

Kuba  
14-100

# GUIDELINES BRAND

BUILDING A IDENTITY

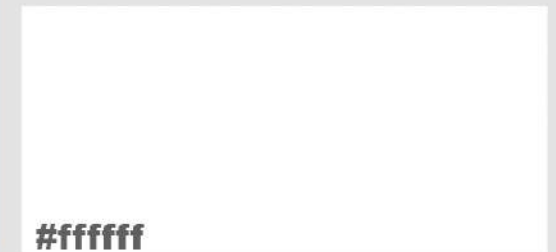
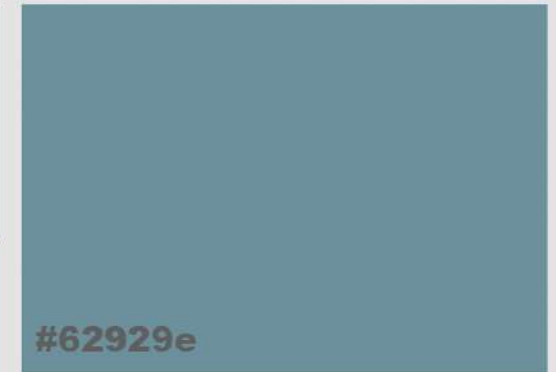
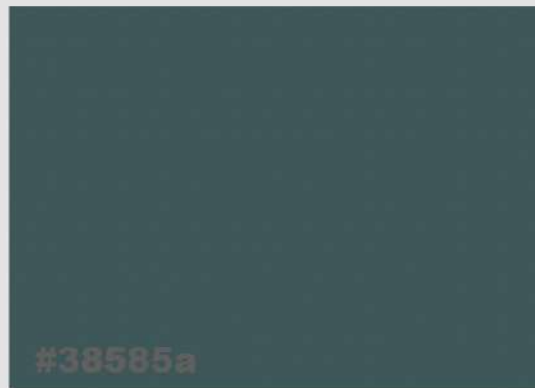
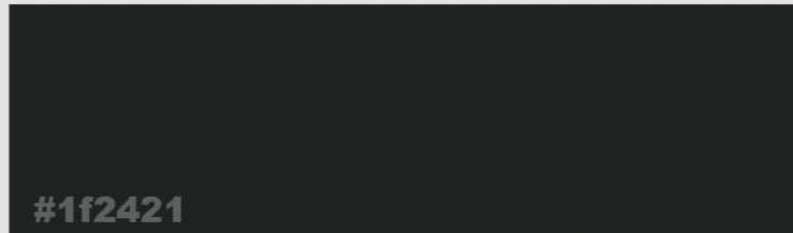
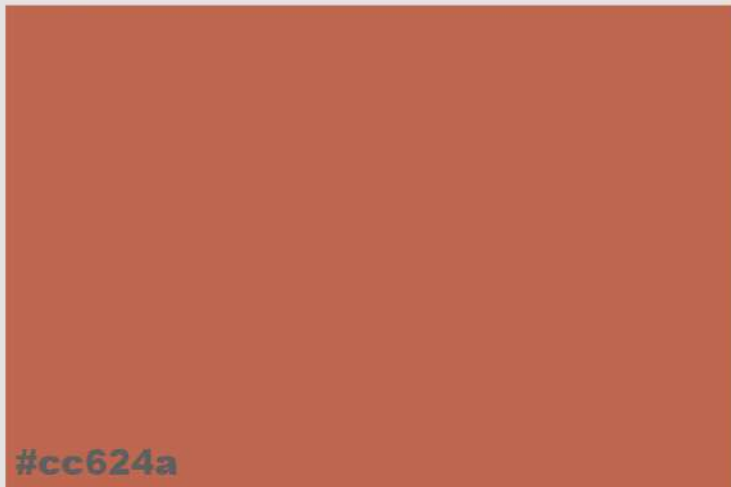
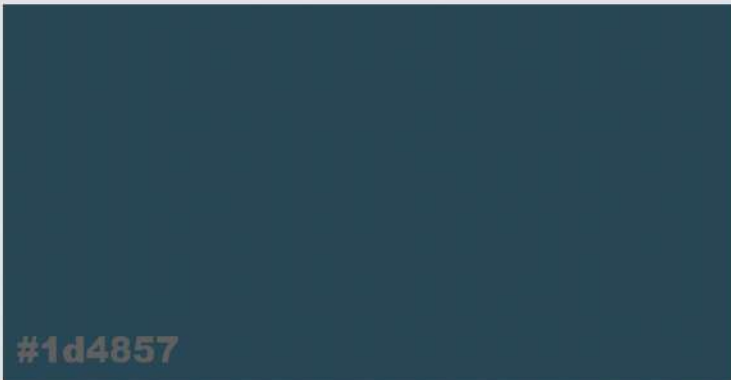
Participatory  
Collective

# INTRODUCTION

Participatory Collective (PC) is a network of community groups, individuals, and organisations in Hull and East Yorkshire. It was created to bring people together to shift power, change systems, and support communities to flourish in a welcoming, equitable space. PC started with Ideas Fund projects but now welcomes anyone who wants to work in a relational participatory, ethical, and human-centred way. This means putting people's knowledge and experience at the heart of decisions – not just doing things for communities, but with them.

*Participatory Collective*

# COLOUR PALET



# COLOR USAGE GUIDELINES

For the final colour palette, I chose to tone down the colours to soften and nearly neutralise emotions. However, I still wanted to include some shades of red because I strongly associate the colour red with a mix of positive and negative feelings and ideas, such as passion, love, and excitement, along with danger and warning. It is also linked to power, strength, and energy, and historically to sacrifice and courage. I believe this concept aligns well with the participatory collective, as many individuals sacrifice themselves to help others become more inclusive and open to everyone.

*Participatory Collective*

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**Kuba**

# LOGOTYPE

**Type Font  
LTSaeada**

**Participatory  
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Kuba

# LOGO USAGE

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# TYPOGRAPHY

Arial: Headlines, major titles\

Sora : Headlines, major titles\

*Participatory Collective*

Inter Extra Bold: Section headers, bold statements

Inter Bold: Subheadings, emphasis

Inter Regular: Body copy, general text

LTSaeada: Special highlights, artistic elements

Snail Raoundhand: Supporting text, captions

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# TYPOGRAPHY SHOWCASE

**Arial**  
**ARIAL**

*Snail*  
*SNAIL*

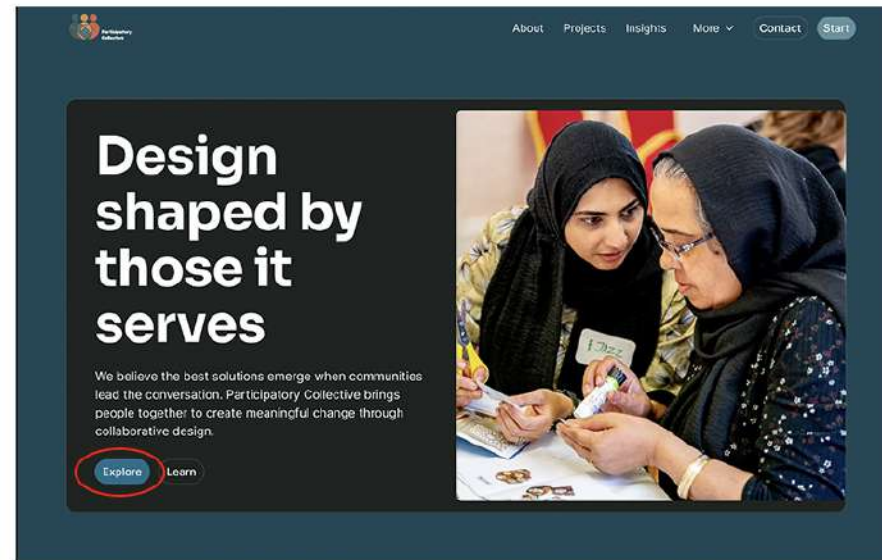
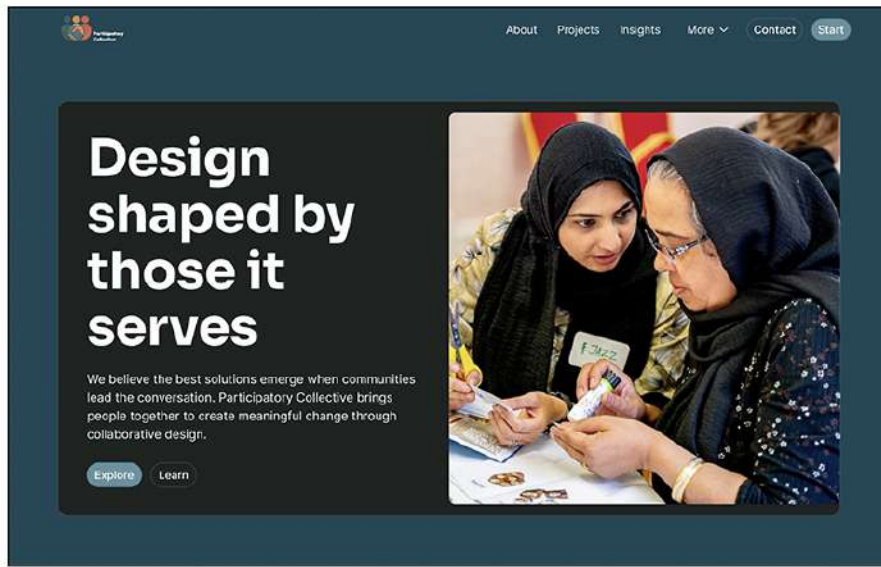
LTSaeada  
LTLsAEADA

**Inter**  
**INTER**

Sora  
SORA

**Kuba**  
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Call to action buttons with hovering to make them stand out.

# *Participatory Collective* UX & UI

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