

27.02.23

National Trauma Transformation Programme

Leith.

Branding

RESEARCH

Blue is the Most Relaxing Colour, Scientists Say

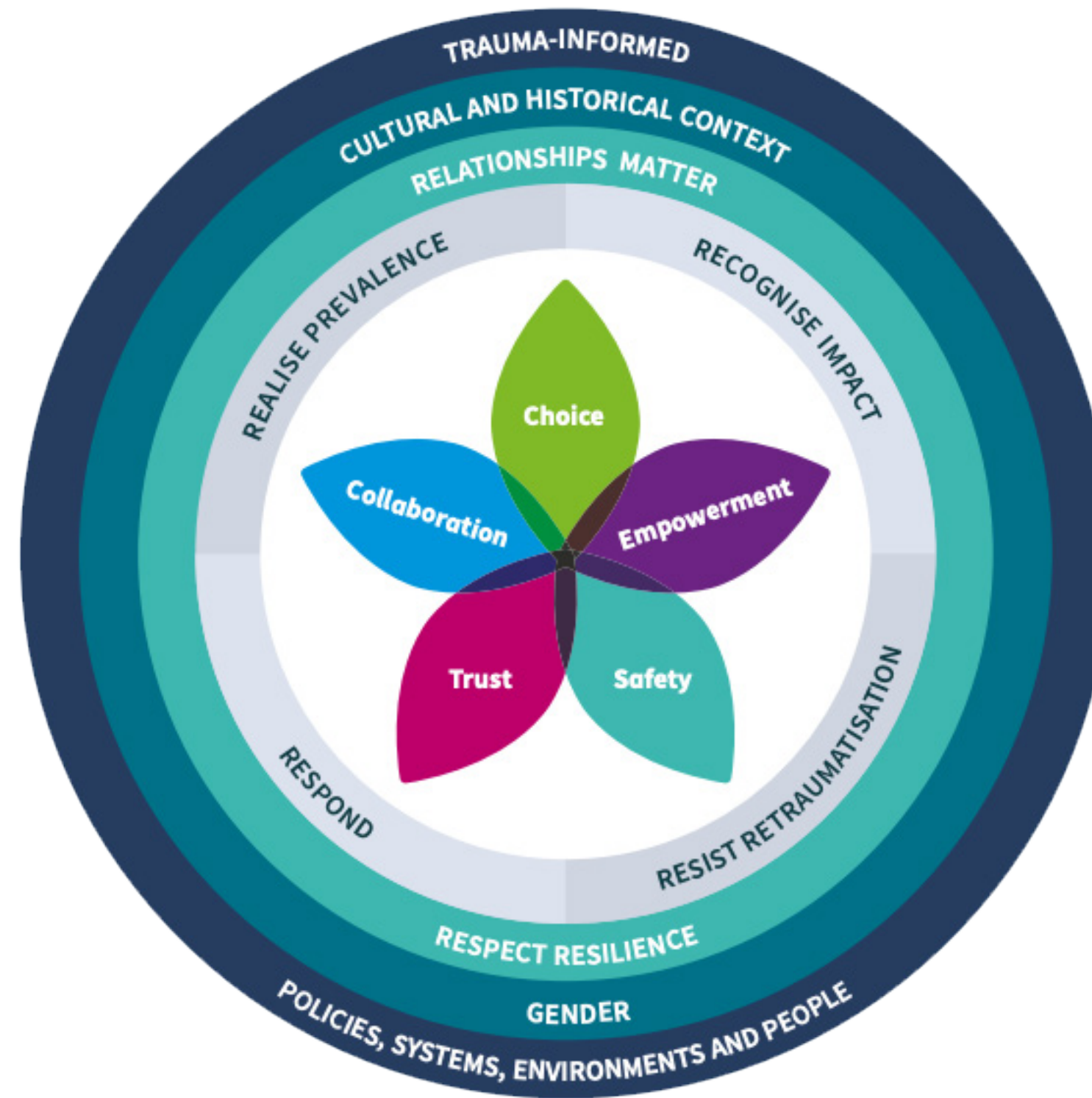
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BY FRIEZE NEWS DESK IN NEWS | 12 APR 19



New research claims that dark blue is the world's most relaxing colour. Research carried out by the University of Sussex and paper company G.F Smith, draws on a survey of 26,596 people, from more than 100 countries. Respondents were asked to name their favourite colours, and the word which they most associated with them. Dark blue shades were most often associated with a feeling of calm. Professor Anna Franklin from the University of Sussex's school of psychology suggested in a blog post that 'colour preference' could be driven by 'how colour is encoded by sensory mechanisms in the eye and brain'.

RESEARCH - TRAUMA INFORMED SYSTEMS

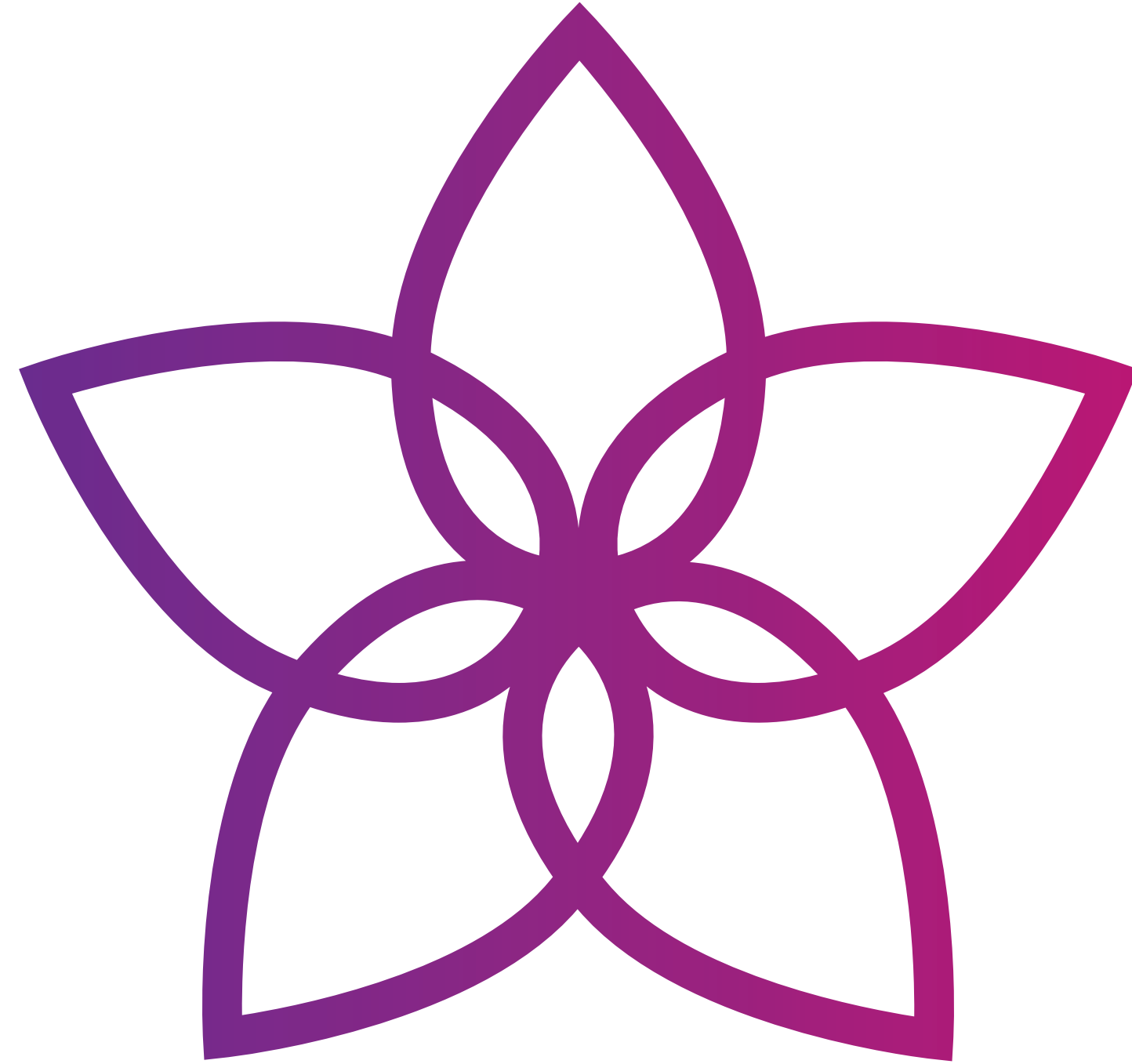


THE LOGO

Taking inspiration from the Trauma Informed Systems graphic, the marque has been designed with a modern approach, whilst resembling the core pillars of trauma.

The marque has a continuous overlapping leaf pattern resembling the complexity of trauma, as well as calming yogic lotus petals.

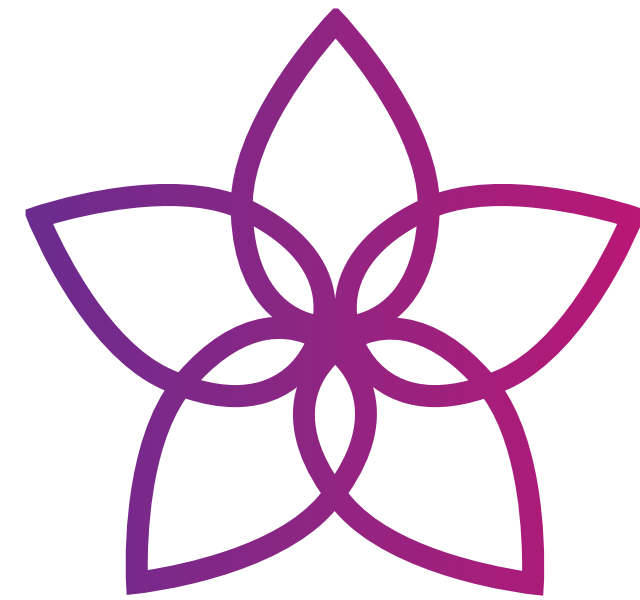
MARQUE



Leith.

Complementing the friendly marque
is a bold and playful sans serif typeface.
It beams with personality, and delivers
a harmonious visual balance.

LOGO

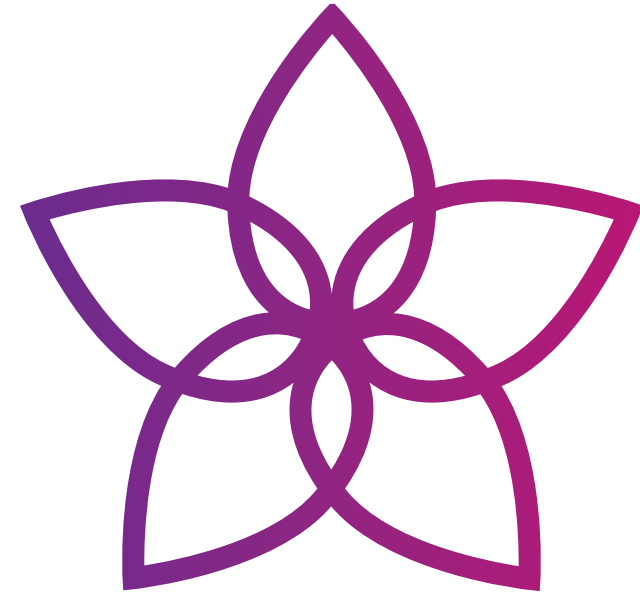


National Trauma Transformation Programme

Responding to Psychological
Trauma in Scotland

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LOGO



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LOGO



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LOGO



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COLOUR PALETTE

Using the existing colour palette, we have ensured that the colours used for the logo and any supporting digital assets will pass accessibility requirements.

PRIMARY PALETTE

The only two colours that pass accessibility from the existing colour palette are the Royal Blue and the Deep Purple.

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color: #003A79
Background Color: #FFFFFF

Lightness sliders for both colors are shown, with a double-headed arrow between them.

Contrast Ratio
11.16:1

[permalink](#)

Normal Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input ✓

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color: #6B147D
Background Color: #FFFFFF

Lightness sliders for both colors are shown, with a double-headed arrow between them.

Contrast Ratio
10.38:1

[permalink](#)

Normal Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

The five boxing wizards jump quickly.

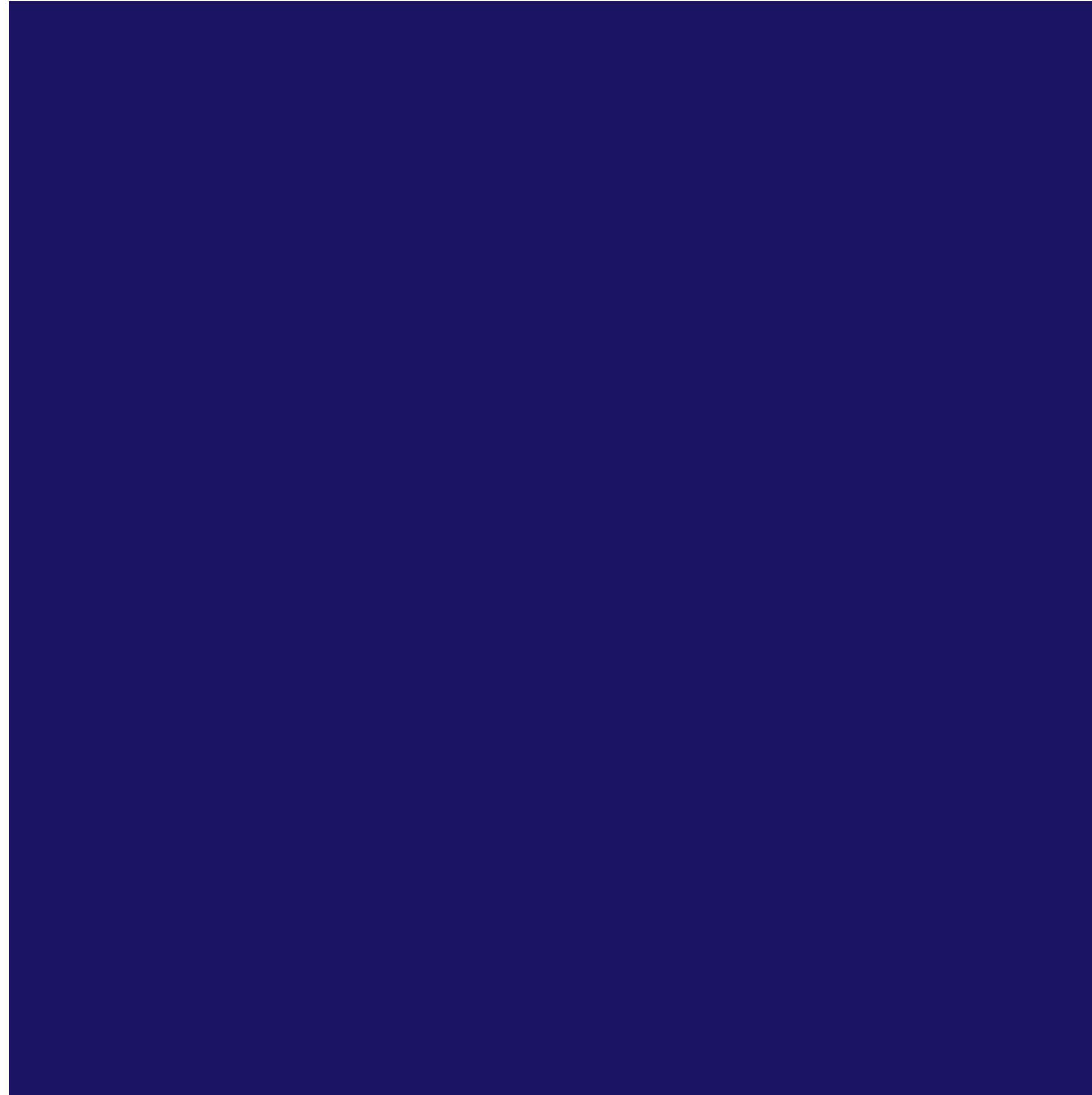
Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input ✓

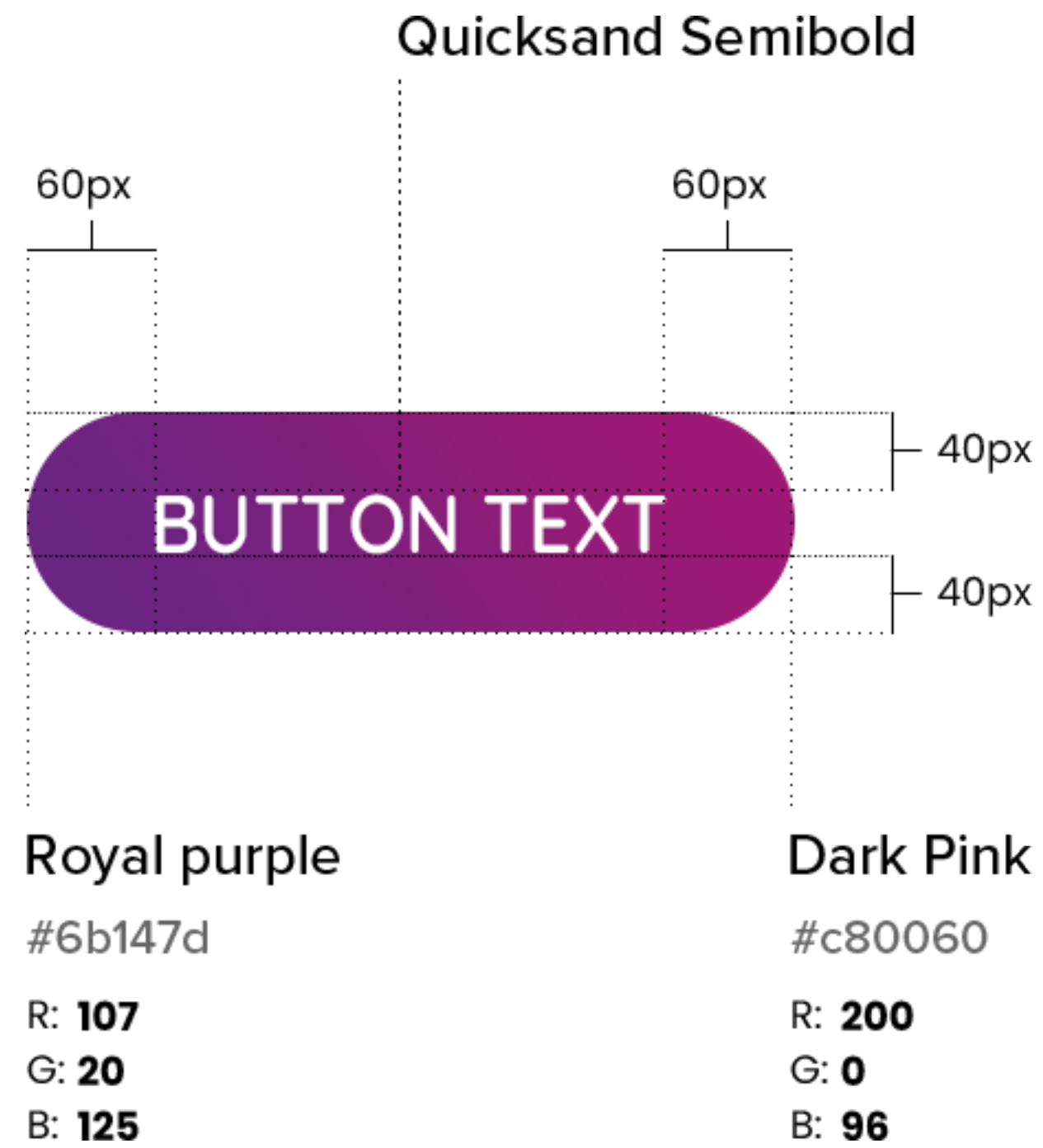
PRIMARY PALETTE

A bold and confident colour palette, with the calming colour blue accompanied with a Scottish purple gradient.



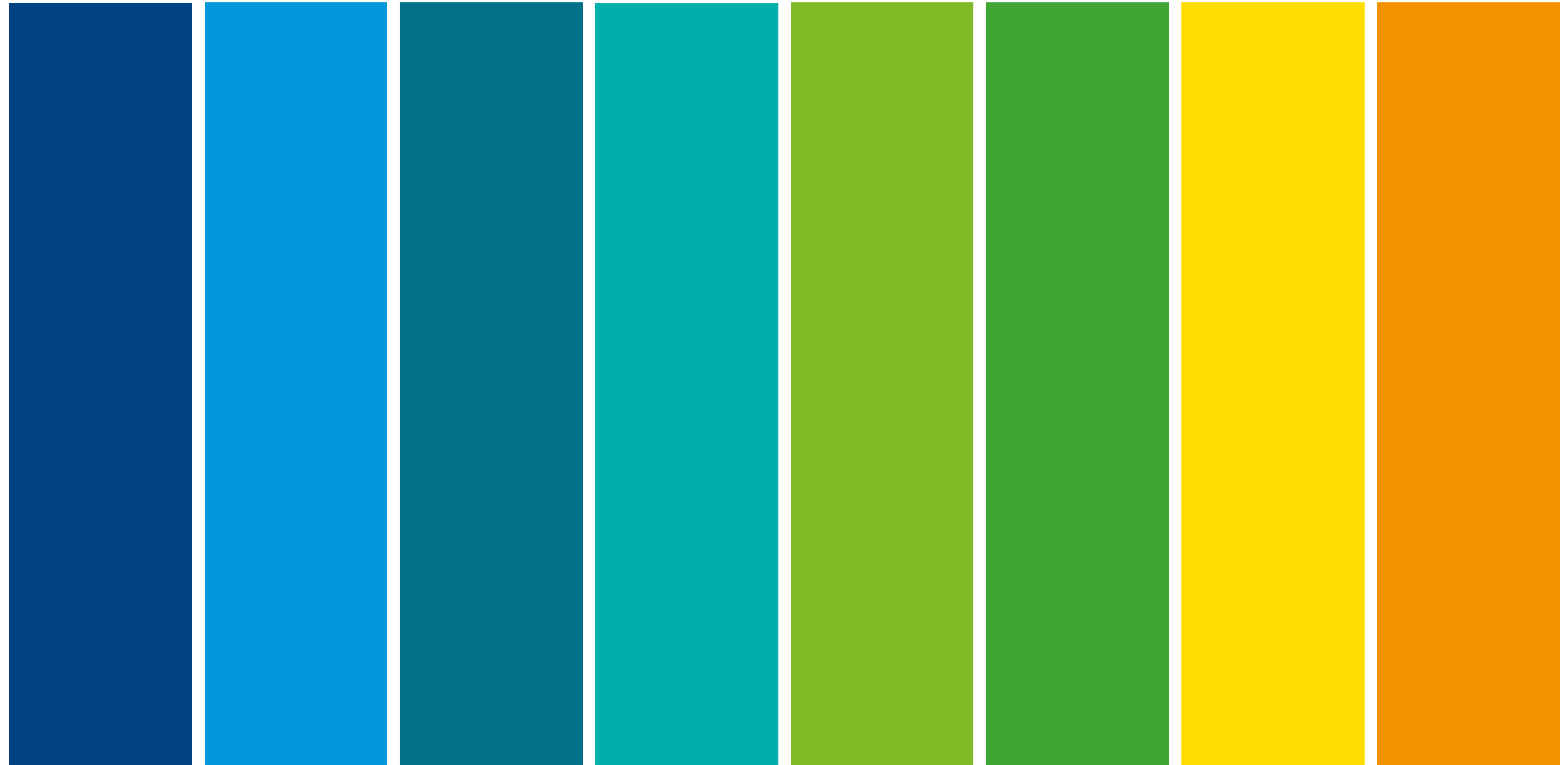
PRIMARY PALETTE

These CTA values give you an idea of the level of detail which will go into the digital assets.



SECONDARY PALETTE

Adding some energy to the mellow foundational pallet.



TYPOGRAPHY

Words give meaning to experiences,
which makes typography a powerful
part of our design work. We have two
typefaces for two distinct purposes.

Tisa Sans, embodies the voice of NTTP and would be used for headlines in web and print collateral.

Tisa Sans

Veriatiunt hillend emperibea
num fuga. Rumqui audipsae
nisquid mo bearchi cienimus
et voluptatur, tecto qui necte.

In contrast, visually balanced,
Quicksand, is an elegant sans serif
typeface family suited to body copy.

Quicksand

Veriatiunt hillend
emperibea num fuga.
Rumqui audipsae
nisquid mo bearchi
cienimus et voluptatur,
tecto qui necte.

At moluptatium sit omnim que sundefit optiscid etur
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voluptiae sam. Bore vel inimene ctistib eaquam, is
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officta es sit et fugiam, cus aut perum non
consequat.

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Thank you

Leith.