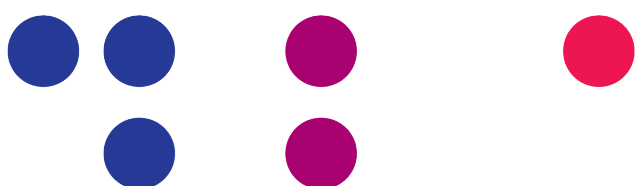


Deafblind Australia – Logo Identity Sheet

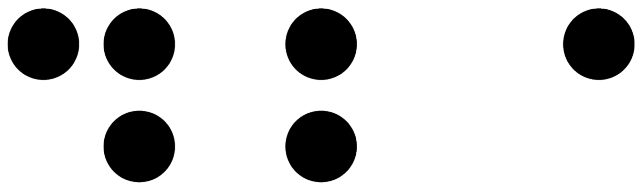
Deafblind Australia
Logo Identity Sheet



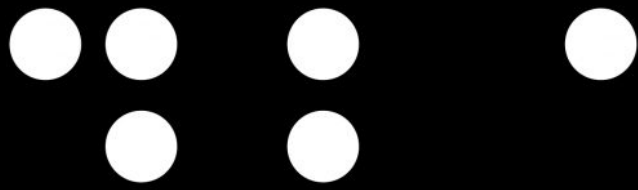
Deafblind Australia



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.