

Logo

This mark is for Communicating the Linker concept.

These marks are only used within pieces published by the authorising body.

LOGOTYPE

LOGOTYPE +
TAG

LOGOTYPE +
TAG +
DESCRIPTOR

Certification

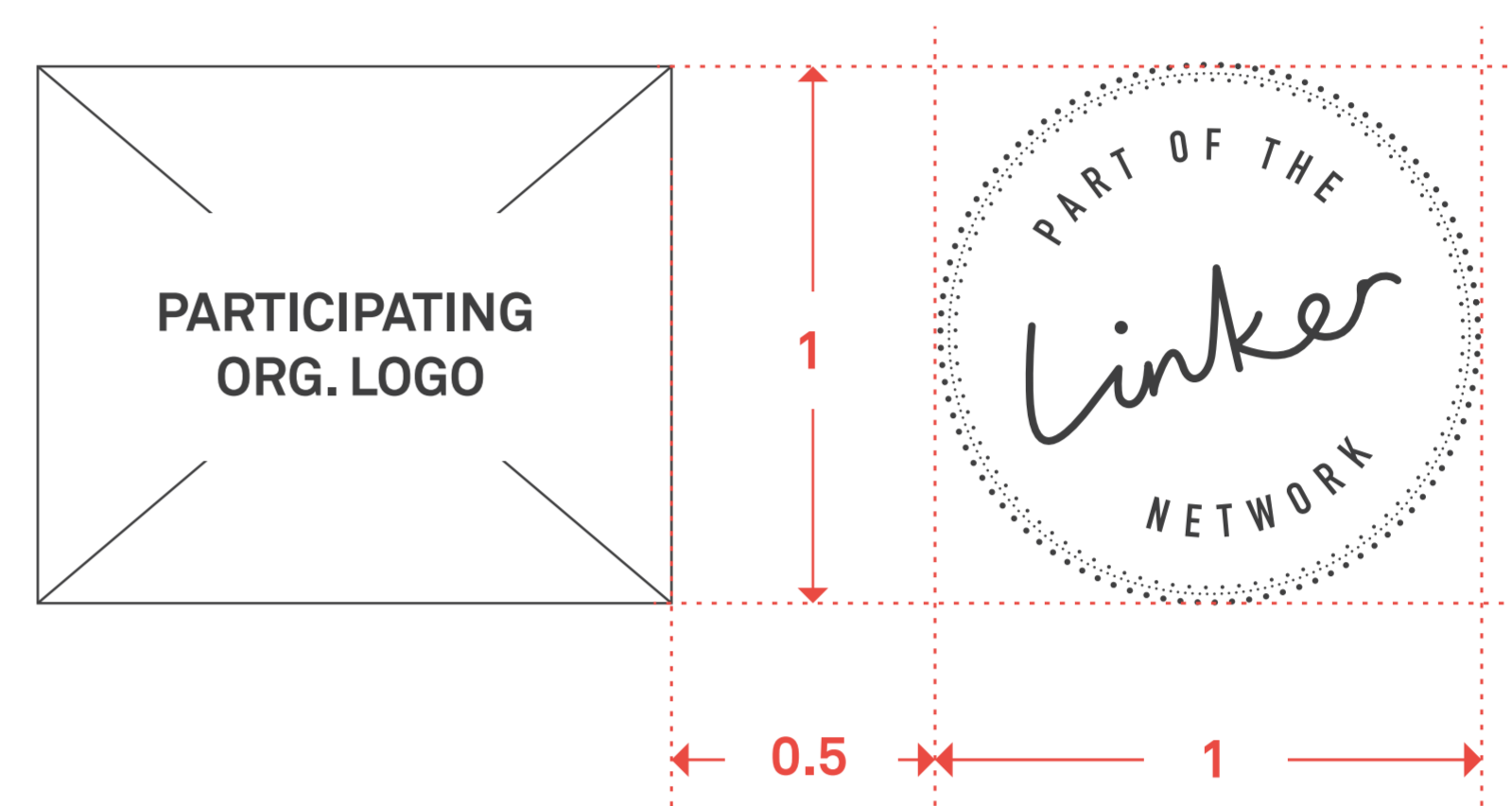
This mark is used for participating Linkers to signify they are part of the network or organisations.

This mark is only used in conjunction with another organisations logo.

MARK



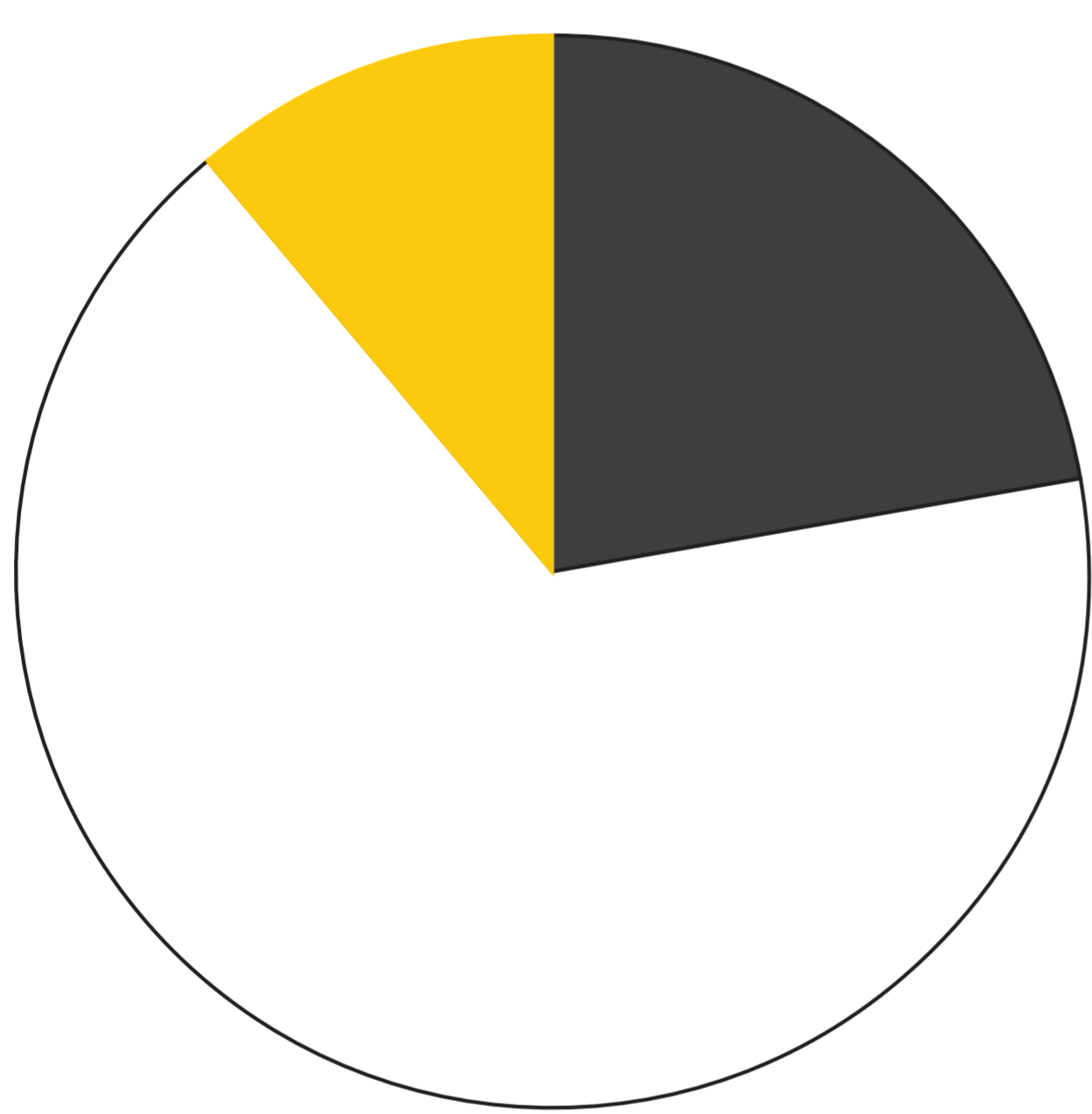
USAGE



Colour

Yellow is used as an accent. It is our primary colour chosen to evoke a welcoming tone.

This colour is only used within pieces published by the authorising body.



Font

These fonts have been chosen to convey the tonal balance between reliable and conversational.

Where these fonts are not available Akkurat can be substituted with Din Condensed and Sentinel with Georgia.

AKKURAT BOLD

**HEADINGS AND LABELS
ARE WRITTEN IN AKKURAT
BOLD FOR STRENGTH
AND RELIABILITY**

SENTINEL BOOK

Long form copy is written
in Sentinel Book for our
conversational tone to.

Graphic Devices

A looping continuous line can be used as an ambient continuation of the logo forms, building on the themes of personal journey and linkage. The loops should always bleed off the page to suggest a larger ongoing network.

