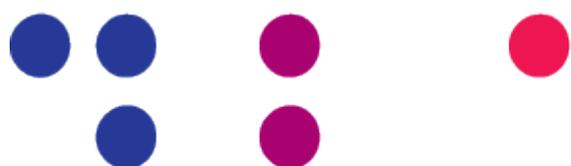# Deafblind Australia — Style Guide
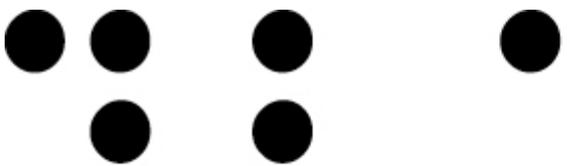
Deafblind Australia
Style Guide

Logo

- This logo concept is a refresh of the current logo. This has been designed to enhance the accessibility, readability and recognisability of the current logo.
- 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.
- The letters DBA in braille make up the icon. This introduces the main colours: Blue, Purple and Rose

Deafblind
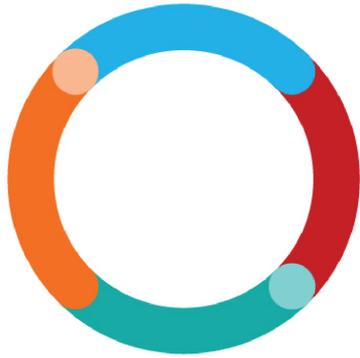Australia

Deafblind
Australia

Deafblind
Australia

Logo stack

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

Colours

Primary colours: Blue (main) and Purple (highlight)

Secondary colours: Rose and Yellow

Meanings:

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

Accessibility:

These colours meet the accessibility contrast standards, they were tested using this site https://webaim.org/resources/contrastchecker/

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text.

- Blue with white contrast ratio is 9.8:1.
  Purple with white contrast ratio is 7.11:1.
- Yellow with black contrast ratio is 14.17:1.

- The Rose colour is only used for large text and graphical elements as it falls just under the AA ratio for small text at 4.34:1.

Blue meanings:

- Dark blue was chosen by the World Federation of the Deaf and Deaf associations around the World to represent Deafhood. That means an individual and collective journey to campaign against audism and a focus on the positivity of Deaf identities, including Sign Languages, Deaf Culture and Deaf History. ([Information from Irish Deaf Society](#))
- This colour also promotes trust and is used in the corporate world for this reason.

Purple/Rose meanings:

Here are some of the physical effects of pink on us:

- **Energize** – The red influence on pink assures brighter shades of this colour give us energy.
- **Relaxing** – On the white side, pink is a relaxing colour and is known for toning down aggressive behaviour, especially its pale tints.
- **Uplifting** – Pink is a charming colour that brings happy and optimistic thoughts.
- **Comforting** – Because pink is such an optimistic colour, it brings hope to those in need.

Yellow meanings:

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

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

Yellow

C 0 M 18 Y 100 K 0
R 255 G 207 B 1
#FFCF01

Yellow
Pantone P 7-8 C

Typography

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.

- Sans serif font
- Comes in Bold and Regular
- Developed to be accessible in terms of the shapes of the letterforms
- Headings and subheadings use bold
- Paragraphs use regular
- Minimum font size on print documents is 12pt to meet the
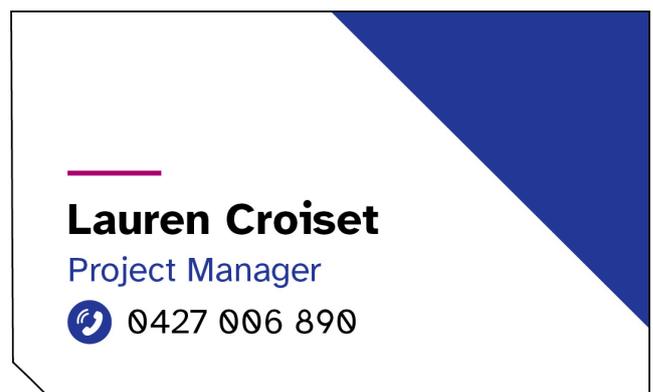
Headings - Atkinson Hyperlegible Bold

Sub headings - Atkinson Hyperlegible Bold

Paragraph - Atkinson Hyperlegible Regular

Business card

For all print materials, there will be a diagonal cut from the bottom right of 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 has Deafblind Australia logo in top left
- Where possible, the DBA logo icon should be embossed to create braille
- Front bottom right corner has the QR code (this code leads to the team member's profile on the DBA website)
- Uses Berman corner on the bottom right for QR code
- Back has name, position and phone number in accessible large text (14pt being the smallest)
- Back has blue triangle element
- Colours meet the contrast levels for AA accessibility standards, as measured by this website https://webaim.org/resources/contrastchecker/

Deafblind
Australia

Lauren Croiset
Project Manager
☎ 0427 006 890

Letterhead

Printed letterhead and business card:

- Deafblind Australia logo in top left
- Uses Berman corner on the bottom right for QR code (this code leads to the contact page on the Deafblind Australia website).
- Minimum font size is 12pt to meet the requirement for AA accessibility
- Colours meet the contrast levels for AA accessibility standards, as measured by this website https://webaim.org/resources/contrastchecker/
- Where possible, the DBA logo icon should be embossed to create braille

Digital letterhead:

- Deafblind Australia logo in top left
- To be sent digitally or when additional space is needed
- Shorter footer for additional writing space
- Minimum font size is 12pt to meet the requirement for AA accessibility
- Colours meet the contrast levels for AA accessibility standards, as measured by this website https://webaim.org/resources/contrastchecker/
- No QR code
- Triangle element in bottom right is a visual representation of Berman Corner
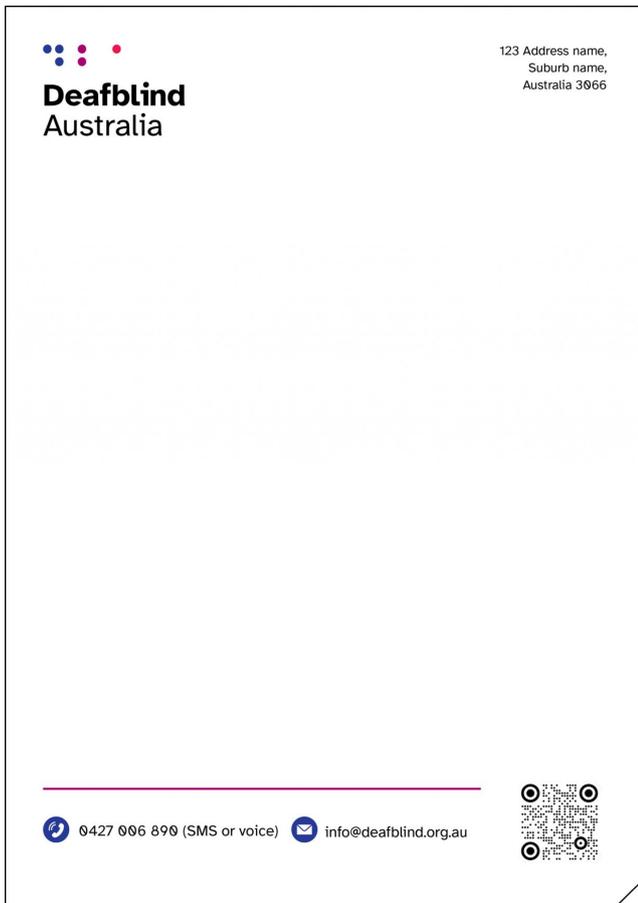
Posters

- Two dark background examples with white text and white logo
- Two light background examples with full colour logo
- Deafblind Australia logo in top left
- Where possible, the DBA logo icon should be embossed to create braille
- Uses circle element from logo in the top right corner of front page
- Inside this circle is a calendar and clock icon, which will change to symbolise the poster content
- Has Berman Corner and QR code in the bottom right (QR code will link to the event or campaign page)
- Design can be more flexible in terms of colours, as long as the main brand blue is used either in the footer or the background
- Minimum font size is 12pt to meet the requirement for AA accessibility

- Colours meet the contrast levels for AA accessibility standards, as measured by this website https://webaim.org/resources/contrastchecker/
- Yellow and Rose secondary colours can create positivity (ie. yellow represents positivity and sunshine) and increase engagement
- Triangles and images overlap to create a sense of 3D space and increase engagement
- Download pdf of posters

Deafblind
Australia

Register Now: National Deafblind Conference 2022

The National Deafblind Conference 2022 program has been released and Registrations are now open. The hybrid event will be taking place in **Fremantle, WA** on **Thursday 30th June** and **Friday 1st July 2022**, as well as online. There will also be two **pre-conferences** on **Wednesday 29th June** with specific programs for both Usher syndrome and Charge syndrome.

Deafblind
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0427 006 890 (SMS or voice)

info@deafblind.org.au

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0427 006 890 (SMS or voice)   info@deafblind.org.au

6 page DL Brochure

- Deafblind Australia logo in top left of front page
- Uses circle element from logo in the top right corner of front page
- Inside this circle is an information icon, which will change to symbolise the brochure content
- The title of this brochure is "What is deafblindness?" in purple (main document headings use purple where appropriate, this colour meets AA standards for colour contrast for large text
- Minimum font size is 12pt to meet the requirement for AA accessibility
- Has Berman Corner and QR code in the bottom right (QR code will link to the associated website page eg. a page called "What is deafblindness?")
- Front page features image of mother and her deaf child smiling face to face
- Triangle element is used in the primary highlight colour (purple) to bring some warmth and engagement, it is also used in the primary main colour (blue) to balance the purple and increase brand recognition
- Text is dark in colour on a white background for high contrast for accessibility
- Contact information is easy to read on the back, with icons in dark blue circles
- To read this brochure, [download the pdf here](#)

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.

Deafblind Australia

📞 0427 006 890 (SMS or voice)

✉ info@deafblind.org.au

🌐 www.deafblind.org.au

Deafblind Australia

What is deafblindness?

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.

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.

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

300,000

deafblind people are represented by Deafblind Australia
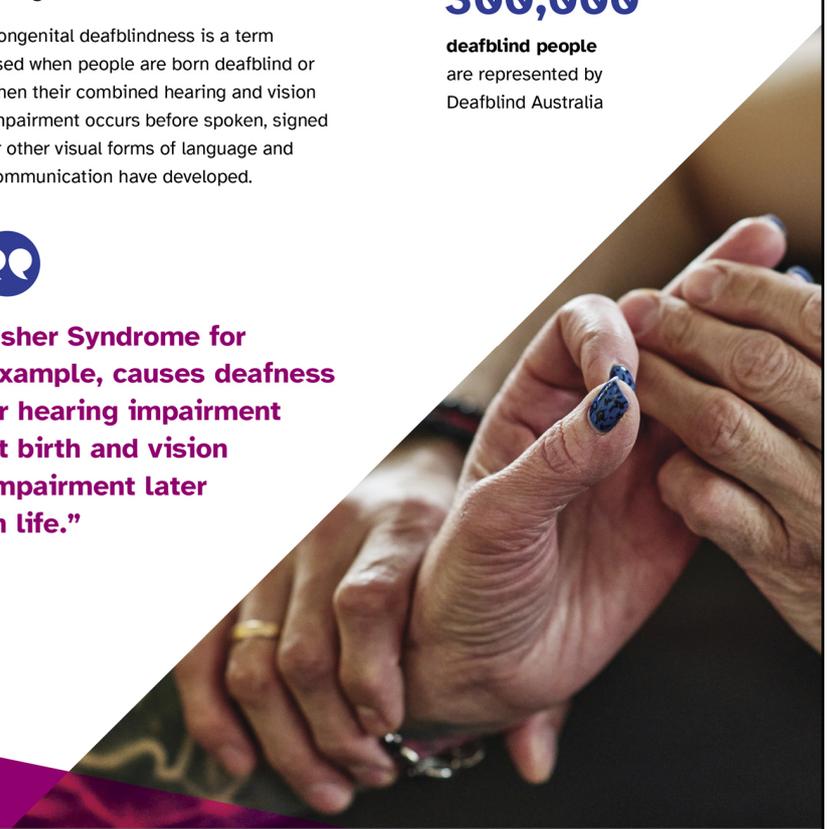
EDM (Email Newsletter)

- Header has a banner that says "Listen to this e-newsletter with text to speech or read it in your web browser."
- Deafblind Australia logo in top left
- This website is built to WCAG AA accessibility standards, including minimum font size of 16px, high colour contrast and accessible links and images
- First image will be a gif (animated video) of a person signing "Welcome" in AUSLAN, the brand blue colour will be the background
- Please see the pdf to read the sample e-newsletter, [click here to download the pdf](#)

Deafblind Australia

Become a member of Deafblind Australia today

Anyone is welcome to be a part of 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.

Join Deafblind Australia

Featured member story:
Jane Smith

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec

Website

- This website is built to WCAG AA accessibility standards, including minimum font size of 16px, high colour contrast and accessible links and images.
- Accessibility tools include font size increase and decrease, Listen button for text to speech, colour contrast changer
- Deafblind Australia logo in top left
- Font used is the web version of Atkinson Hyperlegible
- Videos are used throughout the website as a way to display content visually using AUSLAN and Closed Captions, audibly and via text with transcripts
- A range of deafblind, vision impaired, hearing impaired people from all ages and cultures are represented in images