



# Sign Language Week

2025 Campaign identity guidelines

# This year's theme:

## More than a language: culture, community and belonging

British Sign Language (BSL) is so much more than a language; it is the heart of our living, cultural heritage.

It is a place to belong, and feel seen. A place that is rich with history, humour and activism. And stories. And we want to share those stories with the world.

So this year we are asking everyone to share their stories with the hashtag #SLW2025.

Together, we can change the narrative on our language, and our community so that future generations inherit a stronger, more inclusive society.

# Logos

We've developed a suite of logos that can be used flexibly

Where possible, lead with the logo sitting alongside the BDA's logo, including the date.



**Sign  
Language  
Week 17-23 March**

We've also created different colourways you can use (see next page)

We have shared all logo variants with you in a separate folder



**Sign  
Language  
Week 17-23 March**



**Sign  
Language  
Week 17-23 March**



**Sign  
Language  
Week**



**Sign  
Language  
Week**

On dark colours we use this version



We do not sit the logo on yellow



**Sign  
Language  
Week**

On white and pale colours we use this version



On cyan we use this version



**Sign  
Language  
Week**

We have shared all logo variants with you in a separate folder

# Please don't...



Use any of the logos on the yellow



Use on a busy background



Rotate them



Stretch or distort them



Change the colours

# Typography:

**We use Poppins Bold for page titles and large headings**

We use Poppins Medium for standfirsts

We use Montserrat Semibold for sub-headings

All body copy is in Montserrat Regular

# Colours

Our colours are based on those of the Deaf Flag

They have been altered to provide an accessible reading experience in both print and digital



\* used only for small text

# Visual language

We've developed a suite of illustrations and decorative elements for this year.

These can be used to decorate and frame content. Use of decorative elements should not come at a cost to readability.

We have shared a selection of elements in a separate folder





# Examples

How we put things together...



**We're taking part!**

**Sign Language Week 17-23 March**

The graphic features a dark blue background with yellow and light blue wavy patterns. It includes the BDA logo, a sign language hand icon, and the text 'We're taking part!' and 'Sign Language Week 17-23 March'.

## Get set for success

You can fundraise however you like, here's some ideas to get started

- Blue-Themed Non-Uniform Day**  
Students donate £1-£2 to wear blue instead of school uniform.
- Blue-Themed Bake Sale**  
Host a bake sale with a difference! Parents and staff can bake or bring in blue-coloured cakes and treats.
- Sponsored Walk/Run/Bike ride**  
Participants get sponsored per lap or for completing the event.
- Blue-Themed Dance-A-Thon**  
Organise a dance marathon where students dance for a set number of hours. Participants collect sponsorships based on how long they can dance.
- Blue Classroom Door Decoration Competition**  
Each class pays an entry fee to take part. Students, teachers, and parents vote by donating (e.g. £1 per vote). The class with the most donations wins a prize!

**Any questions?**  
Get in touch with [Julia.esse@bda.org.uk](mailto:Julia.esse@bda.org.uk)

The graphic features a dark blue background with yellow and light blue wavy patterns. It includes icons for a cake, a shoe, and a hand.





# Sign Language Week

Any questions contact [Julia.esse@bda.org.uk](mailto:Julia.esse@bda.org.uk)