HM Government

SKILLS FOR LIFE

Multiply

Brandbook

Multiply Logo

Gibson Typeface matches and adheres with Skills for Life brand guidelines

Multiply

Multiplication symbol within the “M” of Multiply

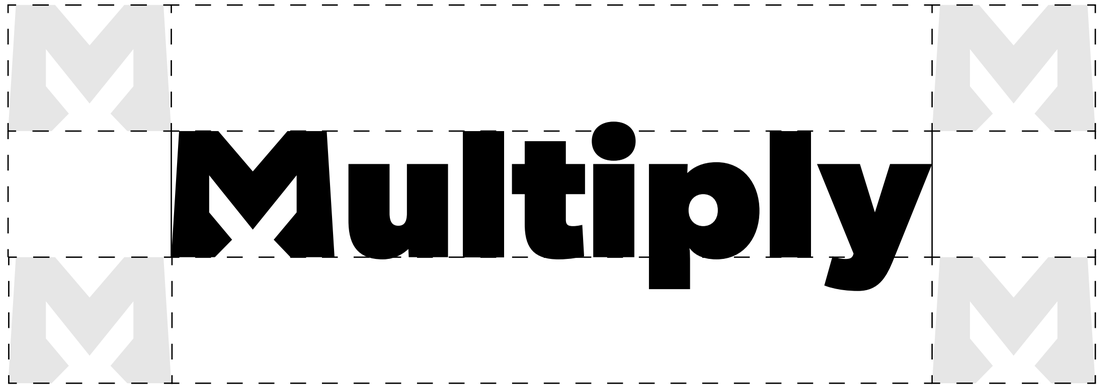
Multiply

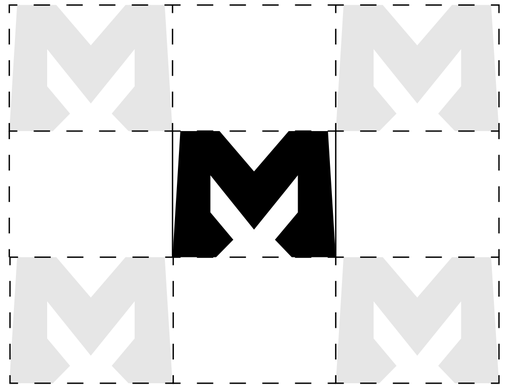
Alongside Skills for Life

+

Multiply

Exclusion Area





To calculate the exclusion area take the “M” of Multiply and place its square area in the bottom left hand corner of the logo, use its position to calculate the remaining four corners.

Palette + Accessibility

Multiply

	Aa	Aa	Aa	Aa	Aa
Black Background #000000	Aa	Aa	Aa		
Burgundy Background #401A30	Aa	Aa	Aa		
Salmon Background #FA5F88				Aa	Aa
Sky Blue Background #679CFA				Aa	Aa
Black Background #FFFFFF				Aa	Aa

Aa

Any blocks that feature the background colour and copy colour are safe to use together and have at least an AA rating.

Any blocks that feature a grey background with a white strike through show that the two colour combinations should not be used together.

In order to ensure accessibility throughout all communication the rule chart must be followed to ensure key elements of our communications are clear.

Multiply

HIGHLIGHT OPTION 1

Multiply

HIGHLIGHT OPTION 2

Multiply

Multiply

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Thanks