



EVERY
BODY COUNTS

ARASA regional campaign on bodily
autonomy and integrity

Style Guide 2020

ARASA
AIDS & Rights
Alliance
for Southern Africa

PRIMARY LOGO

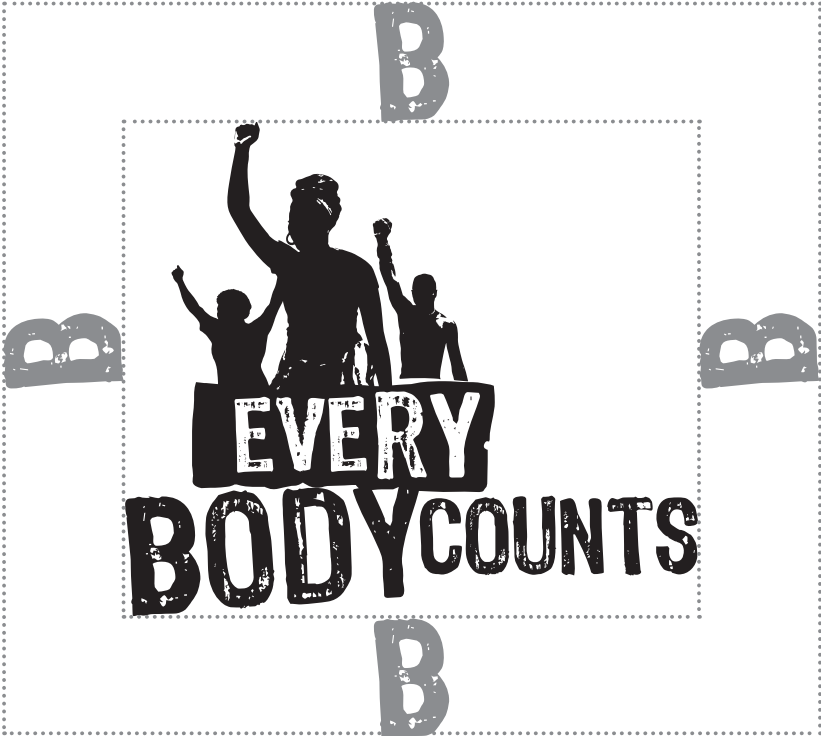
This is the primary **Every Body Counts** logo.
Please don't change the proportion or shape of
the logo. There are different colour variants of
this primary logo detailed on page 4.



PRIMARY LOGO

Minimum clear space

The primary logo should obey the minimum clear space rule shown. A clear space should be kept around the logo equivalent to 1x the height of the 'B' in 'Body'.

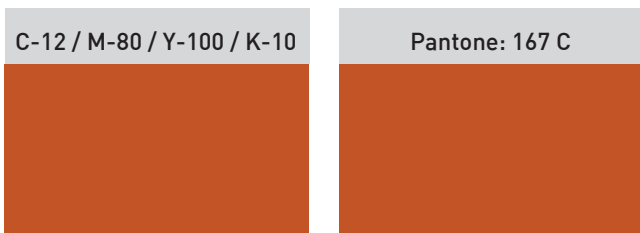
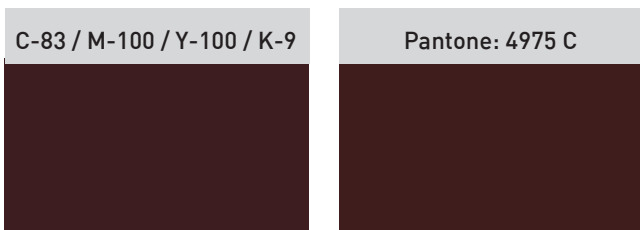


OUR COLOURS

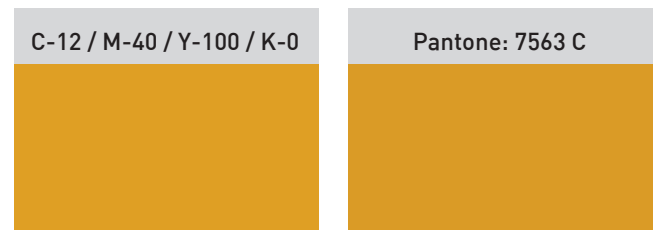
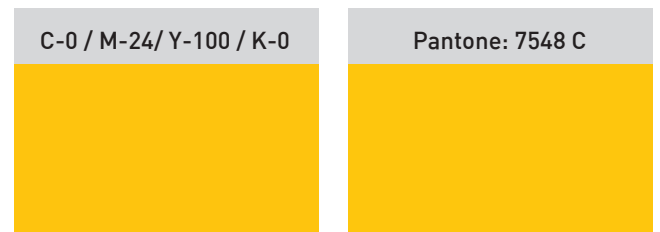
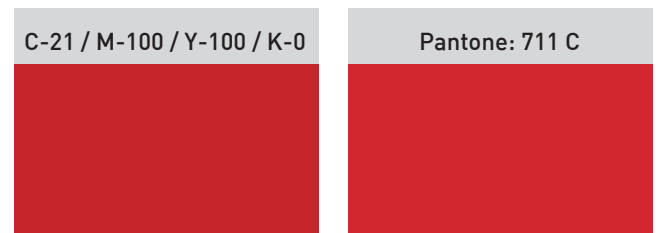
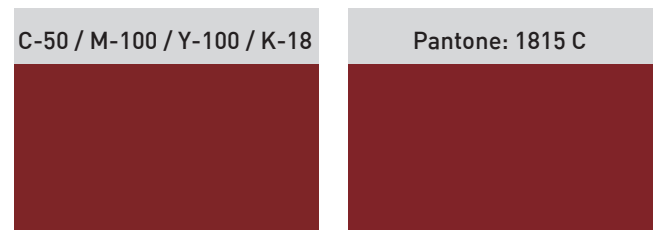
This is our **Every Body Counts** colour palette.
The primary colours are available for use in layouts or for colouring the logo. The secondary colours should only be used for layout.



PRIMARY



SECONDARY



LOGO

Colour variants

The primary logo can be used in any of the colour variants shown.

Primary logo on light ground colours



Logo adaptation on darker ground colours



TYPOGRAPHY

Headline and text fonts

There are two options for headline fonts: 4990810 and Barlow Semi Condensed Bold
Barlow Semi Condensed is the body copy font.

Headline font: 4990810 (only caps available)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The alternate Headline font: Barlow Semi Condensed Bold
Available in various styles, lower case, upper case and italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Text font: Barlow Semi Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Text font: Barlow Semi Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Please Note:

The fonts are Dafont and Google Fonts with open licenses and are free to use.
Typefaces can be downloaded here:

<https://www.dafont.com/4990810.font>

<https://fonts.google.com/specimen/Barlow+Semi+Condensed#standard-styles>

STICKER TEMPLATES

The template artworks are designed in Adobe Indesign and reproduced in Power Point to be used for self managing purposes.



POSTER TEMPLATE 1

The template artworks are designed in Adobe Indesign and reproduced in Power Point to be used for self managing purposes.



POSTER TEMPLATE 2

The template artworks are designed in Adobe Indesign and reproduced in Power Point to be used for self managing purposes.



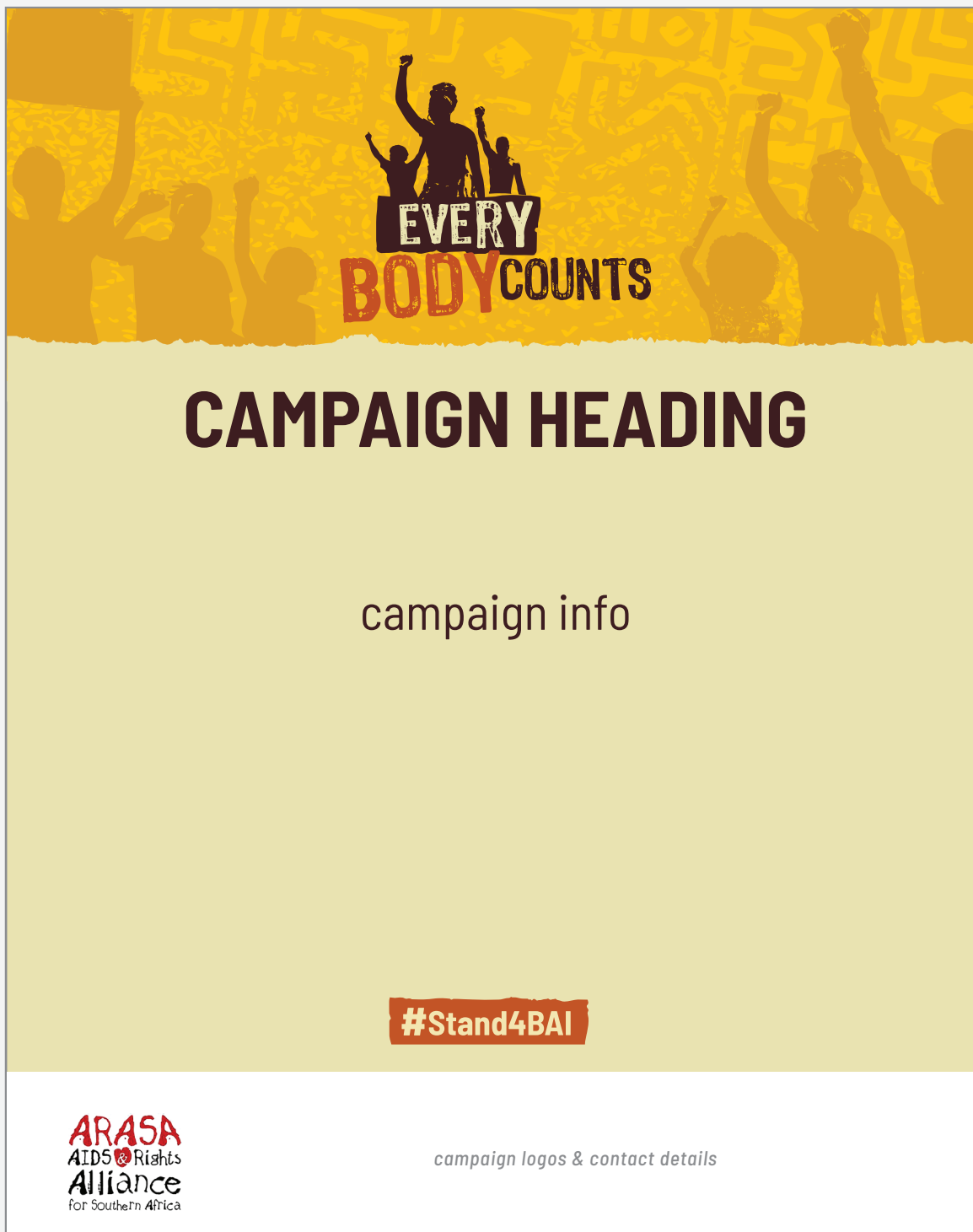
POSTER TEMPLATE 3

The template artworks are designed in Adobe Indesign and reproduced in Power Point to be used for self managing purposes.



POSTER TEMPLATE 4

The template artworks are designed in Adobe Indesign and reproduced in Power Point to be used for self managing purposes.



T-shirt Design 1



T-shirt Design 2



T-shirt Design 3



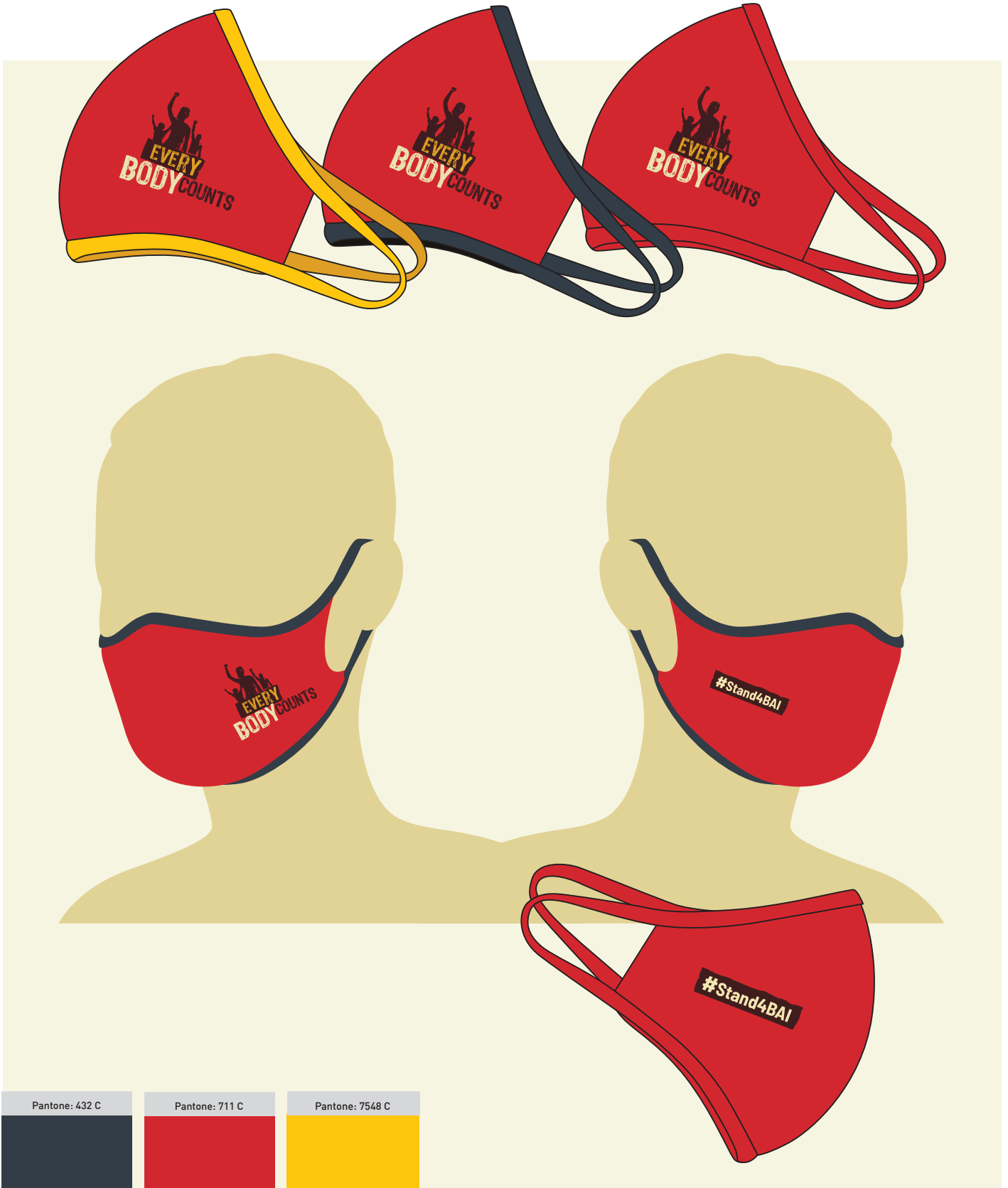
T-shirt Design 4



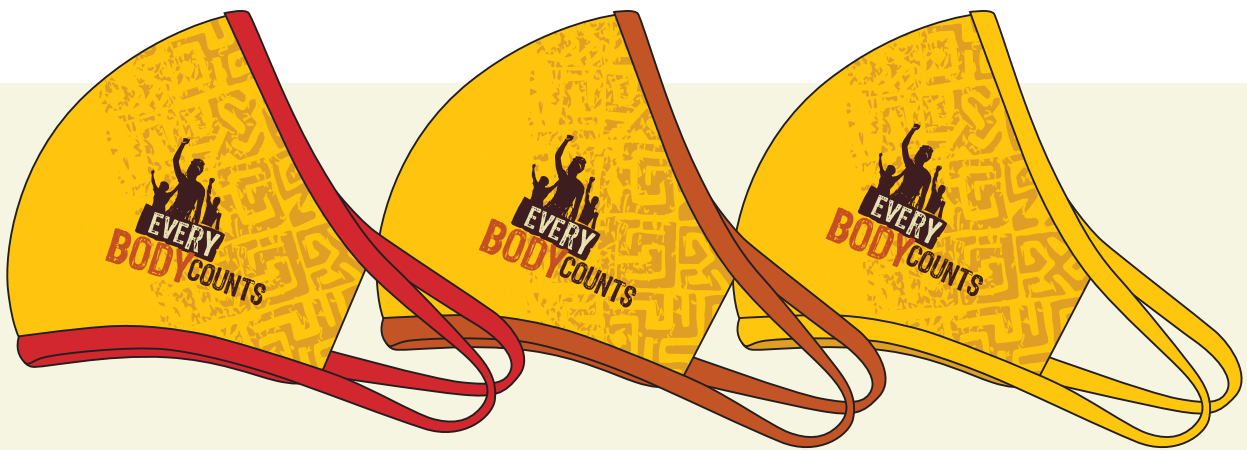
Mask Design 1



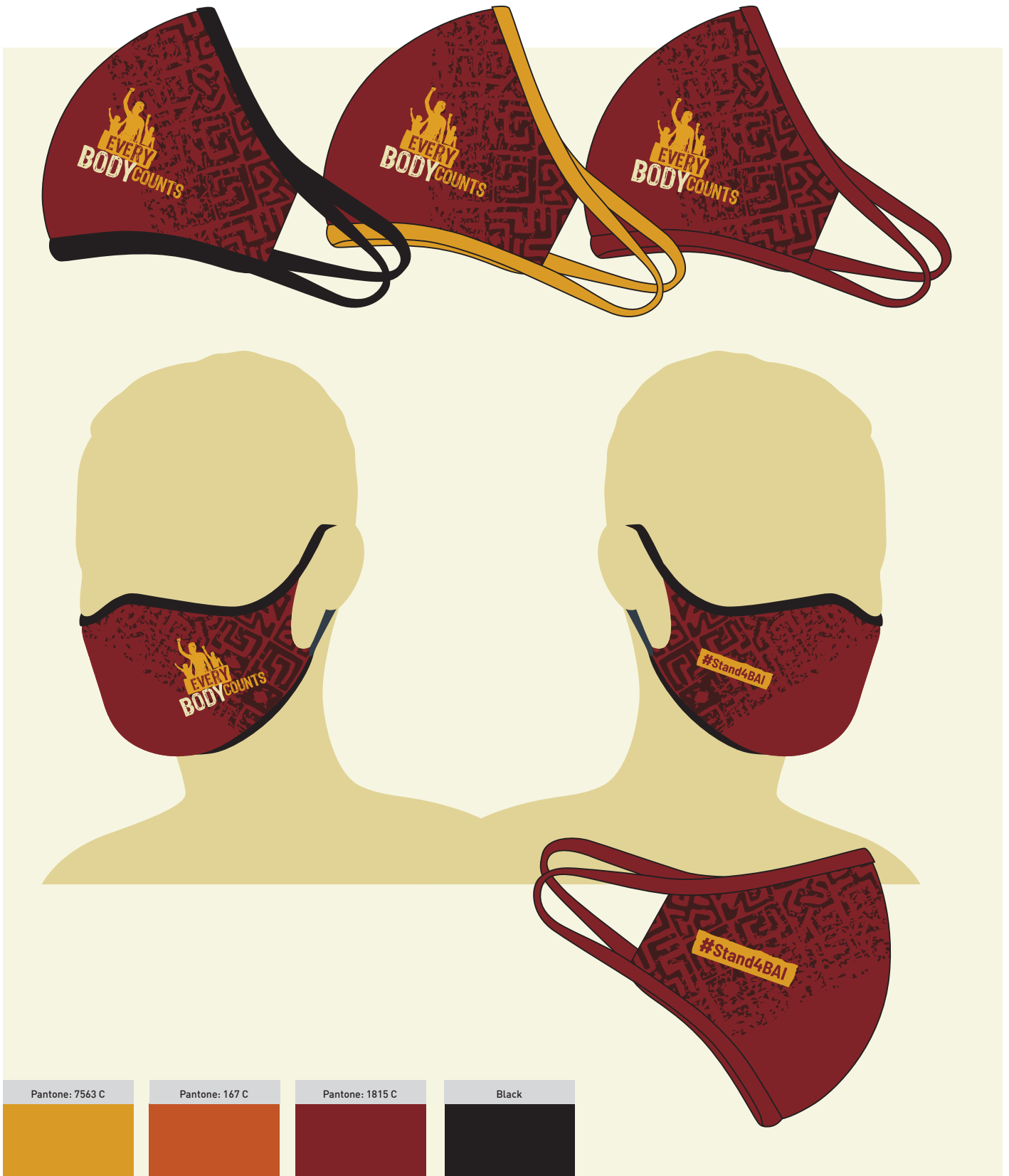
Mask Design 2



Mask Design 3



Mask Design 4



Street Art

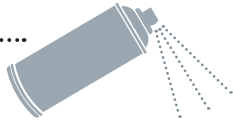
stencil



stencil



Street Art



Street Art

