



AFEL

Analytics for Everyday Learning

Corporate Design Manual

Version May 2016

AFEL Logo

The AFEL Logo is a valuable asset in communicating the project.



Do's and Don'ts



OK! Place the logo with white space around



OK! Use the logo without the underline



DON'TS! Placement of the logo on a coloured background, use of transparency, use of with rotation or shadow

AFEL Typeface

The „Raleway“ font family is used as corporate AFEL font.

Raleway is an elegant sans-serif typeface family. Initially designed by Matt McInerney as a single thin weight, it was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini. A thorough review and italic was added in 2016.

License: SIL Open Font License, 1.1

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,.;€\$&@*) 0123456789

RALEWAY REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,.;€\$&@*) 0123456789

RALEWAY LIGHT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,.;€\$&@*) 0123456789

RALEWAY MEDIUM

AFEL Colours

The AFEL colours are strong and reflect the many facets of everyday learning.



CMYK 62 / 52 / 50 / 48
RGB 77 / 77 / 77
HEX #4d4d4d



CMYK 23 / 17 / 18 / 1
RGB 204 / 204 / 204
HEX #cccccc



CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #ffffff



CMYK 86 / 36 / 49 / 28
RGB 9 / 101 / 104
HEX #096568



CMYK 11 / 97 / 100 / 2
RGB 208 / 29 / 20
HEX #d01d14



CMYK 11 / 83 / 84 / 2
RGB 213 / 71 / 41
HEX #d5472f



CMYK 64 / 21 / 0 / 0
RGB 80 / 171 / 241
HEX #50abf1



CMYK 86 / 67 / 9 / 1
RGB 89 / 176 / 56
HEX #59b038

AFEL Graphics & Pictures

The AFEL graphics are vivid and colorful.
Combining symbols of learning, analysis and networks.



Copyright?

The AFEL project has assembled situations of everyday learning to make applications for the viewer vivid – free to share, copy and redistribute.



