0

Text Alignment

Analytics Institute paragraphs should align-left by default. This is the case for all paragraphs and headings, regardless of their placement on the page.

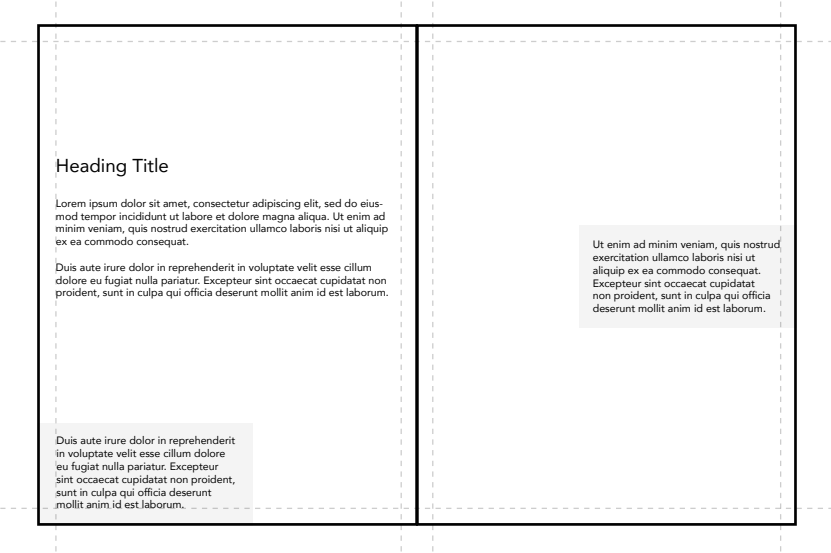
e.g. Although this text is placed on the right-hand side of the page, the text remains aligned-left.

Centre-aligned Text

Used sparingly for subheadings or important information only. Avoid using centre-aligned text which breaks across more than two lines.

Margins for Documents

For print/pdf documents of any size - from brochures to invitations - aim to maintain a text margin of at least 7mm, ensuring that the margin remains equal throughout the document. **Artwork, abstracts and shapework can extend beyond this margins but must continue to full-bleed in these cases.**



Margins for Post & Video Artwork (Socials)

Aim to maintain a Square 1:1 (1000x1000px) or 16:9 (1920x1080px - horizontal or vertical) aspect ratio for all social posts and 16:9 (1920x1080px) for video thumbnails. Text margins should be set to at least 45px for social posts and 70px for video thumbnails.*



Example Social Post
Aspect Ratio 1:1
Margins 45px

The diagram shows a light gray square representing a social post. It is enclosed within a dashed gray border that indicates a 45px margin on all four sides. The text is centered within the square.

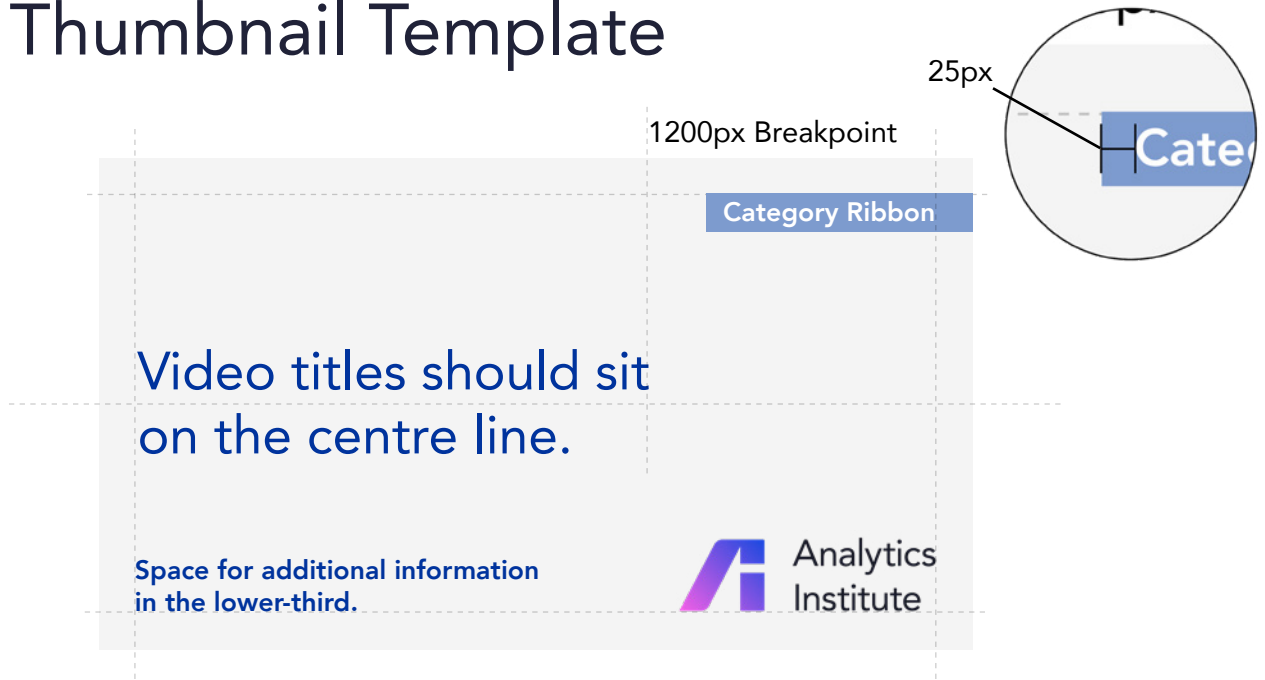


Example Video Thumb
Aspect Ratio 16:9
Margins 70px

The diagram shows a light gray horizontal rectangle representing a video thumbnail. It is enclosed within a dashed gray border that indicates a 70px margin on all four sides. The text is centered within the rectangle.

*These aspect ratios are industry-standard, however Toucan do not currently employ a standard 16:9 size for video thumbnails and this documentation may need revision based on the thumbnail aspect ratios for ReadyMembership.

Video Thumbnail Template



Build on a 1920x1080 canvas at 300dpi. Margins: 70px. **The logo:** spans 600px and abutts the bottom-right margin. Full-colour or reverse (white) as appropriate. **Category Ribbon:** 100px in height. Right full bleed, it abutts the top margin. Length of the ribbon is determined by the Category Title **PLUS** 25px of breathing room on the left hand side. Ribbon colour should be an accent and determined by the thumbnail artwork. **Category Titles:** H5 Font, abutts the the left-margin, sitting on the horizontal centre of the ribbon. **Video Titles:** H4 Font on the centre line. Breakpoint @1200px. **Additional Video information:** H6 font, in the lower third.



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