



Heritage Ability Brand Guidelines

What we stand for

The purpose of Heritage Ability is to enable disabled people and Deaf people to have inspiring and meaningful experiences with South West heritage.

Straplines

Full: Making heritage accessible for everyone

Shortened version: Accessible heritage for everyone

Design

Logotype

Heritage Ability

The logotype is in Arial Rounded.

Typeface

Our font is Century Gothic as it is a recognised accessible font. It must be used in a minimum typeface of 14pt.

Our logo

Heritage Ability Standard Square logo



Heritage Ability Alternative Horizontal logo



There are two ways to display our logo:

- Standard Square
- Alternative Horizontal

All of our logos are also available in white.

Please use the Standard Square logo in marketing materials in the top right or bottom right of your marketing materials.

The Alternative Horizontal logo is for use when space is limited.

Our logos are available to download from our website in a variety of file types.

Pantones

Our two main brand colours are navy blue and yellow. These link Living Options Devon's main corporate brand colours.

Core Colours



Pantone: 301



Pantone: 108