Style **Guide**



October 2026

Nic Dyson

Nic Dyson

How to use this guide

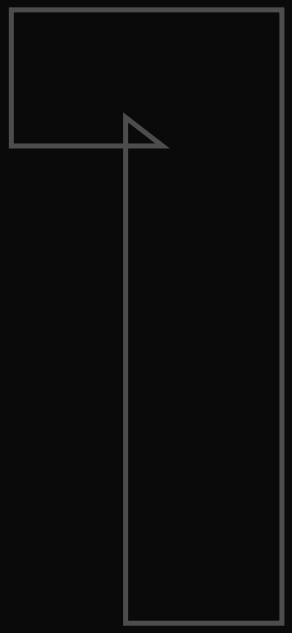
This is the visual identity for Nic Dyson: the speaking and thought-leadership brand that sits alongside, but apart from, Future Anything.

It is deliberately short. If you make something with Nic's name on it — a slide, a social tile, an event listing, a lanyard — these pages cover what you need.

The whole identity rests on one idea: **calm confidence**. Black and white do the work. Violet appears once in the type. The smoke does the moving.

Working files — wordmarks, fonts, smoke, portraits — are listed in section 7 and are in the media kit at **nicdyson.com/media-kit**, alongside the speaker kit, which carries the bios, the stage introduction and the on-the-day details.

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The name is the mark.

No symbol, no logotype trickery. Sora, set with care, and one line of violet.

Wordmark



Primary wordmark

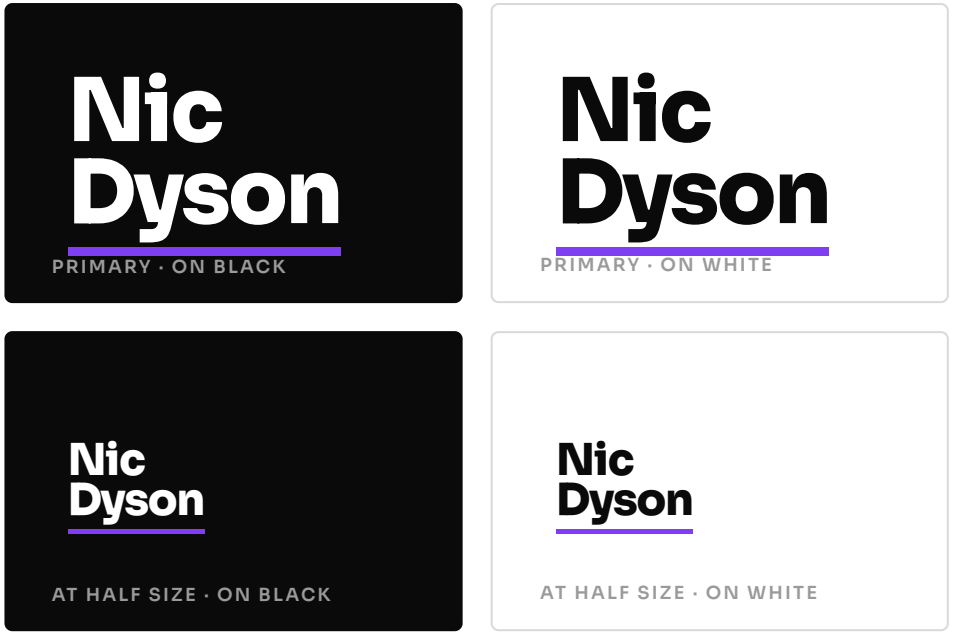
“Nic Dyson” stacked on two lines, set in Sora Extra Bold with tight tracking (−3%). Leading is 95% of the type size. A violet underscore sits beneath *Dyson*, the width of the word, at 10% of the cap height.

The underscore is the mark’s only colour.

This is the default. Use it wherever the name appears on its own: documents, lanyards, slides, social, footers, event listings, co-branding.

It sits in black on white, or white on black. Nothing else.

DO marks a correct example throughout this guide; DON’T and a red strike mark a wrong one.



Files: **Nic-Dyson-Wordmark-Stacked-Black.svg / .png** and **Nic-Dyson-Wordmark-Stacked-White.svg / .png**. The PNGs have transparent backgrounds. Never retype the wordmark; place the file.

Nic Dyson

Nic Dyson



N mark at 64 · 32 · 16 px

Horizontal wordmark and the N mark

Where the space is wide and shallow — a document header, a website navigation bar, a footer strip, a one-line credit — the name may run on a single line. Same type, same tracking, same underscore under *Dyson*.

The horizontal wordmark is secondary. Reach for it only when the stacked mark would be too small to read in the space available.

The N mark is a single Extra Bold “N” on a black rounded square, with a wisp of the smoke behind it. It exists for favicons, app icons and avatars smaller than 48 px, where no wordmark can survive. The files are **Nic-Dyson-Nmark-32.png** and **Nic-Dyson-Nmark-512.png**. It is not a logo: it never appears on printed material, slides or social tiles, and is never set larger than 64 px.

The one-violet rule

Every composition carries exactly one violet accent in its type. There are three to choose from: the underscore under *Dyson*, the highlight block on a headline (section 3), and the co-branding divider. Only one of them appears in any one piece.

When the wordmark stands alone, the underscore is that accent. When a highlight or a divider is on the page, the wordmark is set plain, without the underscore.

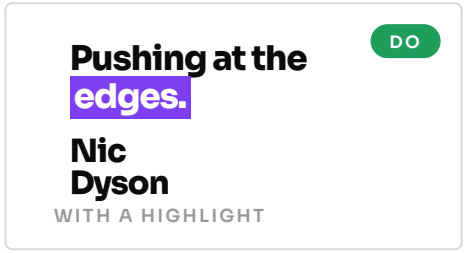
The smoke is different. It is atmosphere rather than an accent, so it can sit with any one of the three. The only rule for the smoke is that it never sits behind body text.

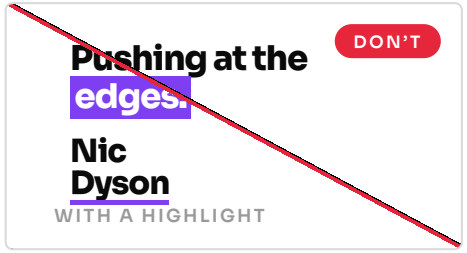
This is not two logos. It is one name and one rule about where the colour lives.





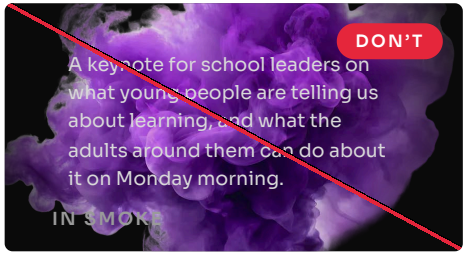
Standalone, the underscore is the accent. Set plain on its own, the name has lost its one colour.



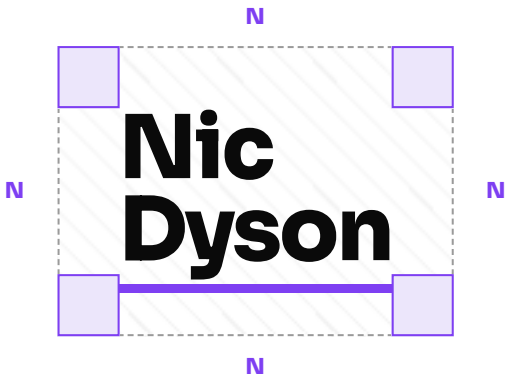


With a highlight, the wordmark goes plain. The highlight is the accent; adding the underscore gives the type two.





The smoke is atmosphere, not an accent. It can sit with the underscore, the highlight or the divider, but it never sits behind body text, where it makes the words hard to read.



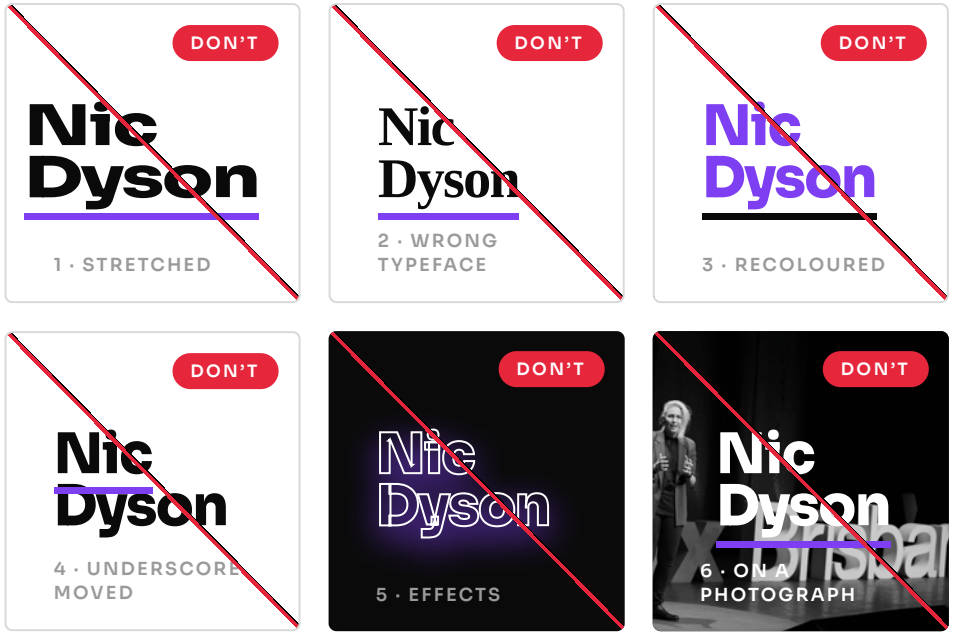
Clearspace and sizing

Keep a clear zone around the wordmark equal to the cap height of the “N” — shown as the shaded square, marked **N** — on all sides. Nothing enters it: type, logos, photographs, page edges. The smoke is the one exception, and may drift behind the mark.

Minimum size, shown at true scale on the right
Stacked — print 10 mm wide · screen 48 px
Horizontal — print 18 mm wide · screen 80 px

Below these sizes the underscore disappears; set the name plain. Below 6 mm / 24 px, use the N mark instead.





Misuse

The wordmark is a typeset name, which makes it easy to get nearly right, and nearly right is noticeable. Place the supplied file; do not rebuild it.

1 Stretched. Scale from a corner so the proportions hold; never stretch or condense it to fit.
2 Wrong typeface. It is set in Sora Extra Bold and nothing else; use the supplied file rather than retyping it.
3 Recoloured. The name is black or white and the underscore is violet, never the other way round.
4 Underscore moved. The underscore sits under *Dyson* only, never under *Nic* or under both.
5 Effects. No outlines, shadows, glows or gradients.
6 On a photograph. The wordmark sits on black or white, never over a photograph.

Co-branding

When Nic Dyson appears alongside Future Anything, use the stacked wordmark, a vertical violet divider and the Future Anything primary logo, matched in height. The divider is the type's one violet accent, so the wordmark is set plain.

Clearspace either side of the divider equals the cap height of the "N". The divider is 1.5 pt in violet and runs the full height of the taller mark.

With any other partner — a conference, a school, a publisher — the same lockup applies: Nic Dyson left, partner right, violet divider between. The partner's logo is used in its mono version where one exists.







2

Mostly black and white.

Violet is an accent, never a fill. Depth comes from the smoke, not from gradients.

Colour



Primary palette

Three colours carry the brand.

Black is the default ground: pages, slides, tiles. **White** alternates with it — the website moves band by band between the two. **Violet** is the accent: the underscore, the highlight block, a link, and the smoke. One violet accent in the type per composition, with the smoke alongside it if you want it.

Always use the correct colour mode for the application — HEX on screen, CMYK for print.

Black

HEX	#0A0A0A	RGB	10 · 10 · 10
CMYK	0 · 0 · 0 · 96	PMS	Black 6 C*

Violet

HEX	#7E3FF2	RGB	126 · 63 · 242
CMYK	48 · 74 · 0 · 5	PMS	2665 C*

White

HEX	#FFFFFF	RGB	255 · 255 · 255
CMYK	0 · 0 · 0 · 0		

* Pantone references are the nearest matches and have not yet been proofed against a swatch book. Confirm with your printer before a large run.

Supporting palette

Greys do the quiet work: secondary text, rules, captions, borders. Use them in place of tints of black.

Charcoal is the surface colour on black pages — a tile, an input, a photo background. **Grey** is secondary text on white. **Silver** is captions and secondary text on black. **Mist** is hairlines and borders on white.

Lilac is the only tint of violet. It appears as a hover state and as the background of a podcast tile. It is never a page colour and never a text colour.

There is no secondary accent. No blue, no orange, no gradients. If a layout seems to need another colour, simplify the layout instead.

Charcoal

HEX	#141414	RGB	20 · 20 · 20
CMYK	0 · 0 · 0 · 92		

Grey

HEX	#6B6B6B	RGB	107 · 107 · 107
CMYK	0 · 0 · 0 · 58	PMS	Cool Gray 9 C*

Silver

HEX	#9A9A9A	RGB	154 · 154 · 154
CMYK	0 · 0 · 0 · 40	PMS	Cool Gray 6 C*

Mist

HEX	#D9D9D9	RGB	217 · 217 · 217
CMYK	0 · 0 · 0 · 15	PMS	Cool Gray 1 C*

Lilac

HEX	#ECE6FB	RGB	236 · 230 · 251
CMYK	6 · 8 · 0 · 2		

* Pantone references are the nearest matches and have not yet been proofed against a swatch book. Confirm with your printer before a large run.

Proportion

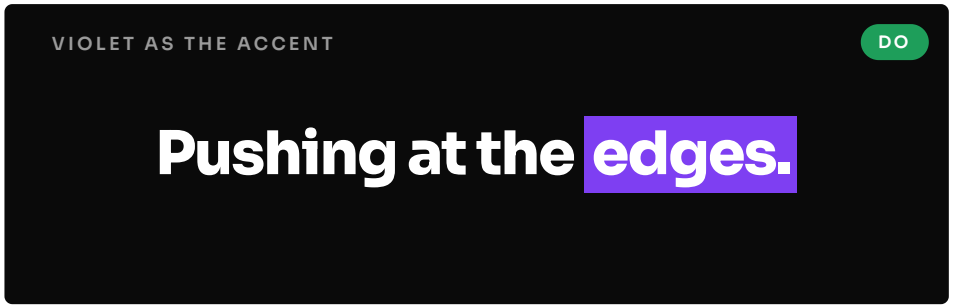
If a page were a hundred squares: about sixty would be black or white, thirty-five would be grey text and rules, and five — or fewer — would be violet.

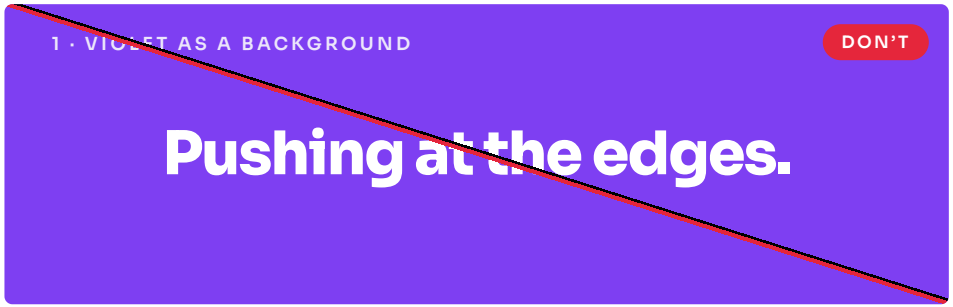
Violet is a signal, not a theme. The eye should find it immediately because there is only one place to look.

1 Violet as a background. Violet is a signal, not a theme. A solid violet page leaves the eye nowhere to go, and body text on violet does not read; use the highlight block instead. Also never: gradients, two violet accents in the type of one composition, or black and violet without white to breathe.



Black & white Greys Violet





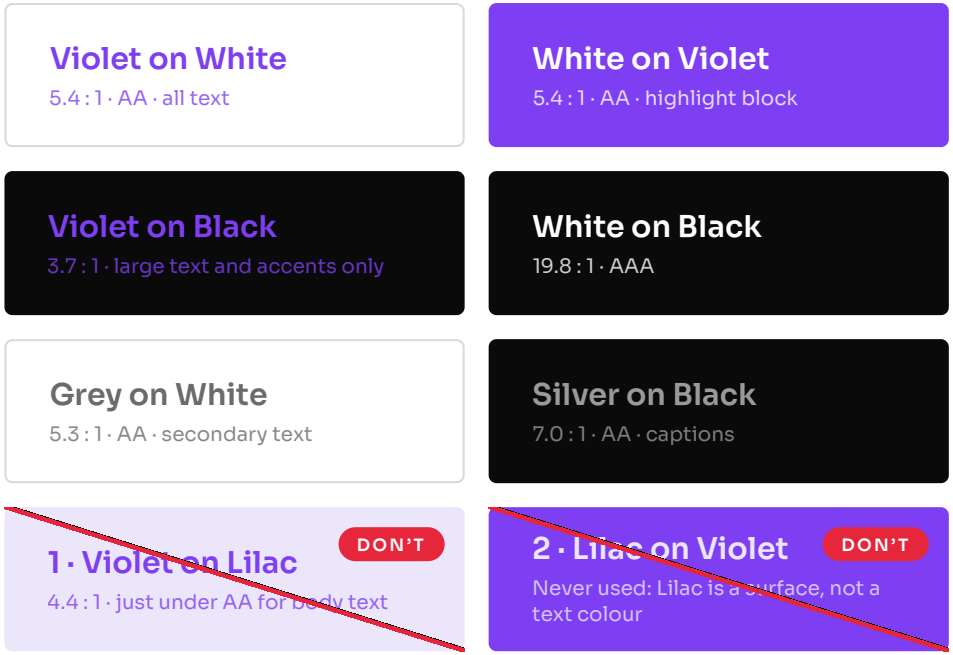
Contrast and accessibility

Everything a reader must be able to read passes WCAG AA. The palette makes that easy if you stick to the pairs on the right. The ratios are calculated from the HEX values in this guide.

Violet on white (5.4:1) passes for text at any size, so links, the underscore and labels are fine. **White on violet** passes the same way, which is why the highlight block knocks out in white.

Violet on black (3.7:1) does not pass for body text. It passes for large text, so it is kept for the underscore, the smoke and headlines of 18 pt and above, never for running text on a black page. **Silver on black** and **Grey on white** are for captions and secondary text, 11 pt and up. Silver is never used on white, where it fails at 2.8:1.

1 Violet on Lilac comes in just under AA for body text at 4.4:1. Lilac is a surface to sit things on, not a ground for text.



3

One typeface. Three weights.

Sora, everywhere, from the biggest headline to the smallest caption.

Typography



Sora

Sora is a geometric sans with a slightly technical edge — generous counters, a single-storey “a”, a confident “y”. It is the only typeface in the identity.

Use three weights: **Extra Bold (800)** for headlines and the wordmark; **Semibold (600)** for labels, eyebrows and buttons; **Regular (400)** for body copy and captions.

Sora is free from Google Fonts (**fonts.google.com/specimen/Sora**) and is built into Google Docs, Slides and Canva — choose it from the font menu. For Word, Keynote and PowerPoint, download the three weights from Google Fonts and install them; the font files are not in the media kit folder.

Where it cannot be installed — email clients, some web forms — the fallback stack is **Sora** → **Arial** → **sans-serif**. Never substitute another display face.



AaBbCcDdEe
0123456789!@#%&

Regular — body, captions

Semibold — labels, eyebrows, buttons

Extra Bold — headlines, wordmark

Hierarchy

Headlines are large, tight and few. Body copy is small, calm and generous in leading. The gap between them is the point: a headline should feel like a statement, the body like a conversation.

Sizes shown are for an A4 page or a 16:9 slide. Scale proportionally; keep the ratios. Headlines sit in sentence case — never title case, never all caps.

Headlines use −3% tracking. Eyebrows use +20% and all caps. Body is never tracked.

Display
72–96 pt
Extra Bold · −3% · 0.98 leading

Heading
32–40 pt
Extra Bold · −3% · 1.05 leading

Eyebrow
11 pt
Semibold · +20% · caps · Grey on white, Silver on black

Body
16–18 pt
Regular · 1.5 leading

Caption
11–12 pt
Regular · Grey on white, Silver on black

Pushing at the edges.

What 1,408 people said

KEYNOTE SPEAKER · EDUCATOR

Have your audience leaning in, laughing and learning. Keynotes for schools, systems and organisations on how people learn, lead and navigate change.

Photo: TEDx Brisbane, 2026

The highlight

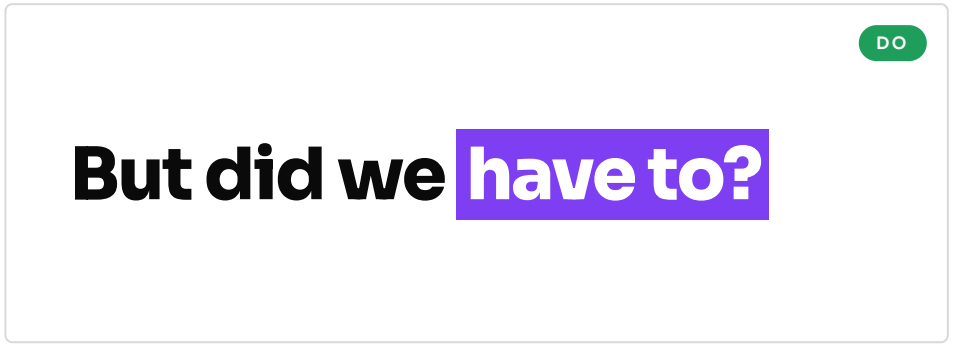
The brand's signature typographic device: the last word or phrase of a headline sits on a solid violet block, white type knocked out. It is the full stop made visible.

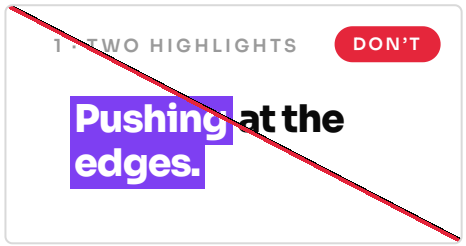
Rules: one highlight per headline, never more than three words, always at the end, never on body copy, never on the wordmark. The block hugs the text with a small, equal inset (12% of the type size) on each side.

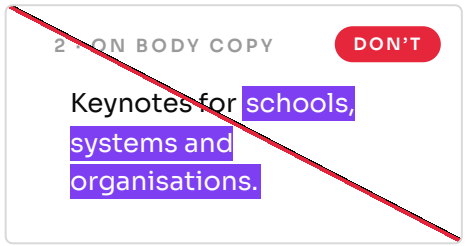
1 Two highlights. One per headline, on the last word or phrase, so there is only one place to look.
2 On body copy. The highlight is a headline device. It never appears in running text, and never on more than three words.

The highlight is the type's one violet accent, so when it is on the page the wordmark is set plain. The smoke can sit with it; the website hero is where the two meet.









Smoke, bands and hairlines.

The few things that make a page recognisably Nic’s without a wordmark in sight.

Visual elements

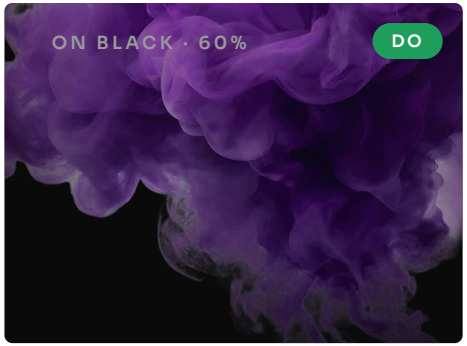


The smoke

A single plume of violet smoke on a black or white ground is the brand's signature. It stands for the thing Nic talks about — ideas that don't stay where they're put.

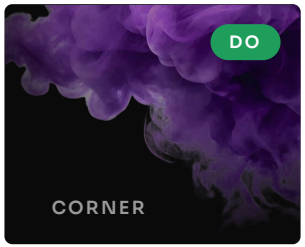
Placement: it enters from an edge or a corner and is cropped by the page. It never floats in the middle. It never sits behind body text, though it can sit behind the wordmark or a headline.
Opacity: 40–70% on black (so it reads as atmosphere); 85–100% on white (so it reads as ink).
Colour: the supplied asset only. Never recoloured, never tinted, never duotoned.
Quantity: one dominant plume. Small wisps may support it; two equal clouds may not.

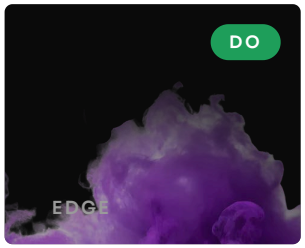
1 Floating. The plume sits in the middle with space on every side, so it reads as a sticker rather than atmosphere. It should enter from an edge or a corner and be cropped by the page.
2 Recoloured. Only the supplied violet asset. No hue shifts, tints or duotones.



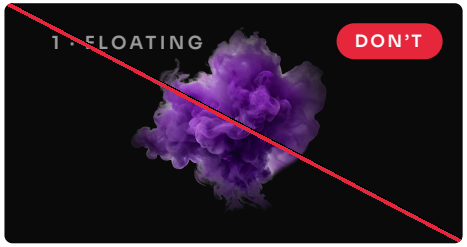


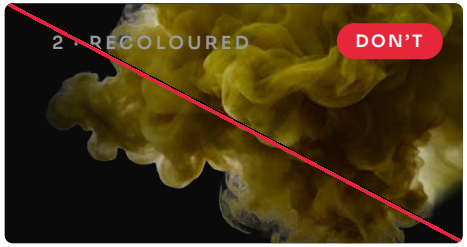
Three ways in. From a corner, from an edge, or cropped hard by the page. All three are right; the middle is not.











Bands and hairlines

Long formats — the website, a document, a deck — are built in horizontal bands that alternate black and white. The rhythm is the layout; no boxes, no cards, no drop shadows.

Within a band, content is separated by **hairlines**: 1 px rules in Mist on white, Charcoal on black. Headings are not underlined — the only underline in the system is the wordmark's.

A band of credentials — awards, logos, press — is set as a hairline list: the name in Semibold, the detail in Grey, one hairline between each row. No bullets, no icons, no tiles.

Corners are square. The single exception is the pill button, on the next page.

BLACK BAND

WHITE BAND

BLACK BAND

HAIRLINE LIST · ON WHITE

Australian of the Year (QLD)	Nominee, 2026
Obama Foundation Leader	Asia-Pacific, 2024
Snow Entrepreneurs Fellow	2024
The Educator's Most Influential Educators	2023–2026

HAIRLINE LIST · ON BLACK

TEDx Brisbane	Speaker, 2026
QLD 40 Under 40	Game Changer Award, 2023

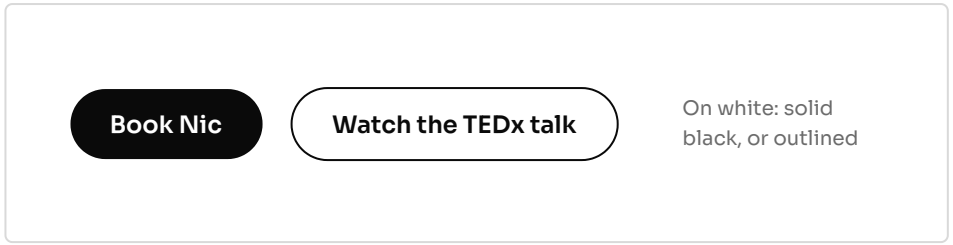
Buttons and links

There is one button: the **pill**. Fully rounded, Semibold, sentence case, 16 pt type with 14 pt vertical and 28 pt horizontal padding. It is black on white pages and white on black pages.

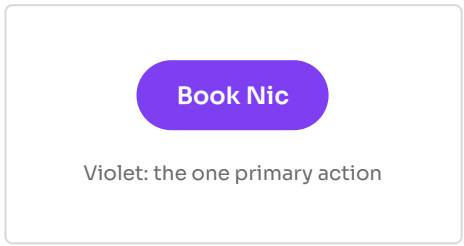
A **violet pill** is reserved for the single most important action in a piece — the “Book Nic” that follows the reader down the website, the one call to action at the end of a deck. One per piece, and it counts as the type’s one violet accent.

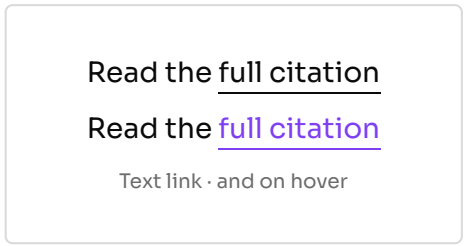
On hover, black and white pills invert; the violet pill turns black.

Text links are set in the text colour with a 1 px hairline beneath, and turn violet on hover. In print, links are plain and the URL is written out.









5

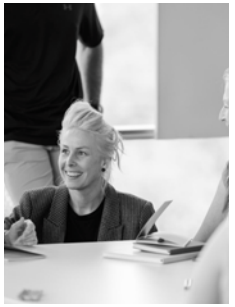
Black and white, until it isn’t.

Mono within Nic’s brand. On screen, colour returns when a reader interacts with an image.

Photography








The four studio and event photos above are shown as they appear in print: mono. The pair below shows the same event photo as it sits on the website, mono at rest and in colour when the reader hovers over it.




Treatment

The photos are supplied in colour. In Nic's brand they are used in black and white: on screen, colour returns on interaction — a hover, a tap — which makes the images feel alive without ever competing with the smoke.

In print and in static formats within Nic's brand, stay in mono. The one exception is a full-bleed hero where the photograph is the whole page; even then, prefer mono.

This rule is for Nic's own material. An event organiser using the photos in their own programme, website or social media can use them in colour or in mono, whichever suits their design.

Studio portraits sit on near-black backgrounds so they merge with a black band. Event photography is candid, unposed, mid-moment: Nic talking, people leaning in.

To convert a photo, desaturate it fully and add a touch of contrast. Do not add sepia, split-toning,

Portraits

Four approved portraits, each with a job.

Hero (Nic-Dyson-Hero-EyesDown) is eyes down and laughing. It is the website hero and any full-bleed use, always in mono.
Seated (Nic-Dyson-Portrait-Seated-Black-Laughing) is on the stool, laughing off-camera. It is the About portrait and sits beside the longer bios.
Seated, blue (Nic-Dyson-Portrait-Seated-Blue) is on the white cube in the blue blazer, to camera. It is landscape, so it suits wide formats such as feature articles, banners and social. A second version with room above her head (Nic-Dyson-Portrait-Seated-Blue-Headroom) is for anything that needs a heading in the image.
Headshot (Nic-Dyson-Headshot-Black) is head and shoulders, to camera, in the black shirt, cropped from the seated portrait. It is for the email signature, avatars, programme listings and anything circular, where the face has to be recognisable at a small size.



Hero



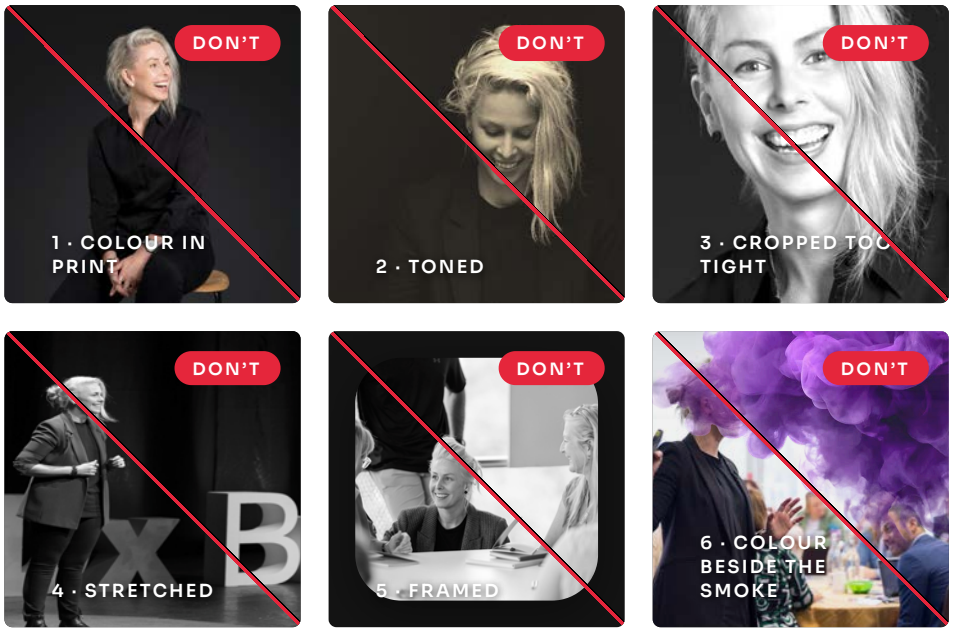
Seated



Seated, blue



Headshot



Photography don’ts

The treatment is strict because it is doing a job: keeping every image in the same quiet register so the smoke and the highlight can carry the colour.

1 Colour in print. In a static piece of Nic’s own, the smoke and the highlight carry the colour, and a colour photograph competes with them. An organiser’s own programme is not bound by this.
2 Toned. A tint or sepia reads as a different brand; the mono conversion is the treatment.
3 Cropped too tight. The context is the point of the photo; keep the shoulders and some background.
4 Stretched. Scale from a corner so the proportions hold.
5 Framed. No borders, rounded corners or drop shadows. The photos sit flush on black or white, with no decoration.
6 Colour beside the smoke. A colour photograph is never placed next to the smoke, because the smoke is meant to be the only colour in the frame.

6

What it looks like in the world.

Website, slides, social, print — the same few rules, applied.

In situ



Nic Dyson

Speaking Keynotes In the room About Book Nic



KEYNOTE SPEAKER · EDUCATOR · ENTREPRENEUR

Pushing at the edges.

Have your audience leaning in, laughing and learning.
Keynotes for schools, systems and organisations.

KEYNOTE

Minimum viable pedagogy.

What teachers can keep doing when everything else is changing.

Nic
Dyson

Speaker

Nic Dyson

Founder & CEO
Future Anything

TEDX BRISBANE · 2026

“But did we? Did we have to?”

Nic
Dyson

nicdyson.com



10:40 · KEYNOTE

Nic Dyson

Pushing at the edges

Australian of the Year nominee for QLD (2026), TEDx speaker and four-time Most Influential Educator, Nic is a former school leader and founder and CEO of Future Anything.



Nic Dyson
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www.nicdyson.com · LinkedIn

Pushing at the edges.
Keynotes for schools, systems and organisations

I acknowledge Aboriginal and Torres Strait Islander peoples as the first inhabitants and the traditional custodians of the lands where we live, learn and work. Always was, always will be.

Sometimes I send emails at weird times around travel schedules. Please reply at a time that is best for you, your health, and your downtime.

KEYNOTE SPEAKER · EDUCATOR

Nic Dyson

Keynotes for schools, systems and organisations on how people learn, lead and navigate change.



KEYNOTE · 10:45 AM · MAIN HALL

Pushing at the edges.

What the young people we teach are actually telling us — and what we do about it.



Nic Dyson
Founder & CEO, Future Anything

EDUCATION LEADERS SUMMIT 2026

Speaker

Nic Dyson

Founder & CEO
Future Anything

nicdyson.com



10:40 · KEYNOTE

Nic Dyson

Pushing at the edges

Australian of the Year nominee for QLD (2026), TEDx speaker and four-time Most Influential Educator, Nic is a former school leader and founder and CEO of Future Anything.



THURSDAY 12 MARCH · BRISBANE

I'm speaking at the Education Leaders Summit.

Keynote, 10:45 am. Come and say hello.

Tickets ↗

Nic Dyson

KEYNOTE SPEAKER · EDUCATOR · ENTREPRENEUR

Pushing at the edges.

nicdyson.com



WHAT 1,408 STUDENTS SAID

"School taught me to wait. Nobody is coming to tell me when to start."

Nic Dyson

nicdyson.com



Social tiles carry one idea each.

Set it big. A quote gets a white tile and an announcement gets a black one. The smoke comes in from a corner and never sits behind the words. Portraits are mono, and the avatar is the headshot cropped to the circle. Nothing is ever posted on a violet background, and no tile carries more than one violet accent in its type.

Nic Dyson

Keynote speaker · Educator
nicdyson.com

KEYNOTE · WORKSHOP · PROGRAM PARTNER

Building schools young people want to come to.

Nic Dyson and the Future Anything team at the Education Leaders Summit.

Nic Dyson | FUTURE ANYTHING

NOTES FROM THE EDGES · OCTOBER 2026

Three things I heard in staffrooms this term.

Nic
Dyson



KEYNOTE · EDUCATION LEADERS SUMMIT · 12 MARCH

Nic Dyson — Pushing at the edges.

Book a seat

Banners and signage get quieter as they get wider.

They carry the name, the smoke and one line. A stage backdrop is the wordmark at its largest, with the smoke and a single line beneath it. Co-branded pieces use the lockup once, at the bottom, and the violet divider is the piece's only violet accent.



SPEAKER BIO

Nic Dyson

Keynote speaker · Educator · Entrepreneur

Nic Dyson is an experienced former school leader within the Australian public education system, a multi-award-winning educator and entrepreneur, and a global authority on whole-school curriculum innovation, capability development and youth entrepreneurship.

She is the Founder and CEO of Future Anything, an educator-founded and led provider that has worked directly with 130,000+ students and teachers across Australia and New Zealand. She is also the Founder of YouthX, Australia's only startup accelerator for school-aged entrepreneurs, and Catapult Cards.

Nic is an Australian of the Year (QLD) nominee for 2026, an Obama Foundation Leader, a Snow Entrepreneurs Fellow and a TEDx Brisbane speaker.

Speaking enquiries
onwards@nicdyson.com · nicdyson.com

Hi-res photos, intro and AV notes
nicdyson.com/media-kit

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Nic Dyson

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Toolkit

Everything you need, and where it is.

Where the files are, how to get the typeface, and who to ask.



Working files

Every asset in this guide is in the media kit folder, linked from **nicdyson.com/media-kit**. Use the files; don't rebuild them.

If you need something that isn't there, such as a different crop or a vector of the smoke, ask rather than improvising.

Questions about any of this go to **onwards@nicdyson.com**.

IN THE FOLDER	WHAT IT IS	FORMATS
Nic-Dyson-Speaker-Kit	Ten-page kit for event organisers: keynotes, recognition, bios, stage introduction, on the day, photos	PDF
Photos	Headshot, portraits (including landscape and headroom versions) and event photos, named by what they are, in colour, print quality	JPG
Nic-Dyson-Wordmarks	Nic-Dyson-Wordmark-Stacked and -Horizontal, each in Black and White and in a Plain version without the underscore; Nic-Dyson-Lockup-FA in black and white; Nic-Dyson-Nmark at 32 and 512 px. PNGs are transparent	SVG · PNG
Nic-Dyson-Smoke	The violet plume on a transparent background, 2500 px square. There is no vector version	PNG
Nic-Dyson-Style-Guide	This document	PDF
Future Anything / FutureAnything-Logos	Primary logo in full colour, black and white, for screen (RGB) and print (CMYK)	SVG · PNG · EPS
Future Anything / Style Guide	Future Anything's own brand rules, for co-branded pieces	PDF
Sora	The typeface. It is not in the folder; download it free from fonts.google.com/specimen/Sora	TTF

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Neighbours, not twins.

Two brands that share a founder and nothing else on the page.

Nic Dyson & Future Anything



Two brands, side by side

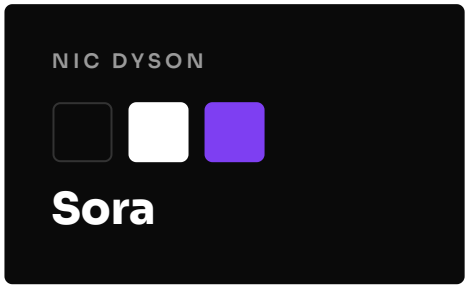
Nic Dyson and Future Anything are related but distinct. Nic's brand is for her speaking and thought leadership; Future Anything's is for the organisation and its programs. They should look like neighbours, not twins.

Keep the palettes apart. Future Anything's Orchid, Violet and Slate never appear on Nic Dyson material, and Nic's violet (#7E3FF2) is a different colour from Future Anything's Violet (#7824C2), so neither crosses over. Each brand uses its own typeface — Sora here, Outfit and Nunito Sans there.

When both are credited, use the co-branding lockup from section 1: stacked wordmark, violet divider, Future Anything primary logo, in mono where the piece is mono.

When in doubt: if Nic is the speaker, it's Nic Dyson. If the program is the point, it's Future Anything.









Nic Dyson

Style Guide · Version 1.0 · October 2026

nicdyson.com · onwards@nicdyson.com