

BRAND GUIDELINES



**POSITIVE
PARENTING**

NATIONAL STRATEGIC POLICY 2016 - 2024

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OVERVIEW

The image features a dark blue background. In the lower-left corner, there is a large, stylized white number '1'. This number is partially overlaid by a bright yellow triangular shape that points upwards and to the right. Behind the yellow triangle and the number '1' is a large, light blue, rounded shape that resembles a stylized 'C' or a large bracket, extending from the left towards the center of the image.

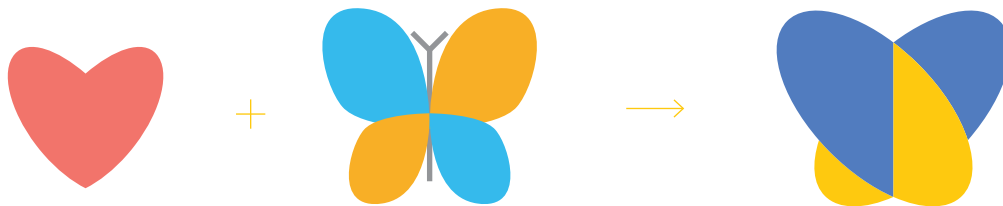
1



Positive Parenting refers to behaviours that are carried out by parents or others designated to this role. It prioritises children's best interests, helping them grow in an environment that is free from violence and conducive to their healthy development.

OUR LOGO





The main scope behind this identity is to promote a change in parenting styles and behaviour.

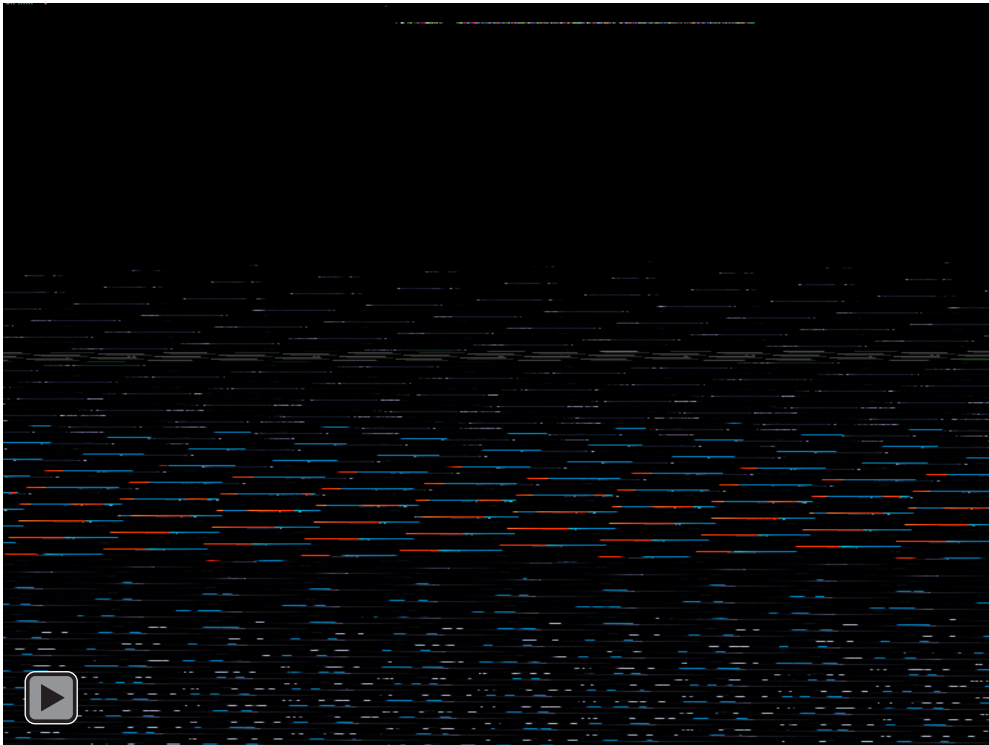
A butterfly universally signifies transformation. Within its protective casing, a healthy caterpillar radically transforms its body and eventually emerges as a butterfly. This is the message we want this brand to associate with. We want the children of today to grow and be raised into beautiful human beings inside out.

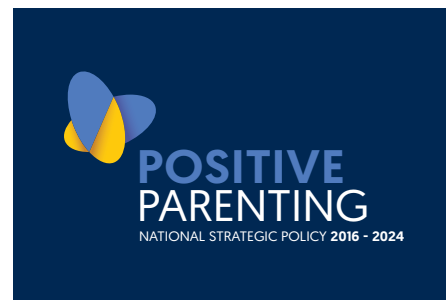
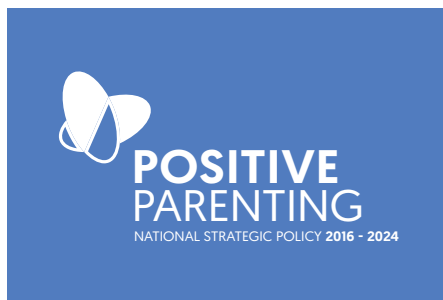
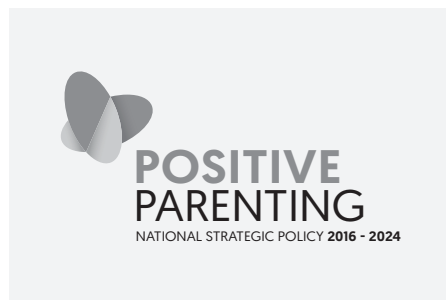
The English version of the logo is to appear on all Positive Parenting communications in English.



The Maltese version of the logo is to appear on all Positive Parenting communications in Maltese.







GRAYSCALE

MONOTONE

FULL COLOUR REVERSED

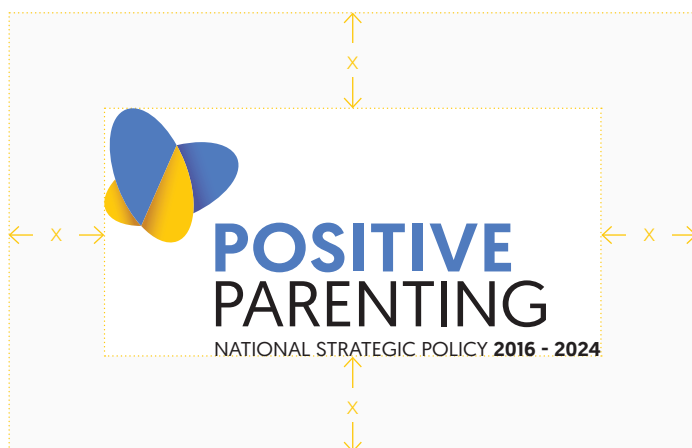
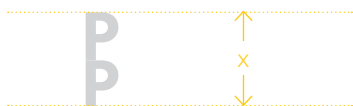
The logo is to always be used in its primary colour palette whenever possible.

Sometimes the full colour cannot be used due to the background. Here's some tips:

GRAYSCALE is to be used only when printed communications are in grey.

FULL COLOUR REVERSED is to be used only over dark backgrounds where full colour is still possible.

MONOTONE WHITE is to be used over coloured dark busy backgrounds.



For the logo to be recognised well, it is of the utmost importance that other logos and any other designs elements, are at a suitable distance away from it.

The grey area indicates the minimum required clear space around the logo. The horizontal width and vertical height is indicated by 'X'. 'X' is equal to double the height of 'P' from POSITIVE / POŻITTIVA in the logo.

EXCEPTIONS

In the case of web banners, the clear space can be less due to small sizes, such as 320x50px and 728x90px.



For this logo to be visible and recognisable on all printed communications, it is important to follow the guide here.

The minimum size of the logo on printed communications is 32mm

Print communications include flyers, posters, brochures, reports and any other document that is printed.



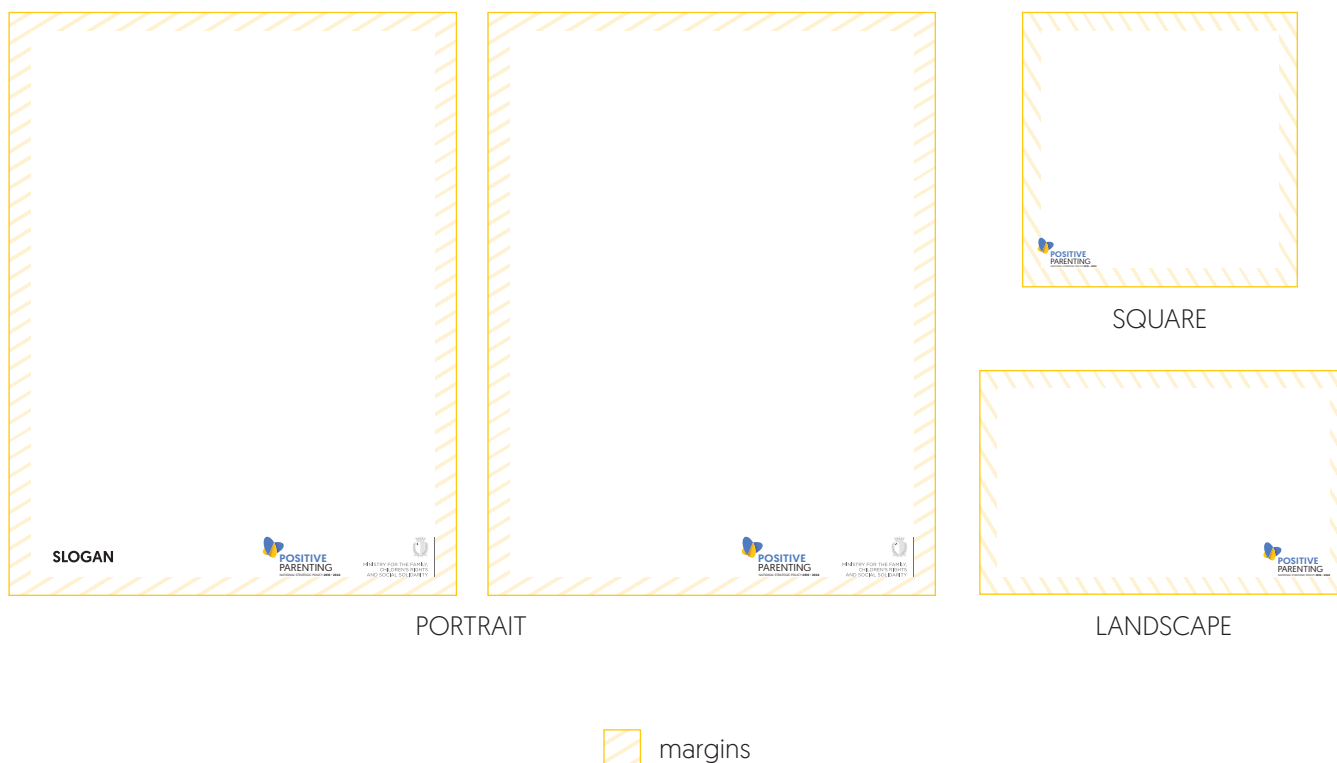
For this logo to be visible and recognisable on all digital communications, it is important to follow the guide here.

The minimum size of the logo on digital communications is 140px wide.

Digital communications include social media and web banners.

EXCEPTIONS

In the case of web banners, the minimum size can be less due to small sizes, such as 320x50px.



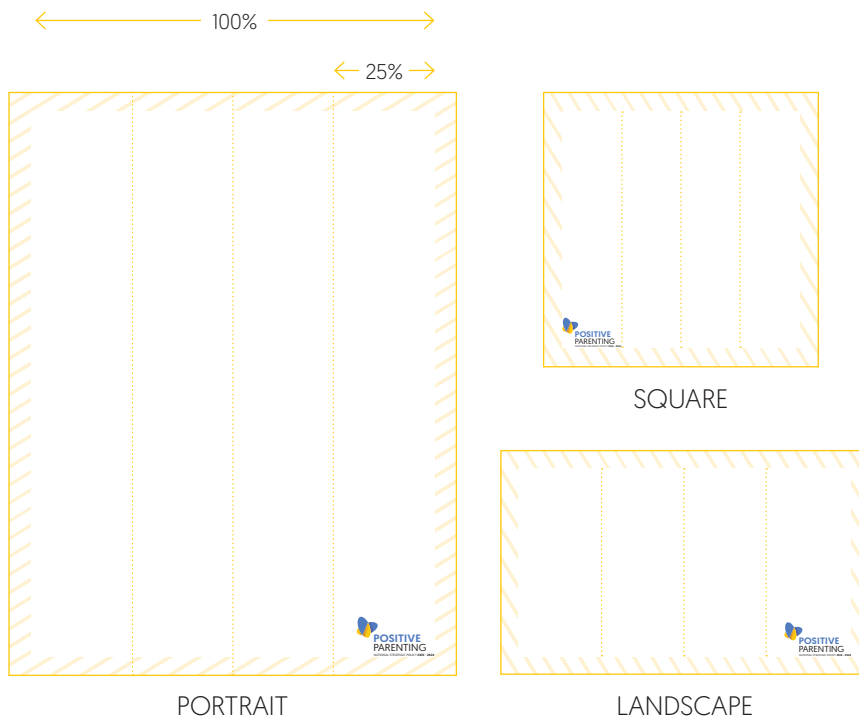
When using the logo in relation to other elements in outgoing communications, its' correct placement and size is necessary for the brand to be consistent and recognised.

For both digital and print communications, the logo should be placed in the bottom left or right corner, where the live area is represented by a white box in the examples above.

Margins are necessary to ensure breathing space for the elements and the logo, especially in print, where the paper has to be cut.

When the logo is being used in conjunction with the MINISTRY FOR THE FAMILY, CHILDREN'S RIGHTS AND SOCIAL SOLIDARITY logo, it should be placed to the left of the ministry logo, and placed bottom right as shown in the PORTRAIT example above.

Campaign slogan or logo is to be placed bottom left corner, allowing for some visual independence from its progenitors.

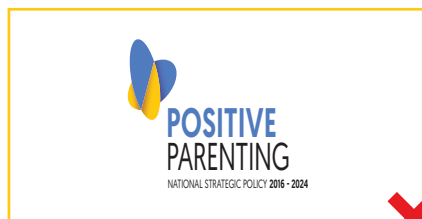


The logo shouldn't be too big or too small in communications; that would require guesswork on the viewer's part, which won't do.

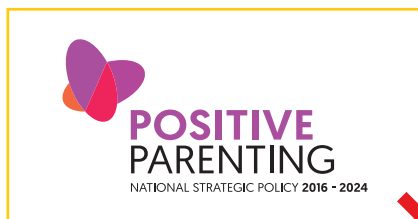
In general, the logo can be sized around 25% or a bit less, of the width of the artwork's live area. Always keep in mind the minimum size possible for both digital and print, as specified in **2.4**.

EXCEPTIONS

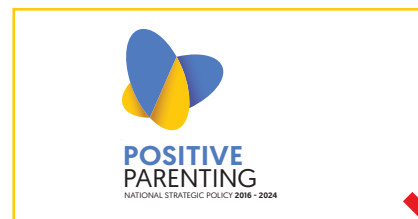
In the case of web banners, the logo should be sized large enough that the POSITIVE PARENTING / TROBBIJA POŽITIVA is readable.



Do not distort the logo in any way



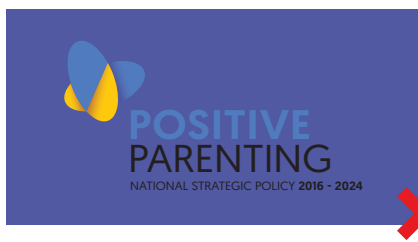
Do not change the colours of the logo.



Do not change or move around elements of the logo.



Do not rotate the logo



Do not place the logo over similar backgrounds.



Do not flip the logo.

Respect the guidelines presented here.

To present the right message for this brand, the logo cannot be modified in any of the ways shown above.

COLOUR PALETTE





Along with black, there are 2 primary colours in the logo supported by darker shades to add depth.

Sunny Yellow represents warmth and positivity, offset by True Blue, which is representative of child abuse prevention.

SUNNY YELLOW

CMYK 0, 21, 0, 0

RGB 255, 201, 13

WEB #FFC90D

FULL BLACK

CMYK 0, 0, 0, 100

RGB 0, 0, 0

WEB #000000

TRUE BLUE

CMYK 71, 48, 0, 0

RGB 84, 124, 190

WEB #547CBE

OCHRE

CMYK 19, 52, 100, 3

RGB 201, 131, 42

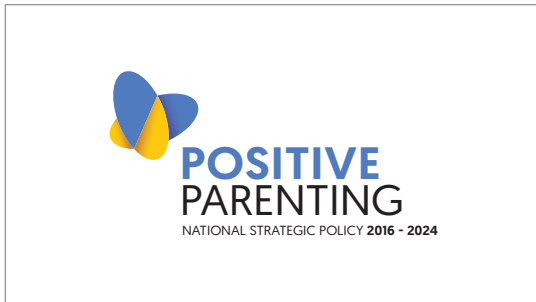
WEB #C9832A

PLUM BLUE

CMYK 79, 73, 5, 0

RGB 82, 90, 161

WEB #525AA1



ON WHITE

ON NIGHT BLUE

Secondary colours are colours that are not present in the logo, but can support it as solid colour backgrounds in communications.

 **WHITE**

CMYK 0, 0, 0, 0
RGB 255, 255, 255
WEB #FFFFFF

 **NIGHT BLUE**

CMYK 0, 21, 0, 0
RGB 255, 201, 13
WEB #FFC90D

BRAND TYPE

The background features a dark blue field with large, overlapping organic shapes in a medium blue and a bright yellow. A large white number '4' is positioned in the lower-left area, partially overlapping the yellow and medium blue shapes.

4

Geomanist is a sans serif typeface with 18 styles, such as light, regular, **medium**, **bold** and **ultra**. Huwa anki possibli li tuża karattri tat-tipografija **Maltin**, bħal **Ċċ**, **Ħĥ**, **Ġġ** u **Żż**.

The correct font should be used in all communications of Positive Parenting.

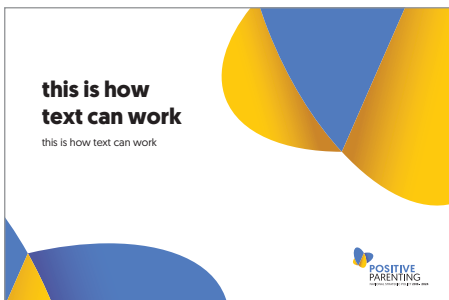
The brand typeface is Geomanist, a sans serif font by Atipo Foundry. Geomanist is a contemporary humanistic typeface, with a clean and elegant feel to it.

Geomanist can be downloaded at **atipofoundry.com/fonts/geomanist**

APPLICATIONS

The background features a dark blue field with large, overlapping organic shapes in a medium blue and a bright yellow. The yellow shape is on the left, partially overlapping the medium blue shape, which is on the right.

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The brand can be applied in several ways in backgrounds. While the logo can be used on a variety of backgrounds, but it is always important to ensure it is readable.

When no campaign slogan is required, or external of a campaign, the background could utilise the brand's icon, the butterfly. This is to instill a sense of positivity through its' colour and shape as shown in POSITIVE PARENTING BRANDING.

The icon can be replicated, rotated, and a photo implemented within the shape of the butterfly or otherwise just text over the background.





Should you require any further information, kindly contact us via any of these media.

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