

# Deafblind Australia – Concept 1

## Logo

- This logo concept is a new design that does not use braille. It has been designed to enhance the accessibility, readability and recognisability of the current logo
- It is modern and inclusive positioning Deafblind Australia as a national body for deafblindness
- The icon to the left of the text 'Deafblind Australia' is two circles slightly overlapping in the middle. The first circle has a deaf symbol and the second circle has a blind symbol
- The deaf symbol in the first circle is a simple illustration of an ear with a vertical line leaning to the left through it, the blind symbol in the second circle is a simple illustration of an eye, half of the eye is shaded with smaller lines it has a vertical line leaning to the left through it.
- The overlap between the circles represents the deafblind community and its diversity
- The first circle is yellow and the second circle and text are violet – introducing the brands main colours





### Logo stack

New logo positioned with other logos in the deafblind community including Deafblind Information Australia, Able Australia and Senses W.A..



# Deafblind Information Australia



## Colours

**Primary colours:** Violet (main) and Yellow (highlight)

**Secondary colour:** Lilac

I have chosen these colours because of their accessibility, meaning, positivity and trustworthiness.

### **Violet:**

- Purple combines the calm stability of blue and the fierce energy of red. The color purple is often associated with royalty, nobility, luxury, power, and ambition.
- Violet is one end of the visual light spectrum.

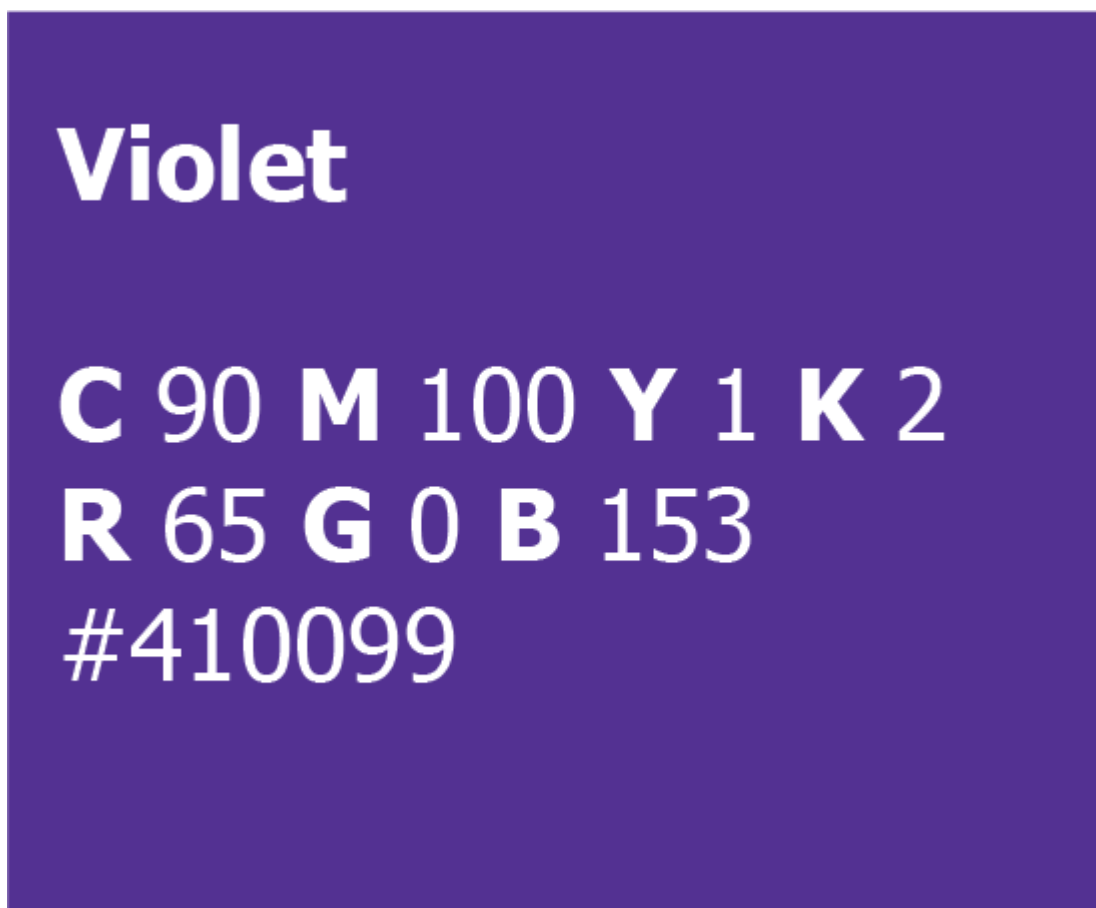
### **Yellow:**

- Yellow is associated with warmth, sunshine, and positivity.
- It's a colour that promotes activity and interaction.

## Accessibility:

- Violet may be used for text of any size on a white background
- Violet may be used for large text on a yellow background.
- Black may be used for text of any size on a white or yellow background.
- Yellow may be used for large text reversed out of a violet or black background.
- Lilac may be used for large text on a white or yellow background

## Colour codes:



## Violet

**Pantone Violet C**

# Yellow

**C 0 M 28 Y 86 K 0**

**R 225 G 191 B 60**

**#FFBF3C**

Yellow

Pantone 136 C

# Lilac

**C 70 M 70 Y 0 K 0**

**R 101 G 93 B 198**

**#655DC6**

**Lilac**

**Pantone 2725 C**

**Black**

**C O M O Y O K O**

**R 35 G 31 B 32**

**#000000**

**Black**

**Pantone Black C**

## **Typography**

The typeface used is called Tahoma. Tahoma is widely recognised as one of the most accessible fonts.

- Sans serif font
- Comes in Bold and Regular
- Developed to be accessible
- Headings and subheadings use bold
- Paragraphs use regular

Headings – Tahoma bold

Sub headings – Tahoma bold

Sub headings – Tahoma regular

# Business card

For all print materials, there will be a diagonal cut from the document to provide a tactile way for vision impaired people to know that there is a QR code within 3.5 inches of the corner. This is known as **Berman Corner**.

- Front of the card has the Deafblind Australia logo. The front also has a decorative curved yellow shape overlapped by a violet curved shape at the bottom of the card.
- These curved shapes are graphic elements of the brand.
- The back of the card has the name, position, phone number, email address and DBA web address. These details appear in the described order and are left aligned.
- There is a QR code on the right side of the back of the card.
- The QR code creates a new contact entry on your phone when scanned and includes all the same information that is printed on the card.
- Uses Berman corner on the top right for QR code .
- Top half of the back of the card has a violet curved shape.



# Letterhead

- Deafblind Australia logo in top right
- Has DBA web address and generic contact email address in

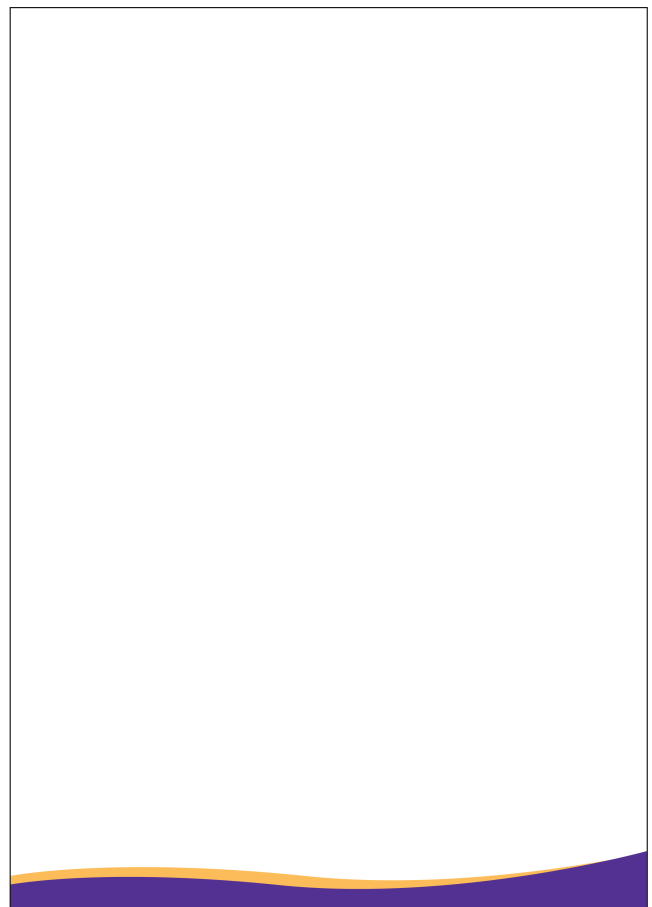
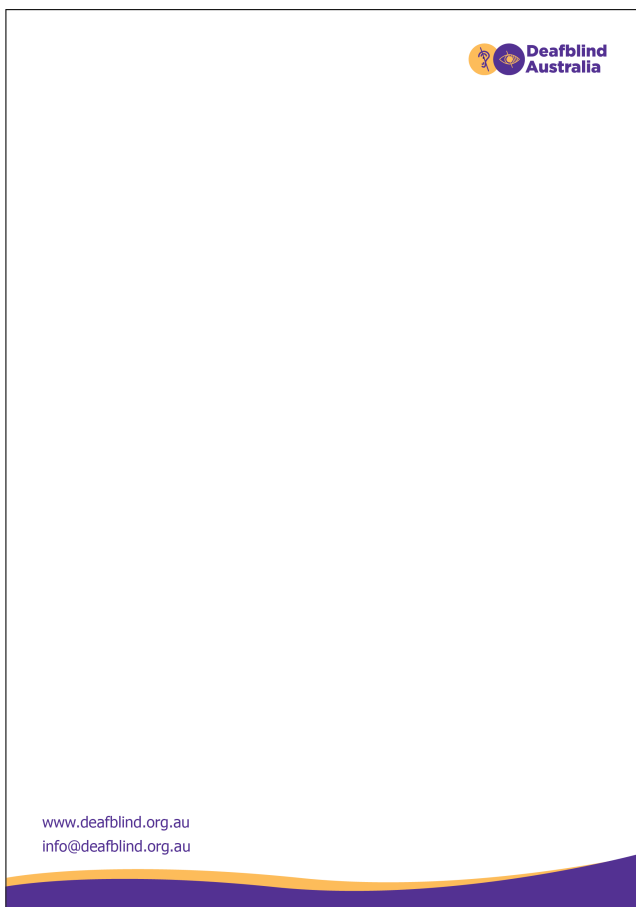


the bottom left corner.

- Uses the violet and yellow curved shapes along the bottom of the page, overlapped in a similar style to the front of the business card.

### Letterhead follower:

- Uses the violet and yellow curved shapes along the bottom of the page, overlapped in a similar style to the front of the business card and matching the letterhead design.



## Poster

- One violet background example with yellow text and two colour logo
- One white background example with full colour logo.
- Deafblind Australia logo in top right
- Uses a circle element from the logo to frame an image on the right side of the page

- Both posters have a yellow banner along the bottom of the page with an accessibility icon on the left, the text 'Scan the QR code to view alternative communication formats for this document', and a QR code linking to the resource on the DBA website on the right.
- This yellow banner is a graphic device used across different print and digital elements directing the audience to alternative formats to suit their needs.
- Has Berman Corner and QR code in the bottom right.
- Design can be more flexible in terms of colours, as long as the main brand violet is used either for text or the background
- Yellow and lilac colours create positivity (ie. yellow represents positivity and sunshine) and increase engagement
- Violet and yellow curved shapes can be used along the bottom of the page or images, overlapped in a similar style to the front of the business card and matching the letterhead design.
- [Download pdf of posters](#)

# Sharing deafblind stories and ideas for change.



**Wednesday 6 July from 12:30pm to 6pm**  
The Rise, 28 Eighth Ave, Marylands WA 6051

Free event for people with lived experience of deafblindness. Supports and afternoon tea provided. Support people also welcome.



Scan the QR code to  
view alternative communication  
formats for this document.



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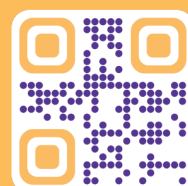
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## 6 page DL brochure

- Deafblind Australia logo in the top right of the front page
- Uses a yellow banner – a graphic device to direct the audience to alternate document formats on the DBA website
- QR code in the yellow banner at bottom of the first page. Berman's corner is on the bottom right corner of the page
- The title of this brochure is "What is deafblindness?" in white and yellow on a violet background (main document headings use purple banner where appropriate, this colour combination meets AAA standards for colour contrast for text)
- Frontpage features an image of two deafblind women enjoying a day out
- Yellow and lilac curved shapes are used along the bottom of the two of the images, overlapped in a similar style to the front of the business card and letterhead
- Contact information is easy to read on the back, with icons in white blue circles
- To read this brochure, [download the pdf here](#)

## Types of deafblindness

### **Congenital Deafblindness:**

Congenital deafblindness is a term used when people are born deafblind or when their combined hearing and vision impairment occurs before spoken, signed or other visual forms of language and communication have developed.

### **Acquired deafblindness:**

People who are born deaf or hard of hearing and later experience deteriorating sight.

Usher Syndrome for example, causes deafness or hearing impairment at birth and vision impairment later in life.

People who are born vision impaired or blind and go on to experience hearing loss at a later stage.



## What is Deafblindness?



P: 9856 3516  
[www.deafblind.org.au](http://www.deafblind.org.au)  
[info@deafblind.org.au](mailto:info@deafblind.org.au)



This document is available in alternative formats to suit your needs.



## What is deafblindness?

Deafblindness is a unique and isolating sensory disability resulting from the combination of both hearing and vision loss or impairment.

Deafblindness is a unique and isolating sensory disability resulting from the combination of both hearing and vision loss or impairment.

This has a significant effect on communication, socialisation, mobility and daily living.



## Deafblind by numbers

### 0.2 - 2% of the population

Studies have reported from 0.2% to 2% of the population may be deafblind.

### 100,000 people

In Australia nearly 100,000 are reported to be deafblind, two-thirds are over the age of 65 years.

### 36% over 85 years

One study reported 36% of individuals over the age of 85 years are deafblind.



## Effects of Deafblindness

A small number of people will have no sight or hearing.

Other people who are deafblind will have varying degrees of vision and/or hearing.

Experiences and understanding of the world around them will be different depending on whether a person was born deafblind or acquired vision and hearing loss through deterioration of these senses later in life.

# EDM (Email Newsletter)

- Deafblind Australia logo in top centre
- Violet banner below the logo, with yellow and white heading text
- Uses the yellow banner – a graphic device to direct the audience to alternate document formats on the DBA website
- Violet and lilac curved shapes are used along the bottom of the image, overlapped in a similar style to the front of the business card, letterhead and brochure.
- Please see the pdf to read the sample e-newsletter, [click here to download the pdf](#)





# Become a member of Deafblind Australia today



We have alternative formats for  
this communication available.

[Click here](#)



## **Anyone is welcome to join Deafblind Australia.**

Becoming a member of Deafblind Australia provides a number of benefits and allows you to participate in setting the direction of the organisation and share in our success.

You will receive regular communications, receive priority invitations to events and other activities and have voting rights at our Annual General Meeting.

[Sign up for Annual  
membership](#)

[DBA Membership  
Benefits](#)



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