International Day of
People with Disability

BRANDING GUIDELINES

AUGUST 2018

International Day of
People with Disability

CONTENTS

BACKGROUND

In October 1992 the United Nations General Assembly passed a resolution declaring that 3 December each year will be the International Day of Disabled Persons.

The event was renamed International Day of People with Disability (IDPwD) in 1997 by Australian community representatives to place a greater emphasis on the abilities and achievements of people living with disability. Individuals and organisations throughout the country are being encouraged to celebrate the day.

IDPwD is unique among community awareness days, as it unites disability organisations, businesses, federal, state and local governments and the community. The day is a collaborative effort to celebrate and acknowledge the experience and expertise of people with disability.

IDPwD is an opportunity to: celebrate the contributions people with disability make every day to their communities; make a positive contribution to the lives of 4 million of Australians with disability.

PURPOSE

This document is to be used as a guide when using the International Day of People with Disability (IDPwD) logo to design or produce products for IDPwD activities or celebrations.

The Department of Social Services requests that the use of the IDPwD logo is consistent with the aims and messages of IDPwD and that it helps raise awareness of IDPwD.

International Day of People with Disability logo can be used on publications, promotional products and materials. All elements of the logo must be used. When using and resizing the logo ensure that the text is always legible. Please allow a 5mm exclusion zone around the logo.

There are four versions of the logo: the standard, standard reversed, stacked and stacked reversed.

STANDARD

STACKED

STANDARD (REVERSED)

STACKED (REVERSED)
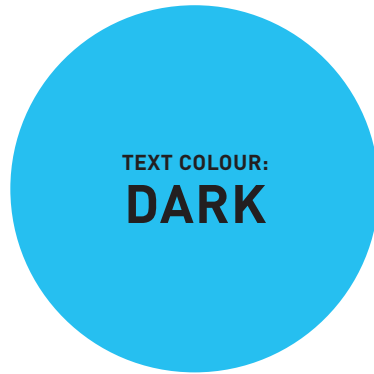
International Day of
People with Disability

* Ensuring good colour contrast between foreground and background colours is important for users who have low vision or colour blindness.

TEXT COLOUR:
LIGHT

TEXT COLOUR:
DARK

TEXT COLOUR:
DARK

TEXT COLOUR:
DARK

PANTONE 654 C

C: 100	R: 15
M: 73	G: 43
Y: 10	B: 91
K: 48	

#0F2B5B

PANTONE 298 C

C: 68	R: 81
M: 3	G: 181
Y: 0	B: 224
K: 0	

#51B5E0

PANTONE 389 C

C: 23	R: 206
M: 0	G: 224
Y: 83	B: 7
K: 0	

#CEE007

PANTONE 151 C

C: 0	R: 247
M: 48	G: 127
Y: 95	B: 0
K: 0	

#F77F00

WCAG colour contrast

AAA as background with **white** text only

WCAG colour contrast

AAA as text dependent on backgroud colour contrast

WCAG colour contrast

AAA as background with **black** text only

WCAG colour contrast

AAA as text dependent on backgroud colour contrast

WCAG colour contrast

AAA as background with **black** text only

WCAG colour contrast

AAA as text dependent on backgroud colour contrast

WCAG colour contrast

AAA as background with **black** text only

WCAG colour contrast

AAA as text dependent on backgroud colour contrast

International Day of People with Disability fonts consists of a heading font and a body font. Please use appropraite spacing and sizing. No smaller than 11pt should be used for body text.

HEADING FONT

Minion Pro (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 , . < > : " "

* Times can be used as an alternative to Minion Pro for
  web and word application where the font is not available

BODY FONT

FRUTIGER (45 LIGHT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9 , . < > : " "

* All weights of the font can be used
  (45 Light, 65 Bold, Italic, Roman)

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* In instances where fonts are not available the default font is:

  Times for headings and Arial Regular for body copy.

  Examples of use: Word documents and web page text when
  fonts are not supported by the web browser.

Accessibility

It is of the highest importance that all aspects of printed and online products and publications are accessible to all. To ensure everyone can receive the International Day of People with Disability message, there are several things to consider when designing products and publications.

Other Accessibility Considerations

Below are some further things to consider when designing products and publications for International Day of People with Disability:

- do not place text over graphics

- ensure there is enough contrast between colours, particularly with text on a coloured background

- when using photographs to explain concepts, they must be clear and uncluttered. Visual 'clutter' can confuse the main message

- a minimum font size of 12 point Calibri font should be used, however, if producing a large font publication, a minimum font size of 18 point should be used

- cartoon style drawings are not acceptable unless they have been developed by a pictorial or easy English expert

- descriptive text must accompany all graphs, tables and images

- ensure all correct style/heading structure is used when developing a document.

Contrast

There must be enough contrast between foreground and background colours. When using the International Day of People with Disability colour palette, the dark blue can be used as a foreground colour (i.e. text) against any of the other colours in the colour palette.

The dark blue can also be used as a background colour with any of the other colours in the colour palette used as a foreground colour (i.e. text).

The dark blue against a white background and white text on the dark blue as a background is also considered accessible.

Language

When communicating the International Day of People with Disability message please keep in mind the following:

- avoid collective terms, stereotypes and labels like 'the disabled' and 'the blind'

- put the person first, not their disability. For example, use 'person with disability' not 'disabled person'

- avoid words and phrases that are negative or demeaning, such as 'wheelchair bound' and 'suffering from'

- avoid phrases such as 'disabled parking' and 'disabled toilet', as this implies that the car park or toilet is 'disabled'. Instead, use the phrases 'accessible parking' and 'accessible toilet'

- use the phrase 'people without disability' rather than 'able-bodied people' or 'normal people', as the suggested phrase promotes inclusion.

Poster
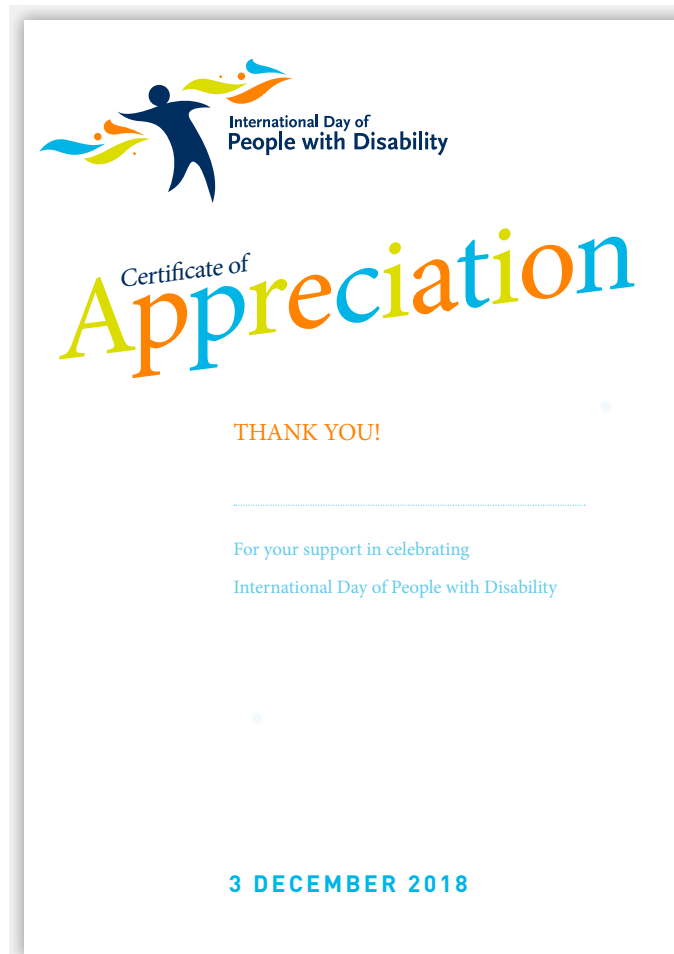
Winners Certificate

Social Media

ONLINE PRESENCE

International Day of
People with Disability

FACEBOOK
facebook.com/idpwd

TWITTER
twitter.com/idpwd

WEBSITE
www.idpwd.com.au

#HANDLE
#idpwd

@HANDLE
@idpwd

For More Information

For more information on the International Day of People with Disability,
including use of the style guide or logos please email **idpwd@dss.gov.au**