

The **Hidden Disabilities Sunflower** is a discreet way to indicate that the wearer (or someone with them) has a non-visible disability and may need a little more time, support or assistance.

**LOGO**

The complete logo is made up of two elements – the symbol and the logotype. It is important that the appearance of our logo remains consistent. The logo must never be redrawn and should be always be reproduced using our digital artwork..



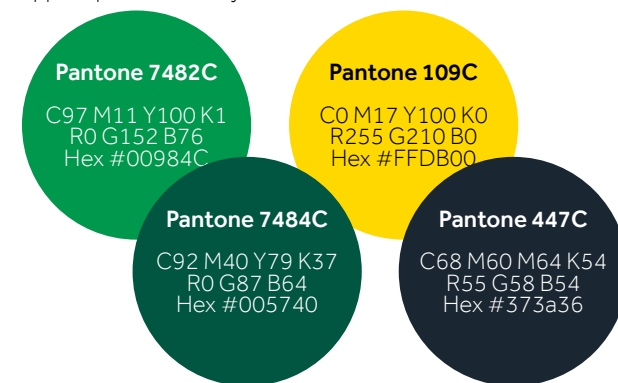
**CLEAR SPACE**

We should always surround our logo with an area of clear space which will ensure that it is free of type, graphics and other elements that might cause visual clutter. The suggested clear space area is defined by at least single (x1) the width of the sunflower block in the logotype.



**COLOUR**

The colours in our logo are our core colours. These should appear predominantly across all our visual material.



**ALTERNATIVE LOGO COLOUR**

The preferred version of our logo is in colour. However, a reversed logo with the sunflower is available. A black or white (reversal) version may also be used as a last resort where practical.



**SYMBOL**

The symbol may be used when it is not possible or practical to display the complete logo. Alternatively, it can be used as a graphic asset or split and used as separate blocks. It consists of the sunflower and the green background - the sunflower should always be shown on the green background and never used without it.



**TYPOGRAPHY**

MUSEO SANS is a sturdy, low contrast, geometric, highly legible sans serif typeface. It is available in a wide variety of font weights – from 100 to 900, along with italic versions of each weight.

