

a b c d e f  
g h i j k l  
m n o p q r  
s t u v w x  
y z 0 1 2 3  
4 5 6 7 8 9

26Ten



# Style Guide

2024

# Contents

Introduction	1
Brand voice and values	2
Corporate graphic device	3
Horizontal graphic device	4
Simple graphic device	5
Colour	6
Design element	7
Sample layout sizing	8

## A Guide for the 26Ten Network

This Guide supports our Network of individuals, organisations, and communities to use the 26Ten visual identity to raise awareness of adult literacy and numeracy and to promote the services they offer for those who want to improve their skills.

By working together and sharing the visual identity, we increase recognition and build trust with those who need help. We also break down the barriers that prevent people from seeking the help they need.

Please apply the elements in this Guide to:

- spread awareness of the complexity of issues surrounding adult literacy and numeracy and to ensure people know how to get support
- signal that your place is safe, welcoming and you understand the issues
- recognise and support others who offer referrals and support
- promote your events such as workshops, opportunities for learning, or community meetings.

## 26 letters of the alphabet and 10 digits we use for counting

The 26Ten graphic device symbolises the free, friendly support for adult literacy and numeracy in Tasmania. It represents the 26 letters of the alphabet, and the 10 digits we use for counting.

## About this style guide

The purpose of this document is to support all members of the 26Ten Network, including individuals, organisations, and communities, to use the 26Ten visual identity.

The visual identity includes the overall look and feel of the graphic device, including typography, colour palette, imagery, and other design elements.

When applied by Tasmanian Government agencies, the 26Ten graphic device is considered a graphic device.

See [www.communications.tas.gov.au](http://www.communications.tas.gov.au) for direction on use of graphic devices within the Government Design Framework.

The 26Ten graphic device is a copyright design and has been registered as a trademark under the Trademark Act 1995 (Commonwealth).

# Brand voice and values

a b c d e f  
g h i j k l  
m n o p q r  
s t u v w x  
y z 0 1 2 3  
4 5 6 7 8 9

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**26Ten**  
Get the tools for life

## Our essence

We strive for better lives.

## Our personality

- A community champion
- Inspires confidence
- Can speak to anyone at any level
- Has a strong belief in relationships
- Determined: never gives up.

## Our values

- Literacy is everybody's responsibility.
- Literacy is important to the value and wellbeing of the whole community.
- We respect the individual and believe in equity, inclusiveness and opportunity.

## Our language and tone of voice

- Energetic
- Sincere
- No 'blame'
- Motivational
- Understanding
- Naturally nurturing.

# Corporate graphic device



Primary



Mono



Reversed

The corporate graphic device is the complete device for 26Ten and symbolises the 26 letters of the alphabet, and the 10 digits we use for counting.

The corporate graphic device should be included in collateral and communication wherever practical.

We've developed a shorter, more streamlined version to be used as the primary version (see next page).

26Ten graphic devices should not be used nor applied in any other colours other than those stated in this Style Guide.

# Horizontal graphic device



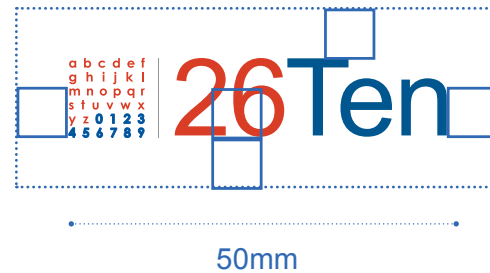
Primary



Mono



Reversed



The horizontal graphic device should be used when necessary to gain greater compositional space and readability on collateral.

The primary full-colour version is the preferred but it may be necessary for some instances to switch to mono or reversed.

26Ten graphic devices should not be used nor applied in any other colours other than those stated in this Style Guide.

The minimum clearspace for the horizontal device is the equivalent of the distance from the bottom of the number 6 to the top of its circle. This is the minimum clearspace recommended but most designs will benefit from the use of more space.

Minimum size is 50mm wide.

# Simple graphic device

The primary logo consists of the number '26' in red and the word 'Ten' in blue, both in a sans-serif font.

Primary

The mono logo consists of the number '26' and the word 'Ten' in black, both in a sans-serif font.

Mono

The reversed logo consists of the number '26' and the word 'Ten' in white, set against a solid blue rectangular background.

Reversed

The simple graphic device has been developed for ease of use and to gain greater compositional space and readability on collateral.

The primary full-colour version is the preferred but it may be necessary for some instances to switch to mono or reversed.

26Ten graphic devices should not be used nor applied in any other colours other than those stated in this Style Guide.

## Business as usual palette

PMS 2028 C8 M91 Y100 K2 R217 G61 B38 #D93D26	PMS 3272 C100 M0 Y51 K0 R0 G169 B155 #00A89B	PMS 286 C98 M57 Y7 K21 R0 G84 B166 #0054A6	PMS 534 C100 M71 Y0 K51 R0 G46 B101 #002D64	PMS 446 C71 M53 Y55 K53 R51 G64 B65 #334040

The colour palette complements colours of the graphic device. Use the colours as shown on pages 13–14 and within the illustration suite on page 11.

Do not use other colours.

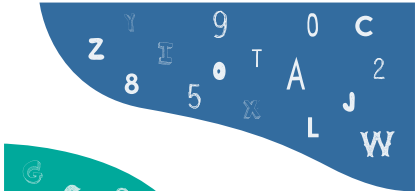
Photographs are not restricted by colours in the palette.



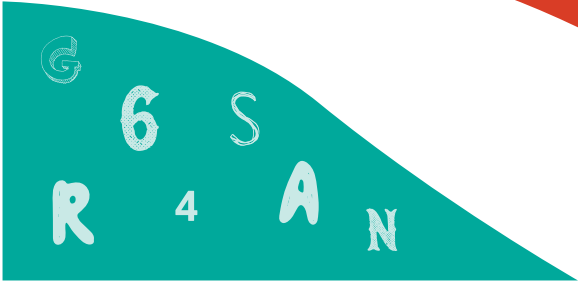
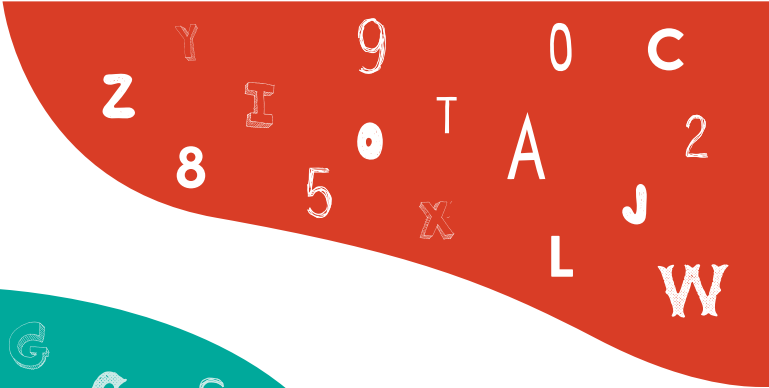
# Design element



Grants



Workshops



Communities

The Alphabet Cloud is a design element that extends the graphic device and brings texture and interest to collateral.

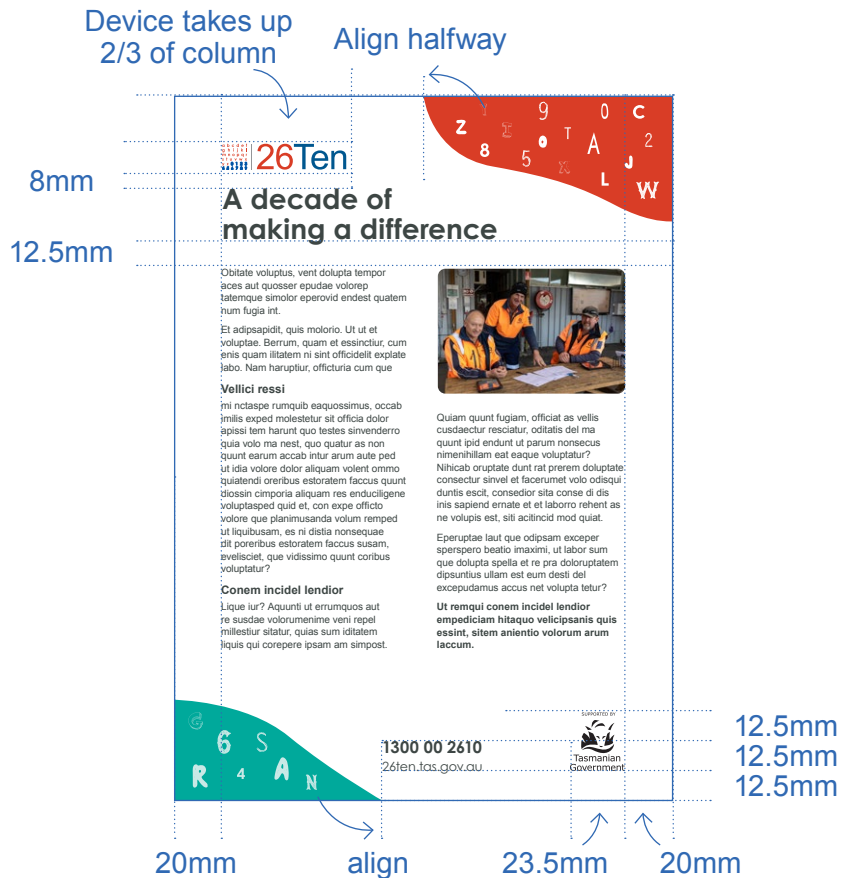
It celebrates and represents the letters and numbers that are the heart of 26Ten's purpose.

See page 13 for spacing and sizing and page 14 for examples of use.

Cloud sets with different colourways can be used to denote certain aspects of 26Ten, such as communities, grants and workshops.

# Sample layout sizing

## A4 Portrait (fact sheet)



## A3 Landscape (bus poster)



\*Bus posters are installed within holders with snap-clip sides that obscure the edges of the page. These generous margins help the important information remain visible.