Age & Opportunity

Brand Guidelines

Created April 2020, updated August 2022

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Introduction

The Age & Opportunity brand guidelines have been developed to provide the organisation with a vibrant, dynamic and consistent visual identity to support the work we carry out and the broad range of programmes and initiatives run by Age & Opportunity.

The brand mark and the visual identity has been created to ensure that it can grow with the organisation. It is imperative that all communication, marketing and design output from Age & Opportunity and partners adheres strictly to the following guidelines.

These Brand Guidelines provide a clear understanding of the role and position of the Age & Opportunity brand identity and logo along with a clear set of rules and procedures that can be followed when developing materials or using approved templates.

A strong identity reinforces our professionalism and expertise, demonstrates our distinctiveness, builds an understanding of our work and enables us to further gain the trust and support of the public.

Karen Horgan, CEO.

1. Our Brand

1.1 Vision and Values

Vision

An Ireland where all older people can be more active, more visible, more creative, more connected, more confident, more often.

Mission

To enable the best possible quality of life for us all as we age.

Values

Our values are centred around ensuring that the views, opinions and experiences of **Older People** inform all that we do. We seek to promote **Equality** and **Inclusivity**. We aim to be **Brave, Pioneering** and **Inspiring** and we strive for **Excellence** in everything we do.

1.2 Tone of voice

We will communicate in a way that is accessible, straightforward, inclusive and jargon-free. All our communications will seek to counter ageist stereotypes, patronising language and labelling.

Our underlying ethos is one of empowerment. Our writing must be credible, relevant and inclusive using language which reflects our values.

Key principles of writing

1. Write in plain English.
2. Keep sentences short; 15 to 20 words in each sentence.
3. Avoid jargon, technical words, unfamiliar abbreviations or acronyms.
4. Be consistent in choice of terms throughout your document.
5. Use positive language and active voice.

Do's and Don'ts

- Do use inclusive language like 'as we age... we still need opportunities for involvement'. Avoid referring constantly to 'older people' or 'they'.
- Do use terms such as 'people with a disability' or 'people with dementia.'
- Avoid language that disempowers older people and enforces ageist attitudes, including terms such as 'the elderly', 'the disabled', or 'dementia sufferers'.

1.3 Brand, programmes, initiative names and job titles

Brand

The brand is Age & Opportunity.

The brand is always spelled using an & and not the word 'and'.

Capital letters are always used for both words: Age & Opportunity.

Programmes

The three programme areas are called:

Age & Opportunity Active
Age & Opportunity Arts
Age & Opportunity Engage

Age & Opportunity Active is the only programme area which also has a tag line. This is because it is funded by Sport Ireland and needs this additional descriptor – The National Programme for Sport and Physical Activity for Older People.

Initiatives

The first time you reference an initiative name in the text use the full descriptor, with the format:

Initiative Name, an Age & Opportunity programme name initiative.

Examples:

Cultural Companions,
an Age & Opportunity **Arts** initiative

Changing Gears,
an Age & Opportunity **Engage** initiative

FitLine, an Age & Opportunity **Active** initiative

Following this, mentions can then use the initiative title on its own e.g. Cultural Companions (or other).

Example:

Creative Exchanges, an Age & Opportunity Engage initiative, is a QQI accredited training course for those interested in leading arts activities with older people in care settings. The course runs every year in IMMA. Creative Exchanges provides participants with the skills they need...

Job titles

In job titles the programme title is listed separately and title case is used, followed by the organisation name.

Examples:

Arts Programme Manager,
Age & Opportunity

Active Programme Assistant Manager,
Age & Opportunity

1.3 Brand, programmes, initiative names and job titles (continued)

Our brand

Age & Opportunity

Our Programmes

Age & Opportunity arts	Age & Opportunity active	Age & Opportunity engage

Our Initiatives

Full listing of initiatives is available here: **https://ageandopportunity.ie/arts/**	Full listing of initiatives is available here: **https://ageandopportunity.ie/active/**	Full listing of initiatives is available here: **https://ageandopportunity.ie/engage/**

1.3 Brand, programmes, initiative names and job titles (continued)

Do's and Don'ts

- Don't refer to programmes as initiatives.
- Don't refer to programmes as projects.
- Don't refer to initiatives as programmes.
- Don't refer to initiatives as projects.
- When you refer to an initiative name e.g. Bealtaine, it should always be followed by the text 'an Age & Opportunity Arts initiative when first mentioned. This applies to all communcation including press releases, funding applications, brochures, etc.

All programme reports, press releases and publications should include:

- Age & Opportunity is the national organisation that provides a range of opportunities for older people who want to get more involved in arts and culture, sport and physical activity, civic engagement and personal development.
- Our aim is to enable the best possible quality of life for us all as we age where we can be more active, more visible, more creative, more connected and more confident.

1.4 Key messages

Descriptions:

The following statements describe Age & Opportunity's work. Deciding which to use is partly about space, and partly about context:

Very short – 21 words

Age & Opportunity is the national organisation working to enable the best quality of life for us all as we age.

Short – 35 words

Age & Opportunity is the national organisation that provides a range of opportunities for older people who want to get more involved in arts and culture, sport and physical activity, civic engagement and personal development.

Medium – 67 words

We are Age & Opportunity, the national organisation that provides a range of opportunities for older people who want to get more involved in arts and culture, sport and physical activity, civic engagement and personal development. Our aim is to enable the best quality of life for us all as we age, where we can be more active, more visible, more creative, more connected and more confident.

Long – 207 words

We are Age & Opportunity, the national organisation that provides a range of opportunities for older people who want to get more involved in arts and culture, sport and physical activity, civic engagement and personal development. Our aim is to enable the best quality of life for us all as we age, where we can be more active, more visible, more creative, more connected and more confident. One of our key priorities is to truly understand what ageing in Ireland means for people today by increasing the dialogue we have with older persons – conducting regular research through focus groups and workshops and by generating more opportunities for feedback across all of our programmes.

We work with local communities and organisations across the country to run a range of programmes and activities in three key areas:

- **Age & Opportunity Arts** provides opportunities for us to engage more in arts and cultural events and initiatives.
- **Age & Opportunity Active** is designed to get us more active and to participate more in recreational sport and physical activity.
- **Age & Opportunity Engage** offers a range of workshops and learning initiatives for our own resilience and personal development as well as opportunities for us to play an active role in our community.

1.4 Key messages (continued)

Programmes and initiative specific descriptions

Age & Opportunity Arts

Age & Opportunity Arts is a dedicated programme which supports the participation and representation of all older people in cultural and creative life in Ireland. We do this work by supporting and resourcing artists, arts audiences and arts organisations and encouraging involvement in arts activities by people all over Ireland. We also aim to raise the standard, knowledge-base and visibility of the arts and older people sector.

Our Arts programme comprises a range of initiatives and events, the biggest one of which is the annual, high profile, and month-long Bealtaine Festival, which takes place in May throughout local communities all around Ireland. We also deliver a comprehensive support programme of initiatives designed to resource and develop the creative ageing sector in Ireland.

Our programme includes:

Bealtaine Festival

A month long festival in May featuring performances, exhibitions, discussions, workshops and readings by artists working in different art forms all over Ireland.

Activities that support organisations who wish to work with older people:

The National Arts & Creative Charter for Older People

This Charter aims to raise the standard of arts practice in relation to the arts and older people and to create confidence amongst older people in Ireland who wish to access the arts.

National Arts in Nursing Homes Day

This initiative promotes the active participation of care homes in a 'National Day of Arts' during May (third Friday of the Bealtaine month).

Arts, Disability Equality & Older People Training and Tool Kit

This initiative aims to support arts organisations in Ireland wishing to increase access for and engagement with older people.

Research / Creative Ageing writing bursary

This new bursary was inaugurated in 2021 and won by theatre practitioner Michelle Read. It is intended to afford time and space for an artist or writer to reflect on their practice as it relates to creative ageing – the learnings, insights but also challenges they have faced as they have gotten older.

Annual Bealtaine gathering

An event bringing together our local and national festival partners for a day of networking, inspiration, discussion and feedback on the festival.

Professional development training for artists

Supports artists with their continuing professional development and training via programmes run in partnership with Visual Artists Ireland, the Royal Hibernian Academy School and Dance Ireland.

Dance development initiative to support dance for older people and older dance artists

We support and celebrate artists by providing continuing professional development and training in both the practical areas of their career and by exploring more in-depth issues to do with visibility, networking and staying professionally connected.

1.4 Key messages (continued)

Visual Arts Professional Development with Visual Artists Ireland and the RHA School

We work with Visual Artists Ireland and the RHA School to create professional development training/initiatives for older visual artists.

Creative Exchanges

Training course which trains participants to plan and facilitate arts activities for older people in care settings.

Professional Development Training for artists interested in the Arts Health and Older People

We are working to develop training modules which equip artists to understand and work in the area of the arts, health and older people.

Visual arts residency

Encourages creative relationships between professional artists and artists with intellectual disabilities - taking place in two locations every year: the Kilkenny Collective For Arts Talent (KCAT) and Cow House Studios, Wexford.

Artist(s) in Residence in a Care Setting

This opportunity creates access to the arts for older people in care settings and supports the work of care settings.

Regional networking (matchmaking) initiative for artists & local organisations.

This initiative aims to match artists and organisations wishing to work with older people through a meet, greet and exchange initiative.

Cultural Companions

Creates local networks of like-minded people interested in arts and culture who can accompany each other to cultural events.

Beyond Bealtaine Book Club

This online initiative offers readers to connect in with a book and other readers via a writer/facilitator who suggests a book to read, accompanying books of interest, and discussion prompts.

Networking, information and support initiatives for artists and arts organisations

Supporting artists and arts organisations who wish to develop their work with older people through facilitating learning, networking and knowledge exchange.

1.4 Key messages (continued)

Age & Opportunity Active

Age & Opportunity Active is the national sport and physical activity programme for older people funded by Sport Ireland and the HSE. The programme is designed to get us more active.

The Go For Life Games are a national celebration of older people taking part in recreational sport and physical activity.

Every June we run a national event, when over 300 participants and teams from every county come together to take part in a full day of sport.

The event is a variety of fun games and sports specifically adapated to be more inclusive of all ages and abilities.

Other initiatives we run include a free telephone mentoring service called FitLine and our peer leadership initiative called PALs (Physical Activity Leaders) training,suitable for anyone interested in leading physical activity programmes within their groups and community.

Our programme includes:

Go for Life Games

Teams from all over Ireland coming together to take part in a national day of sport in June every year.

PALs (Physical Activity Leaders)

An education and peer leadership initiative which trains older people how to lead sport and physical activity sessions in their local groups and communities.

Age & Opportunity Active National Grant Scheme

This is an annual grant scheme offering funding to older peoples groups, nursing homes, sports clubs, local sports partnerships or any group that is promoting more physical activity or sport within their members. Funding is provided for the purchase of equipment or physical activity programmes or sport events etc.

CarePALs

Trains those working or volunteering in care settings to lead suitable physical activities with people in their care.

FitLine

A free telephone mentoring service which encourages participants to start getting more active.

1.4 Key messages (continued)

Age & Opportunity Engage

Age & Opportunity Engage is a programme which offers a range of learning initiatives, courses and workshops for resilience and personal development as well as opportunities for us to play an active role in our community. Our aim is to facilitate participants to develop resilience, build the skills, knowledge and the foresight to achieve the best quality of life.

We believe that people who work directly with older persons - or whose work affects the lives of older persons - should be conscious of our needs and the value of our participation in society. As organisations become increasingly aware of the contribution of their older employees, customers and clients – they will benefit from our bespoke training, facilitation and range of national workshops and courses.

Our programme includes:

Changing Gears

A six-session course for people who want to reflect on, and make plans for, the next stage in life, whether that is preparing for retirement, mid-career evaluation or dealing with other life challenges. Changing Gears is about building resilience, taking stock, making changes, bouncing back and moving on in life. The course content is adapted according to the needs of participants, so we can focus on preparation for retirement if this is the key issue for participants. Equally, we can focus on developing resilience for persons living with chronic illness, and developing strategies for increased quality of life.

Azure

Azure explores how people with dementia-related conditions such as Alzheimer's, and the people who care for them, can have a deeper involvement in cultural institutions and can participate in cultural activities. Age & Opportunity is one of the founder members of the Azure network and we facilitate the delivery of the Foundation Training in partnership with Alzheimer's Society Ireland and the Irish Museum of Modern Art. The Foundation training is based on the methodology developed by the Museum of Modern Art (MOMA) in New York City. The training develops the skills of art facilitators to deliver arts participation experiences for persons living with dementia.

AgeWise Workshops

Professionally facilitated workshops for employers and staff who are providing services to older persons. These workshops are designed to create awareness of our personal attitudes to ageing and older people as well as societal and cultural attitudes. The content of workshops is adaptable depending on the needs of the group. We regularly explore how ageism affects employment prospects for older persons, and the impact of internalised ageism and its effects on our quality of life as older persons.

Creative Exchanges

Training course that trains participants to plan, facilitate and evaluate arts activities for older people in care settings. It has a focus on person-centred care and the importance of the HIQA standards for residential care settings. Learners experience hands-on art-making/ participation in a range of art forms from visual arts, movement, music and using everyday technology.

1.4 Key messages (continued)

Ageing with Confidence

Ageing with Confidence is a six-session course (mornings or afternoons, usually once a week) in which we explore the ageing process and how it can affect us physically, mentally and emotionally. Sessions are enriched by the reflections and sharings of participants.

Get Engaged

An eight week (over eight half days) training course – for people aged 50+, designed to help with making a difference locally in partnership with local organisations. The content includes skills on identifying issues and lobbying, carrying out research and working with the media. The focus on active citizenship is designed to enrich the lives of participants.

Spirituality in our lives

What is Spirituality and what is its role in our lives? This is a 4-session course in which we explore our understanding of spirituality and its potential for enriching our lives, and facilitating our sense of the meaning of our lives. Drawing on literary sources, we look at what gives us meaning and purpose in our lives. The peer reflection and sharing during each session facilitates deeper learning and personal development.

Bespoke Training

Bespoke training, advice and mentoring in the areas of arts, physical activity, active citizenship and lifelong learning. We can tailor a programme to you/your organisation's needs.

2. Technical Guidelines

2.1 Age & Opportunity Logo

The mark comprises the Age & Opportunity logotype (text) and symbol. The mark has been specially drawn and must not be re-created or re-drawn in any way.

Horizontal logo is our preferred version. The vertical layout can be used where there are space or layout constrictions e.g. on social media - but only with approval from the Communications Manager.

Symbol

Logotype

Age & Opportunity

2.2 Brand hierarchy and priorities

All Age & Opportunity marketing communications that allow for logos to be present should adhere to the general logo hierarchy as shown in this section.

This section of the Age & Opportunity brand guidelines provide further detail for each specific medium, with the campaign messaging logo always taking prominence.

Age & Opportunity
Master Brand

Incorporating **Age & Opportunity active**,
The National Sport and Physical Activity Programme
for Older People

Age & Opportunity
Active logo

Treatments of the Logo:

Bealtaine Festival
An **Age & Opportunity arts** initiative
Celebrating the arts and creativity as we age

Go for Life
Games

Incorporating **Age & Opportunity active**,
The National Sport and Physical Activity Programme
for Older People

2.3 Palette of Brand Colours

The colors that we use in any documentation should be limited to the core and secondary color palettes.

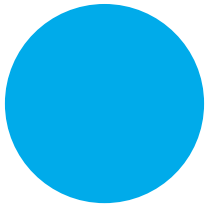
Pantone values are used for special color print purposes.

CMYK values are used for general printed material.

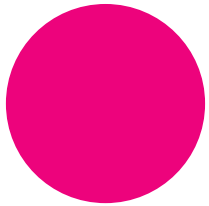
RGB values are used for on-screen purposes.

Hex/Web values are typically used for web design purposes.

Primary colours



CMYK 90.05.0.0
PMS 299C
RGB 0.160.223
HEX 00A0DF



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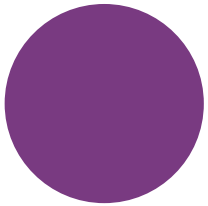
HEX E81F76



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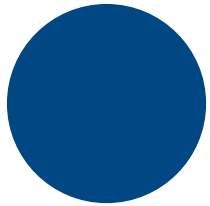
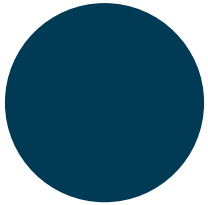
PMS 2593C
RGB 134.51.153
HEX 863399



CMYK 100.60.34.0
PMS 294C
RGB 0.46.109
HEX 002E6D

Secondary colour (use for background and text)



CMYK 100.70.40.40
PMS 302C
RGB 0.58.93
HEX 003A5D

2.4 The Age & Opportunity Font

We have two corporate fonts:

Our everyday font is **Calibri**. Recommeded size is 12 pt and can be enlarged if required.

We use this on all documents and communication produced by staff and volunteers, including email, Word, Excel and PowerPoint documents.

Our design font is **Orgon**.

This is the font used in our brandmark (logo). We use this for professionally produced materials, i.e. those produced by our creative team, external agencies and those using design software. (It can also be used by staff/volunteers in PowerPoint if required).

AaBbCc
abcdefghijklmnoqprstuvwxyz
ABCDEFGHIJKLMNOQPRSTUVWXYZ
0123456789
Orgon Black

AaBbCc
abcdefghijklmnoqprstuvwxyz
ABCDEFGHIJKLMNOQPRSTUVWXYZ
0123456789
Orgon Bold

AaBbCc
abcdefghijklmnoqprstuvwxyz
ABCDEFGHIJKLMNOQPRSTUVWXYZ
0123456789
Orgon Regular

AaBbCc
abcdefghijklmnoqprstuvwxyz
ABCDEFGHIJKLMNOQPRSTUVWXYZ
0123456789
Orgon Light

Some best practice rules:

- Do use Calibri in most instances.
- Do use headings and sub-headings to break up text and content.
- Do use 12pt or larger– except for footnotes or legal statements. Ideally font should be 12 or 14pt to ensure it is accessible for those with visual impairment.
- Do not introduce any other typefaces.
- Do not set text in a variety of formats/styles.

2.5 Applying the Age & Opportunity Brandmark

Use of the mark

The Age & Opportunity logotype and symbol should always be used together – please do not alter or remove either element when using the mark.

Please do not alter the proportions of the mark – it should not be stretched or skewed in any way. If enlarging or reducing in size, please ensure that the proportions remain intact.

Clear area around the mark

Minumum size for legibility

2.5 Applying the Age & Opportunity Brandmark (continued)

Logo versions

Full colour
This is the version to be used against white or very light backgrounds.

Reverse
This is the version to be used against our own brand blue or very dark background.

Black
This is the version to be used when the document or item is being reproduced in black and white, with white as the base color.

White
This is the version to be used when the document or item is being reproduced in black and white, with black as the base color.

Some best practice rules

DO use original mark files, with original proportions and colors (no screengrabs).

DO use the reverse version when placing on dark color images. Always ensure there is appropriate contrast between mark and background.

2.5 Applying the Age & Opportunity Brandmark (continued)

DON'T use full color version on dark colored images.

DON'T use the reverse version on lighter colour backgrounds.

Please use the brandmark in the **PNG** format for all **MS Office** documents (e.g. Word, PowerPoint, Excel etc.)

If in doubt as to which version of the mark should be used, **please contact the Communications team.**

Do not change or distort the proportions of the mark

2.5 Applying the Age & Opportunity Brandmark (continued)

Logo formats

The logos are provided in the following file formats

• **EPS** • **PDF** • **JPEG** • **PNG**

Please note that JPEG and PNG formats cannot be used larger than 100% of original image size or pixelation will occur.

Logos for Print:

Where possible please use the **EPS or PDF versions** of the Age & Opportunity logo. These are vector-based files, which mean that they feature unlimited resolution and can be reproduced at any size without any degradation of sharpness or quality.

Logos for Web/Online:

The **JPEG or PNG versions** of the Age & Opportunity logo are for online usage.

The **JPG** file can be used extensively on web based platforms and applications and can be compressed to a lower file size which will speed up download over the internet.

Please use the **PNG** version if you wish the logo to have a transparent background.

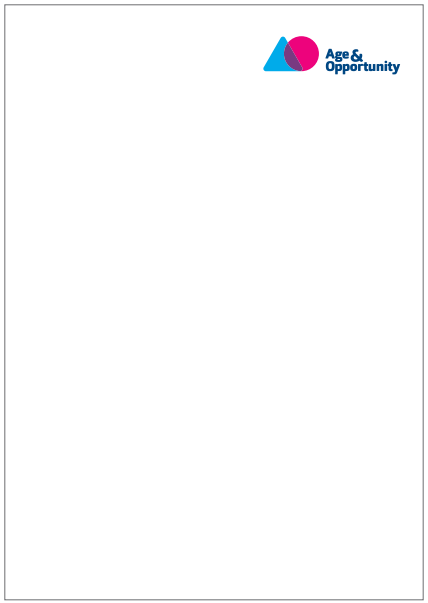
2.6 Use of the brand mark

Brand mark positioning

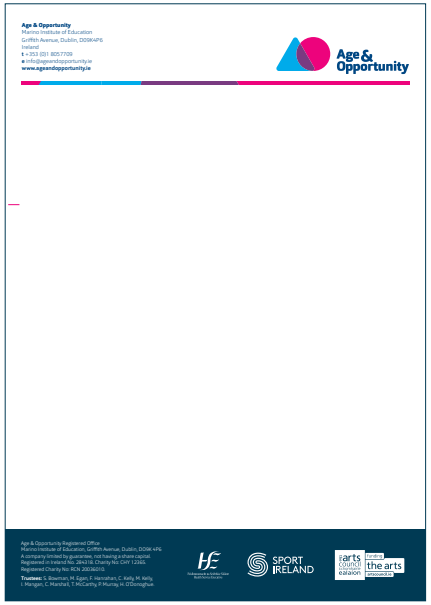
The mark should be positioned in the top right.

Text alignment

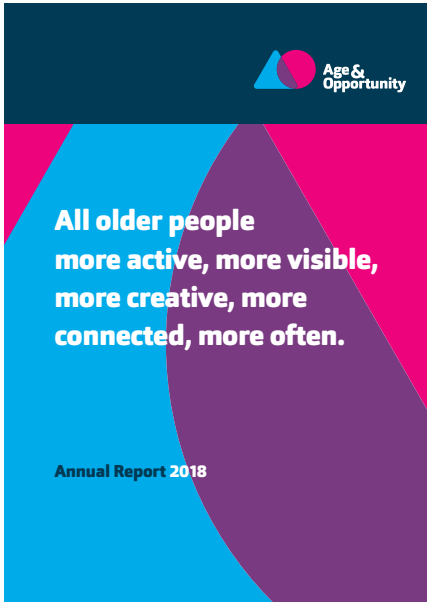
Text should be left aligned and non-justified.



Letterheads



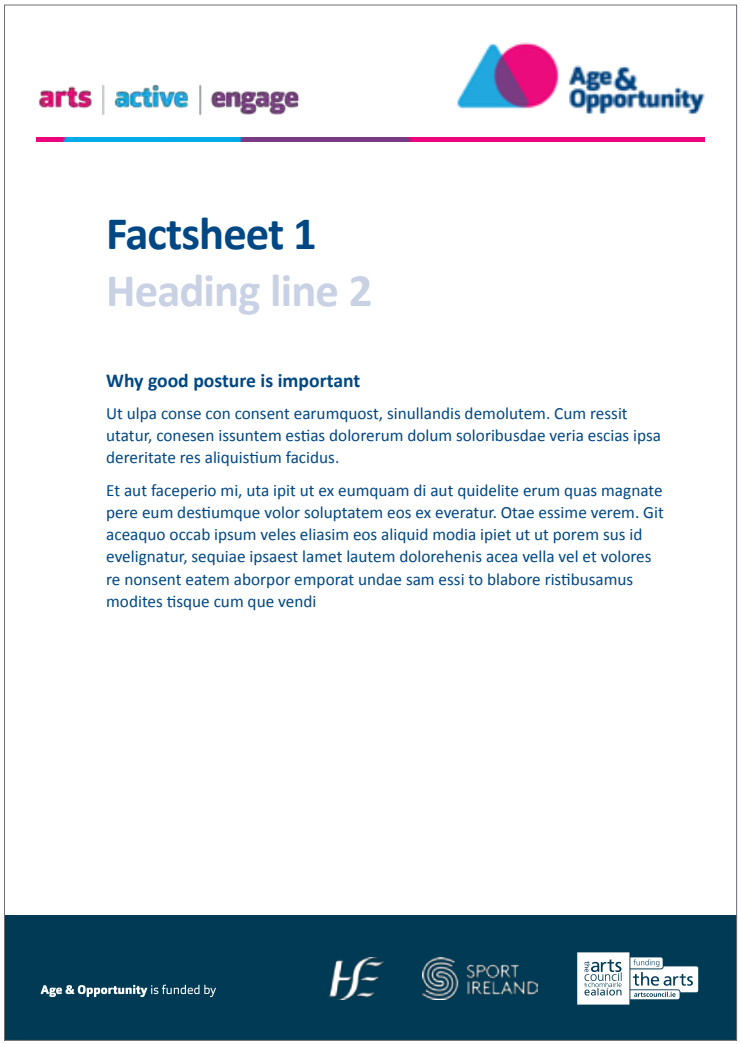
Brochure/Report covers



2.6 Use of the brand mark (continued)

Programmes logos

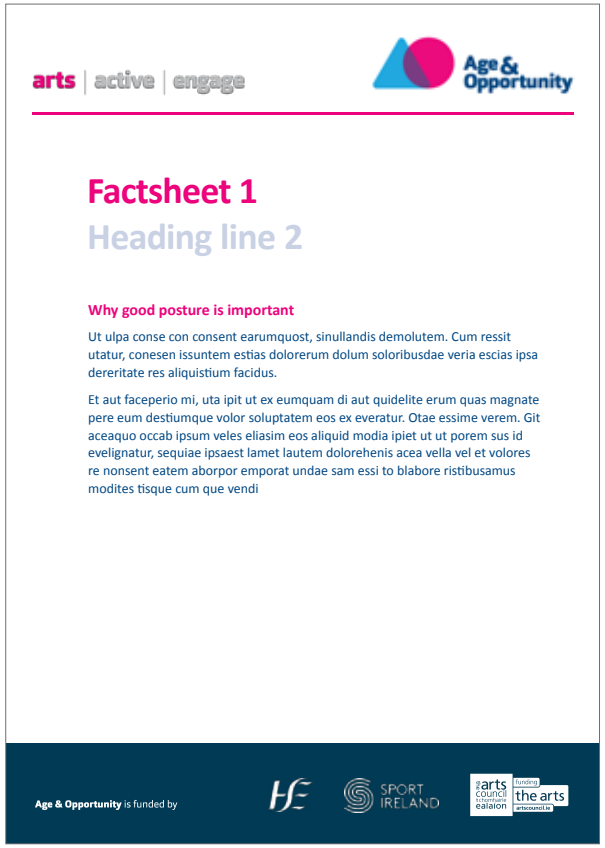
Editable area



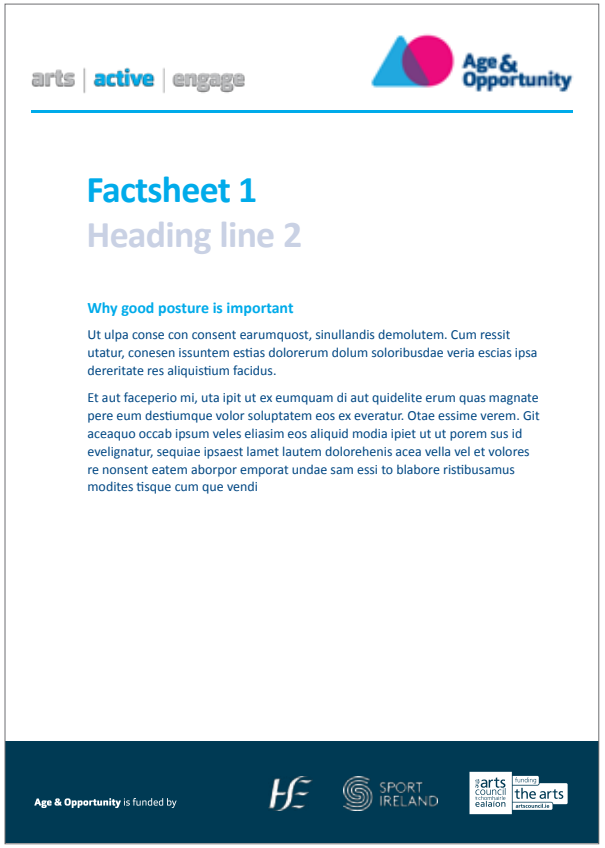
Lead communicator
Age & Opportunity

Funding partners logos

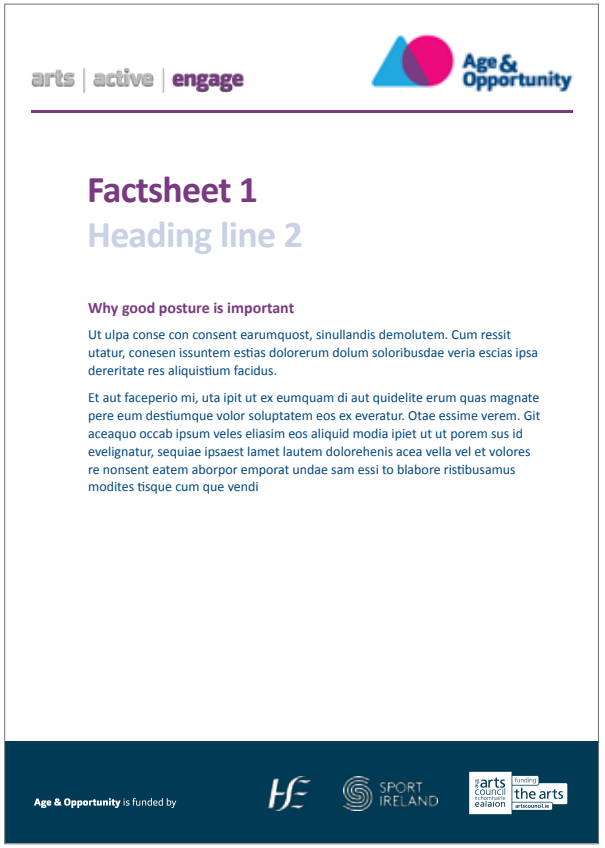
2.6 Use of the brand mark (continued)



Lead communicator Age & Opportunity Arts

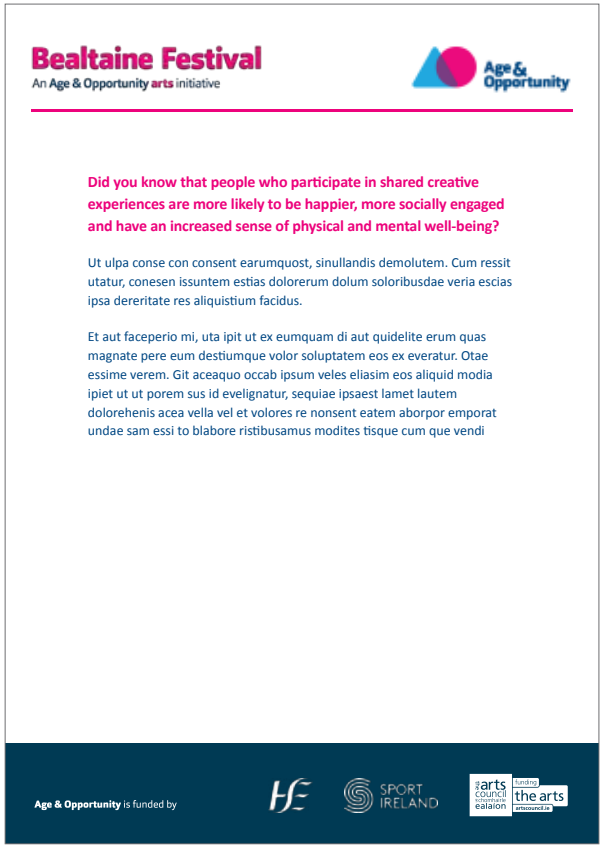


Lead communicator Age & Opportunity Active

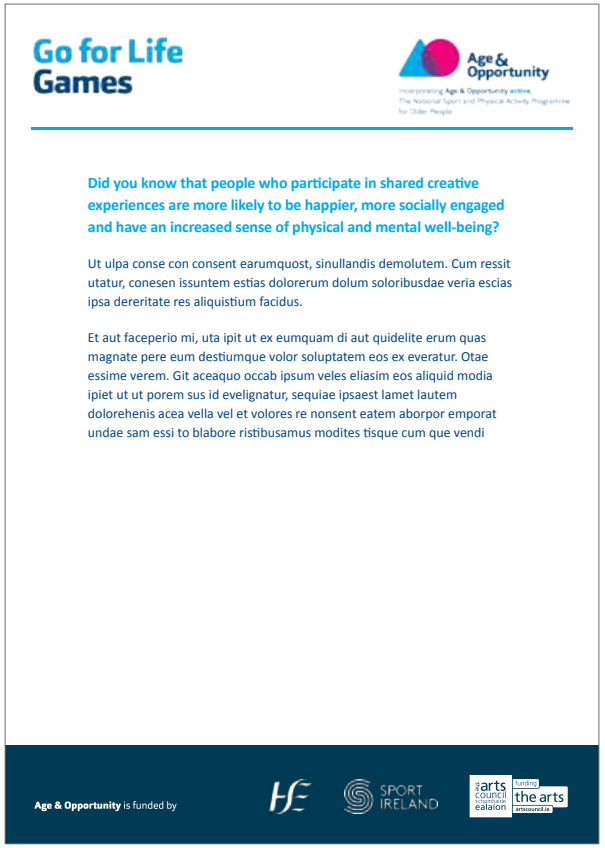


Lead communicator Age & Opportunity Engage

2.6 Use of the brand mark (continued)



Lead communicator Bealtaine Festival



Lead communicator Go for Life Games

Bealtaine Festival and the Go For Life Games are the only two initiatives that receive this treatment as a lead communicator.

2.7 Photography

Photographs used in Age & Opportunity publications are positive, dignified and diverse, capturing the real lives of older people in Ireland today. Images are chosen with care, reflecting the issues they face in their local communities and the services we provide.

Photographs complement the content or message that is being communicated. They do not have to be literal. It is more important to capture the essence of what is being said. When choosing or taking images, think about their use in terms of space and size (cropping or framing can enhance the interest or appeal).

The context, target audience and purpose of each publication are all relevant when selecting images and for this reason it is difficult to give definitive guidance. However here are some tips to encourage an inclusive approach towards participation in our photographs:

- Older people are from diverse backgrounds and origins so represent that in photography.
- Use a balanced representation of all genders and age groups.
- Promote intergenerational images, show older people interacting not just with people of their own age but with people of all ages.
- Avoid images that confirm commonly held stereotypes and feature positive yet realistic images of older people.
- Use positive imagery.
- Treat all photography subjects with respect and dignity. Don't portray older people as victims or outcasts and don't be patronising.
- Use colour where possible.

Where possible the photographs should be taken from Age & Opportunity programmes and initiatives. In most circumstances, only photographs should be used, not illustrations or graphics.

If you are organising to take photographs at an event you will need to use a Media Release Form. This form must be signed by the person whose photograph is being taken and gives us permission to use the photograph in a variety of media (newsletters, newspapers, web etc). You'll find the Media Release Form on the server or you can contact the Communications Manager.

2.8 Funding Partners & Co-Branding

Three levels of partnership

1)

Age & Opportunity is funded by

Logos full-colour

---

2)

Supported by / In association with

Logos B/W

---

3)

With thanks to

Dublin City Council, Dún Laoghaire–Rathdown County Council

No logos

2.9 Video and audio

Similar to photography, the video and audio used in Age & Opportunity is positive, dignified and diverse. Our video and audio aims to capture the real lives of older people in Ireland, the issues they face and the services we provide.

For videos used at events and presentations the Age & Opportunity logo must be used at the beginning of the video to introduce the brand. It will fade in, be centred on the screen and fade out. However, for shorter, social and online videos it is advised that there is no delay to the content and therefore no need to insert the logo at the start of the video. In this case, the logo should be placed in the top right corner of the video (except the closing screen) for 15 seconds.

1. **Fade in opening screen***
2. **Opening screen***
3. **Fade out opening screen***
4. **Video content**
5. **Fade in closing screen**
6. **Closing screen**
7. **Fade to funders, sponsors, etc.***
8. **Fade out to black(*if required)**

A closing screen must be added to the end of all videos with the Age & Opportunity logo and a relevant call to action below; for example, Learn more at ageandopportunity.ie. On this screen we will include our three main funders, the HSE, Sport Ireland and the Arts Council on a panel at the bottom of the screen. This panel may not be necessary if there are a number of funders. In this case we will have an additional closing screen with our funders listed.

If you are adding music to a video you must ensure we have a license for using that music or that it is royalty free stock music.

Where possible subtitles should be added to videos to ensure accessibility.

See **tips section in 2.7 Photography** for inclusive approach towards participation in our video and audio for Age & Opportunity.

2.10 Social media

When posting on social media we must ensure our brand voice is consistent across all channels. Our tone is accessible, straightforward, inclusive and jargon-free. We challenge ageist stereotypes, patronising language and labelling.

Our content should empower older people and reflect our values at Age & Opportunity.

Use positive language and active voice.

See **2.7 Photography and 2.9 Video and audio** for further guidance on use of photos and video.

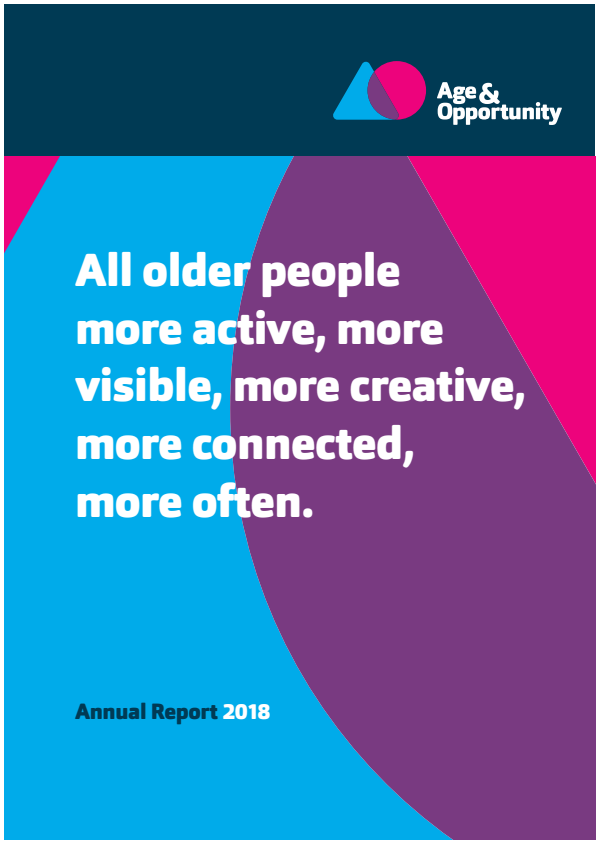
For more information please refer to the **Social Media Strategy.**

3. Look and Feel

3.1 Brochure & leaflet covers

Report Sample - Age & Opportunity logo on a solid dark background of an A4 report cover.

Note: The A&O logo is to sit at least 10mm from the left hand side and 15mm from the top edge of the page.

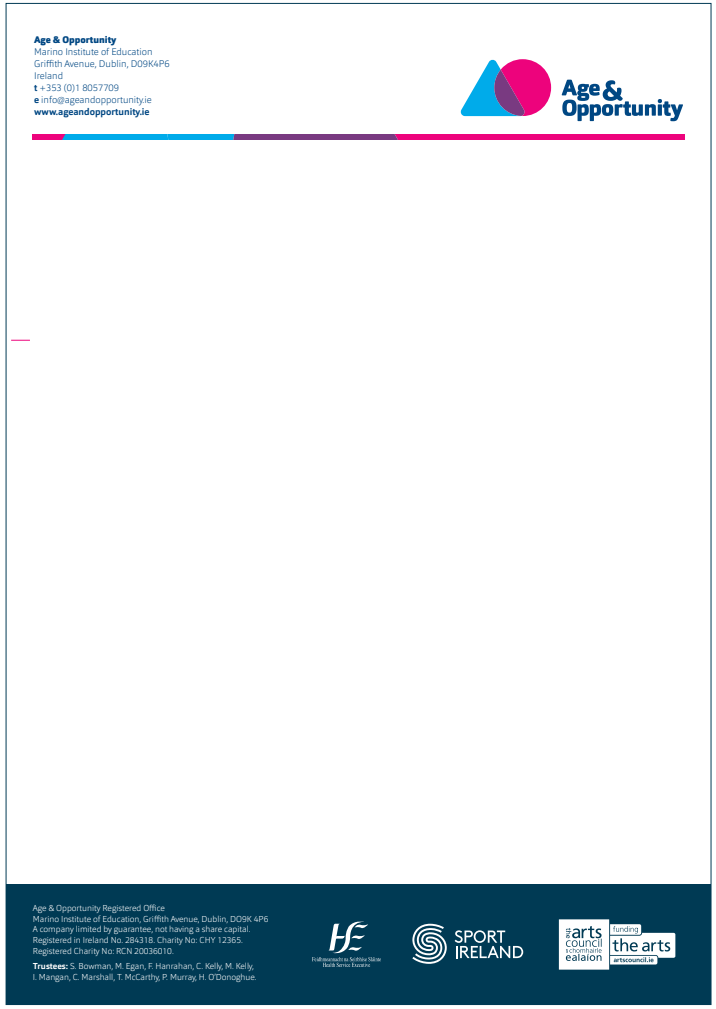


Front cover example 1

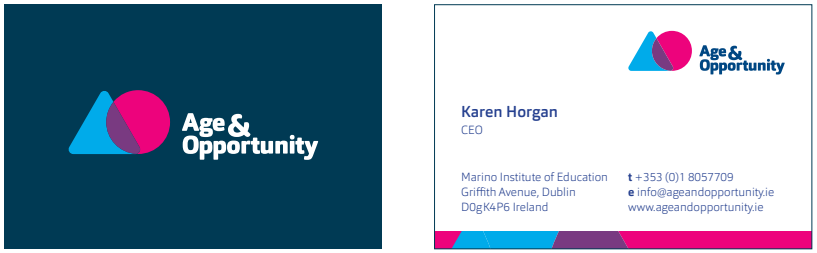
Front cover example 2

Back cover example

3.2 Stationery



Letterhead

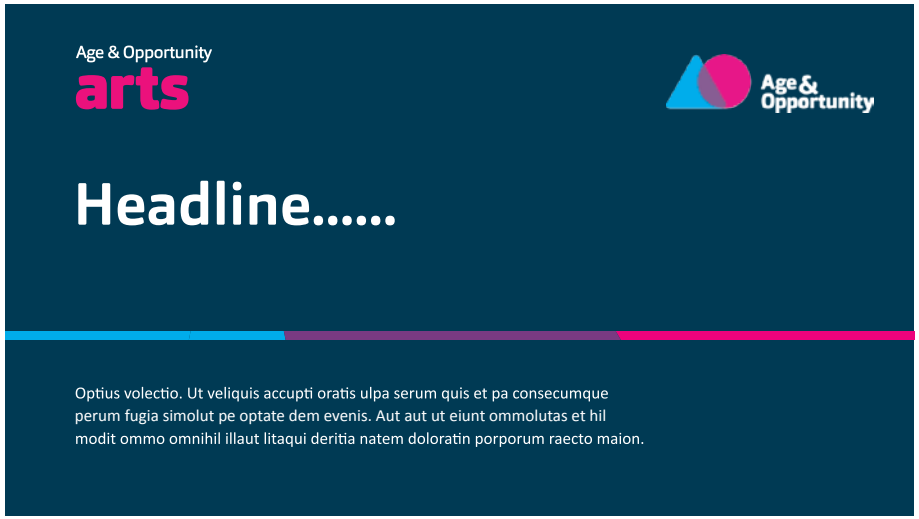


Business cards

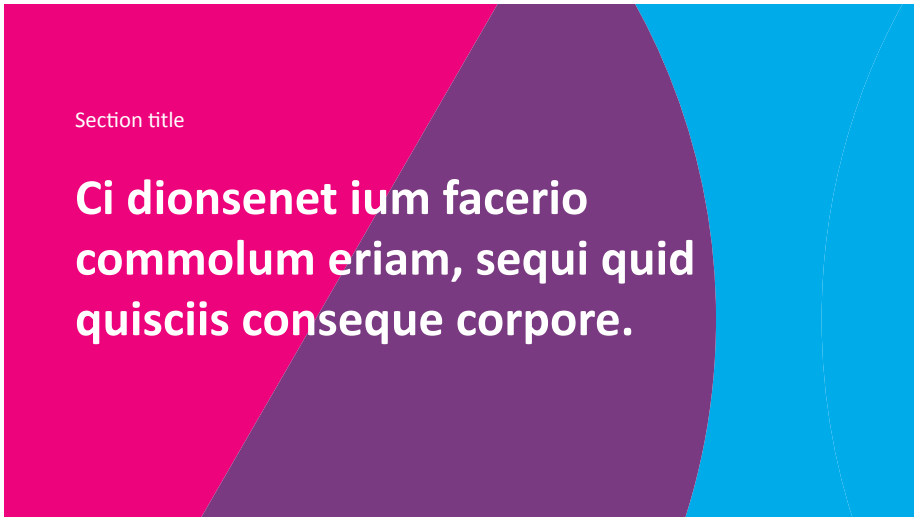
Compliment slip

3.3 Powerpoint / presentations

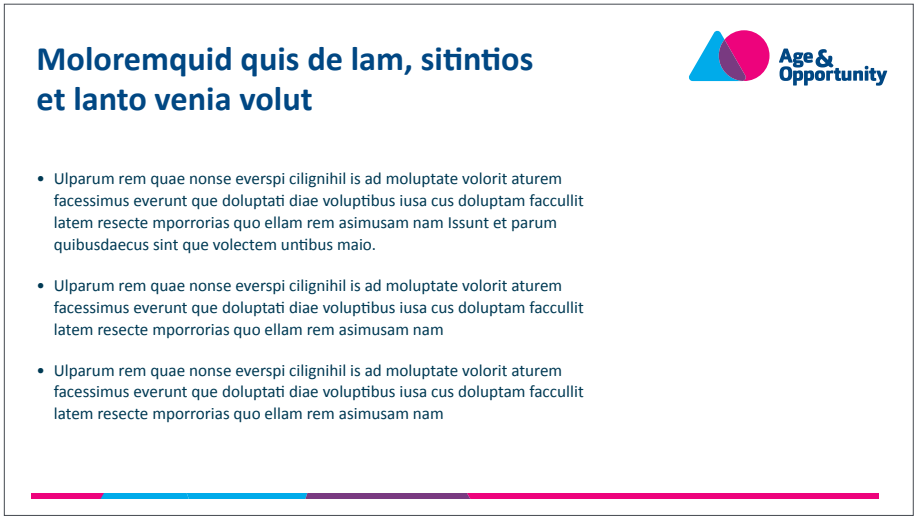
Presentation title page



Presentation title page – arts programme



Section divider



Inner page

3.4 Exhibitions & events

The following display the layout and design for pop-up banners or posters for exhibitions and events for Age & Opportunity, our Bealtaine Festival and Age & Opportunity Active.

Pullup banner examples

3.5 Advertising

The following is an example of layout for advertising.

If you need an ad please let the Communications team know in advance and they will work on it with you.

Press ad example

3.6 Poster templates

3.7 Clothing /Merchandise

Branding application examples on mugs:

Front

Reverse

3.7 Clothing /Merchandise (continued)

Branding application examples on clothing:

3.7 Clothing /Merchandise (continued)

Branding application examples on clothing:

3.7 Clothing /Merchandise (continued)

Branding application examples on clothing:

3.8 Email signatures

All Age & Opportunity staff should include a clear email signature in all work emails, including direct outgoing mails, and on replies or forwarded emails.

No other logos or branding should be included in email signatures without agreement from your Communications Team.

Email signature should be in helvetica font and follow the following template

Check List

01 Brand Mark

The mark comprises the Age & Opportunity logotype (text) and symbol. The mark has been specially drawn and must not be re-created or re-drawn in any way.

02 Colours

The colors that you use in any documentation should be limited to the core and secondary color palettes.

Pantone values are used for special color print purposes.
CMYK values are used for general printed material.
RGB values are used for on-screen purposes.
Hex/Web values are typically used for web design purposes.

03 Typography

Orgon is the primary brand typeface.

Calibri should be used in all documentation, including Word, PowerPoint and Excel formats.

04 Use of the Mark

Observe clearance area around the mark.

The minimum size for the mark is 45mm in width.

Do not change or distort the proportions of the mark.

05 File Formats

Where possible please use the **EPS** or **PDF** versions of the Age & Opportunity logo.

The **JPEG** or **PNG** versions of the Age & Opportunity logo are for online usage.