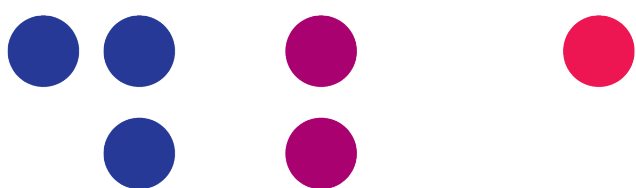


# Deafblind Australia – Logo Identity Sheet

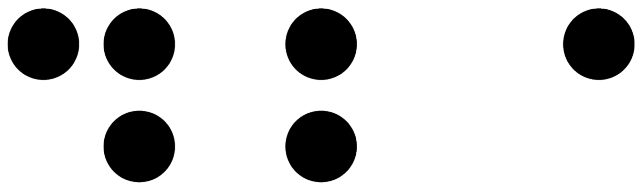
Deafblind Australia  
Logo Identity Sheet



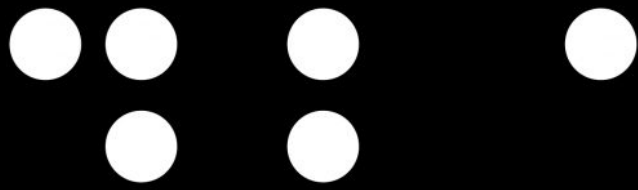
# Deafblind Australia



**Deafblind  
Australia**



**Deafblind  
Australia**



# Deafblind Australia

## Colours

Braille DBA element colours: Blue, Purple, Rose

Text colour: Black

Colour codes:

# Blue

**C 100 M 94 Y 0 K 0**

**R 40 G 58 B 151**

**#283A97**

**Blue**

**Pantone P 99-8 C**

# Purple

**C 13 M 100 Y 0 K 23**

**R 170 G 0 B 114**

**#AA0072**

**Purple**

**Pantone P 81-8 C**

# Rose

**C 0 M 100 Y 59 K 0**

**R 237 G 22 B 82**

**#ED1652**

**Rose**

**Pantone P 59-8 C**

## Font

The typeface used is called Atkinson Hyperlegible, it has been developed by the Braille Institute to have greater legibility and readability for low vision readers (<https://brailleinstitute.org/freefont>). This works by focusing on distinguishing each letterform for character recognition.