



# Look of the brand

# Visual language

Shift.ms is a user driven community, a community where no two people are the same. Each member of the community comes together to form a patchwork of different experiences and needs.

The visual language of Shift.ms reflects and celebrates the rich diversity of its community.

**This is our logo**



# The dot is a head

'MS' is being spoken.

It's a reference to what we are...  
a social network for people with  
multiple sclerosis.



# It's been very carefully considered

Don't change the position or proportions  
of the dot.

We like it how it is.



**This is how we use it**



# Our logo needs space

Let the bubble breathe.

When placing the logo, duplicate  
it to make sure it has the space  
it needs.



**Don't use the logo like this**



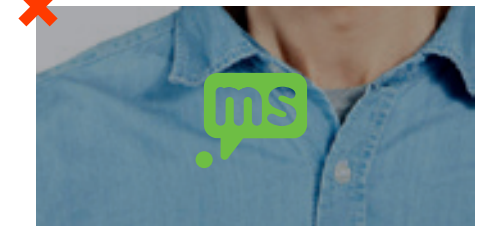
Incorrect padding around the logo.



White logo used on top of a light colour or image.



Green logo on coloured background or image.





**Sometimes you may need to use the logo with our name**



**Sometimes  
you might need  
to mention  
the website**

 [www.Shift.ms](http://www.Shift.ms)

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   [www.Shift.ms](http://www.Shift.ms)  

## **This is our sticker**

It can be represented in digital form with the following icon.



## Have fun with it digitally

Our sticker is a tool for people to express themselves with. We're relaxed about it's application, so get creative.



## Have fun with it physically

Put it anywhere you want: wear it, plaster  
them everywhere, stick one on your cat.

They look great in videos.



# Shift.ms green

This is our most important colour.

We think our logo and sticker look pretty good in it.

We also think that seeing it everywhere would undermine the logo...so don't use it for anything else.



#74b72b

RGB: 115, 183, 43

CMYK: 61, 0, 100, 0

Pantone: 368 C

# These are the other Shift.ms colours



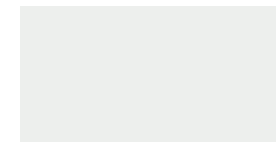
**Loud pink**  
#EB5E62  
Text overlay:  
none



**Postit yellow**  
#FFD235  
Text overlay:  
#333333



**Midnight blue**  
#3D4858  
Text overlay:  
#ffffff



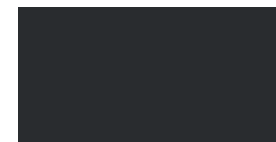
**Light grey**  
#F2F2F2  
Text overlay:  
#333333



**Character blue**  
#85CBF1  
Text overlay:  
#333333



**Character green**  
#7EC4A3  
Text overlay:  
#333333



**Text black**  
#333333  
Text overlay:  
#ffffff



**Mid grey**  
#D2D3CF  
Text overlay:  
#333333

# This is Brandon

It's our font of choice.

It's good balance between serious  
and cheeky.

If you can't use Brandon, use  
Trebuchet MS.



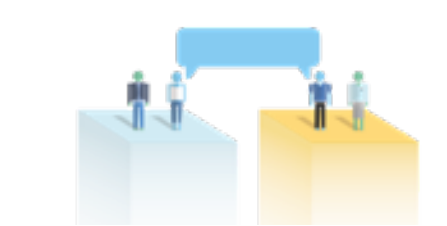
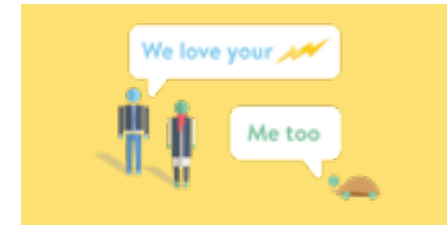
We like  
Brandon



# Illustrations and images

Use a 2:1 aspect ratio.

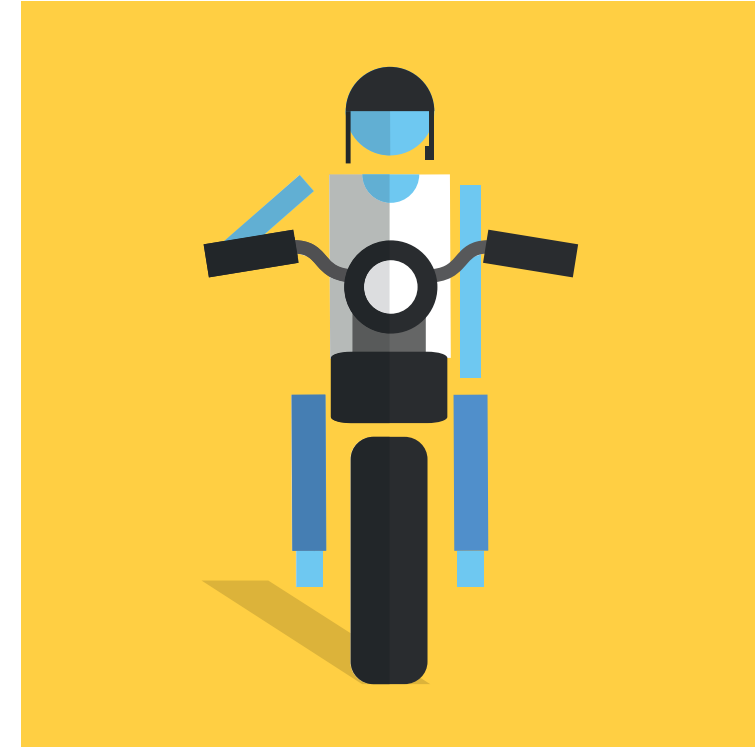
It's the ratio that ties Shift.ms' rich variety  
of images and illustrations together.



# Sometimes you'll need square images

That's fine too.

Places where you may require square images are on Facebook or when making presentations.



# These are the Shift.ms characters

They can be used for all sorts of reasons, you can even make your own...but they must follow some simple rules.

- don't overlap them
- use shadows when possible
- use both green and blue characters
- when showing a crowd, only use one size of character
- move the arms, legs and head around as much as you wish



**Our illustrations  
can be made out  
of paper**

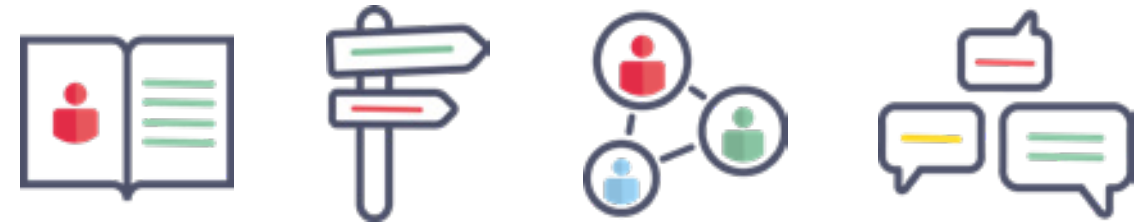


# Sometimes we use icons

When making a set they should always relate to one another and stick to shared rules of scale, proportion and colour.

Use of colour always needs to pass accessibility tests - think about how they'll look tiny as well as big.

They'll most often be used with text, but even better if they make sense without.

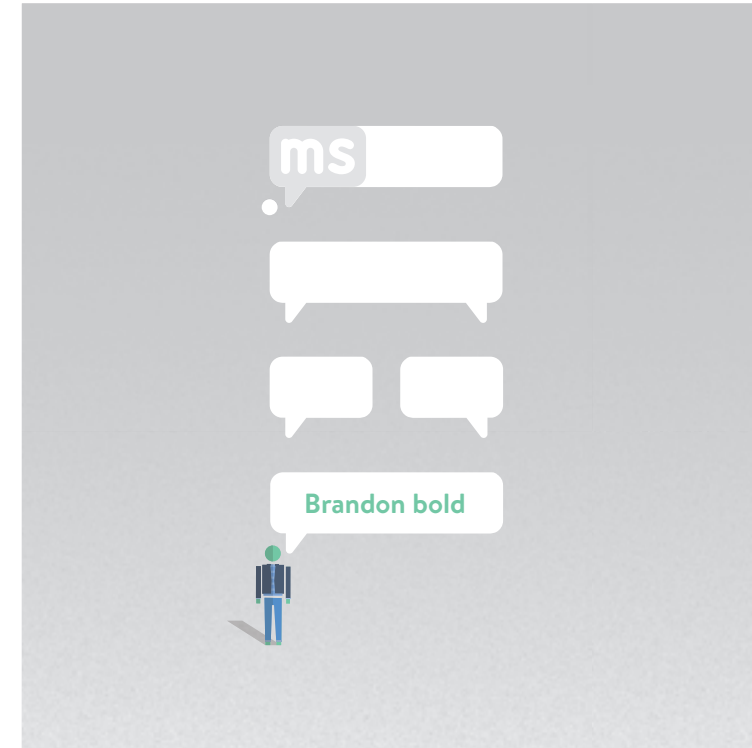


# When the community speaks

Use a speech bubble.

Stem, dot and rads must follow the same proportions as logo but can be extended or shortened.

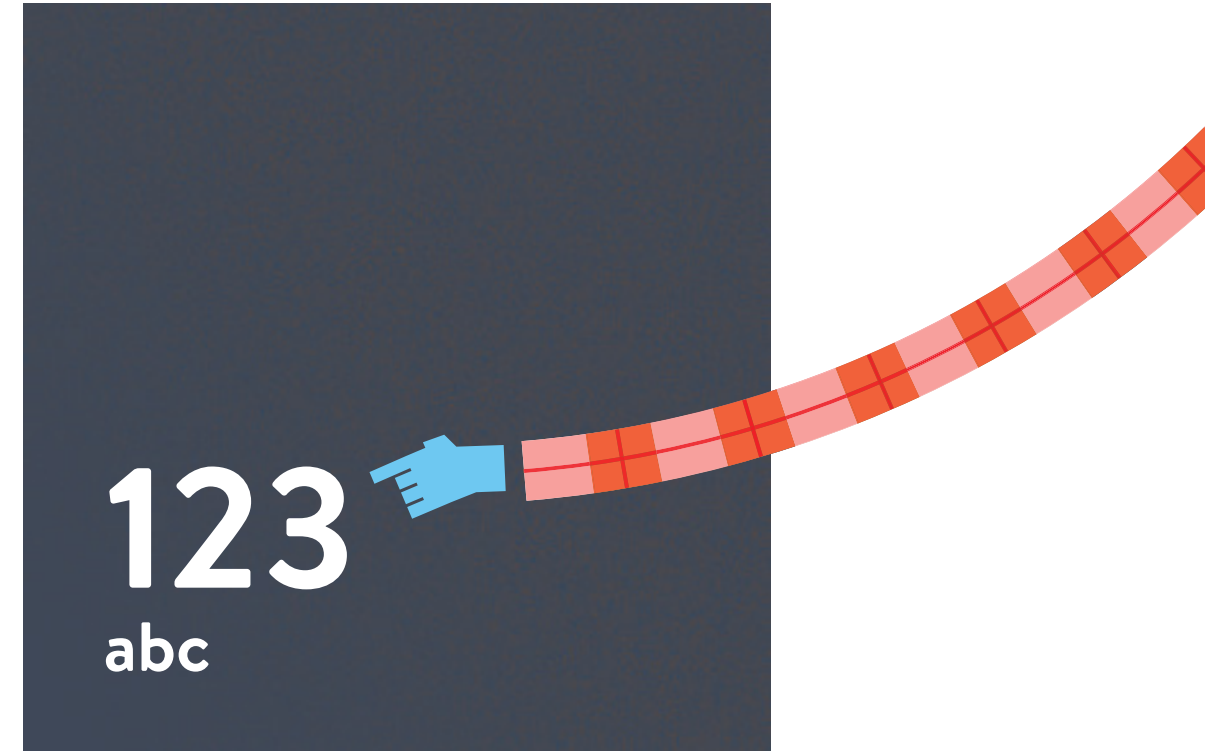
The head of the character must be the same size as the dot.



# Stats don't have to be dull

Try and find ways of making them visually engaging.

Combine different font sizes or introduce illustrations.



# Make the catalogue your own

We've got a catalogue that keeps growing  
and growing.

Add to it, manipulate it, have fun  
with it...we'd love to see what you come  
up with.





