

AWICS

ALEXANDRA WRITERS' CENTRE SOCIETY

Brand Guidelines

VERSION 1.0 — FEBRUARY 2026

Logo

We offer three official logo variations: full colour, white, black, and charcoal. Use the full-colour logo whenever the brand colours can be clearly seen and do not compete with other graphic elements. Use the white logo when placing it on dark or coloured backgrounds to ensure clarity and contrast. Use the black logo sparingly, primarily on light backgrounds when the full colour version is not appropriate. Use charcoal for softer applications or matching other brands in a collaboration.

FULL COLOUR



WHITE



BLACK



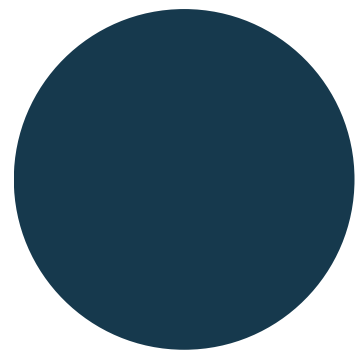
To protect the integrity of the AWCS brand, please do not:

- Stretch, compress, or distort the logo
- Change the logo colours
- Add shadows, outlines, gradients, or effects
- Place the logo on busy backgrounds that reduce legibility

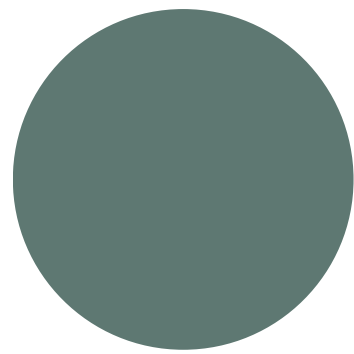
Brand Colours

Our colour palette reflects trust, creativity, and professionalism. Navy is our primary colour and serves as the grounding foundation of the AWCS brand. It should anchor all core communications and materials.

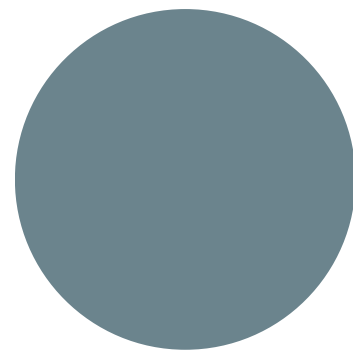
PRIMARY COLOURS



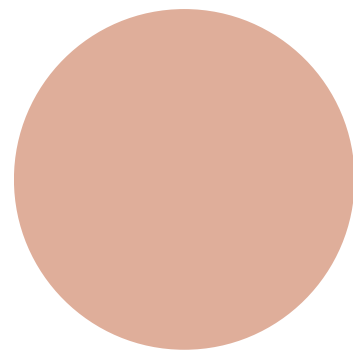
#16394D



#5E7872



#6B848D

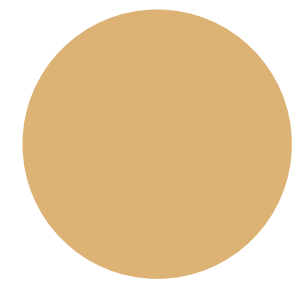


#DFAE9A

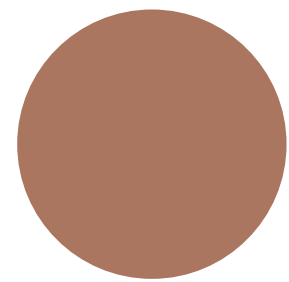


#F9F8F4

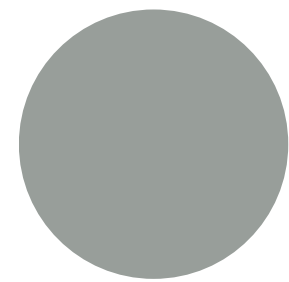
SECONDARY COLOURS



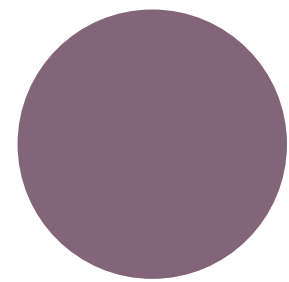
#DDB275



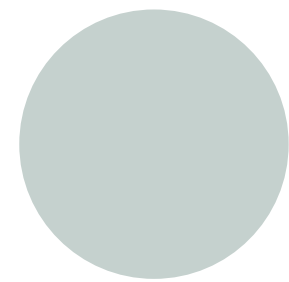
#AB7660



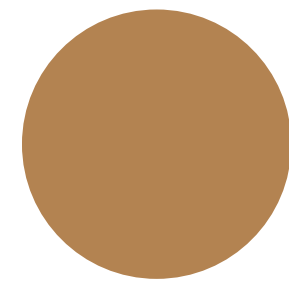
#989E9A



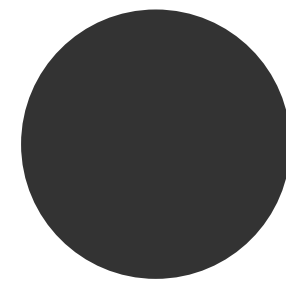
#826578



#C5D1CE



#B38351



#333333

Fonts

PRIMARY FONTS

Aa

Playfair Display

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz123456
7890!@#\$%^&*()

Aa

INTER

ABCDEFGHIJKLMNO
PQRSTUVWXYZabcd
efghijklmnopqrstuvw
xyz1234567890!@#
\$%^&*()

SECONDARY FONT

Aa

Tan Angleton

ABCDEFGHIJKLMN
OPQRSTUVWXYZa
bcdefghijklmnopqr
stuvwxyz12345678
90!@#\$%^&*()

This is a Heading

THIS IS A SUBHEADING

This is an alternate subheading

AWCS uses a combination of classic serif and modern sans-serif fonts to reflect both literary tradition and contemporary accessibility.