

Australia Day Logo: Style Guide

On Australia Day we come together as a nation to celebrate what's great about Australia and being Australian

Australia Day, 26 January, is the biggest day of celebration in the nation. On Australia Day we celebrate the things that make our country great: the people, the land, our diversity, our sense of a fair go, our lifestyle and our freedoms. We reflect on our national journey. We commit to making our country even better in the future.

This style guide details how local Australia Day organisers can use the Australia Day logo. Consistent and clear use of the logo will strengthen Australia Day by linking unique, local materials with national celebration and meaning.

Australia Day organising committees are encouraged to use the logo on all communication products and materials for Australia Day. The logo aims to be the consistent brand element across all programs, events and promotional materials.

THE LOGO

Visually, the logo represents 'togetherness' while respecting the diversity and distinctive nature of Australia's people and landscape. The bold coloured ribbons convey dynamism of pride, spirit and celebration.

There are two variations of the Australia Day logo that include the brand's tagline "Celebrate what's great!" The style guide applies to these variations also.

To obtain electronic files of the Australia Day logo to include in your local publications, contact the Australia Day Council/Committee in your state or territory. Contact details can be found at the end of this document.

STACKED WITH TAGLINE



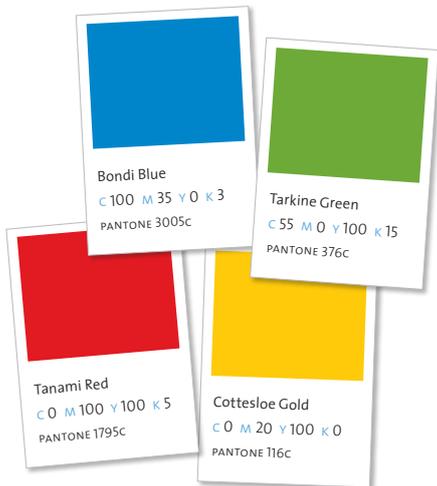
INLINE WITH TAGLINE



LOGO COLOURS

The four principal colours of the Australia Day logo are: Bondi Blue, Tarkine Green, Tanami Red and Cottesloe Gold.

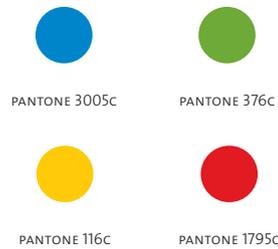
The logo colours must not be altered in any way, for example, changed to a tint or swapped within the design. Wherever possible, the logo should appear in its principal colours.



SPOT COLOUR

The spot colour logo should be used for all spot colour printing applications.

Unlike CMYK or four colour process printing, spot colours are pre-mixed inks. One ink is used for each colour in the publication. The dominant spot colour printing system is Pantone. The Pantone Matching System (PMS) consists of over 1000 colours of ink.



CMYK

The CMYK logo should be used for all four colour process or digital printing applications.

CMYK refers to the four ink colours used in a typical printing process. C is cyan (blue) M is magenta (red) Y is yellow and K is black. The four inks are placed on the paper in layers of dots that combine to create the illusion of many more colours. RGB (Red, Green, Blue) is the colour system used in designing for computer and television screens (for example: web sites).



MONO AND REVERSED

When the logo cannot appear in its principal colours due to design or printing issues (for example: one colour print process) the logo should appear entirely white, entirely black or entirely one colour from the full colour logo.

If the logo is placed on a background colour that is either one of the principal colours, or very similar to it, the logo should be printed black or white.



Colour options:



TYPEFACE

The typeface (font) used in the logo is The Sans Semi Light. The typeface must not be changed.

The Sans Semi Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MINIMUM SIZE

The Australia Day logo should appear equal to or larger than any other logos, or as large as appropriate if appearing in isolation. The words – Australia Day – must be legible in all executions. No specific minimum size has been set due to the varying applications required of the logo.

EXAMPLE 25MM



CLEAR-SPACE

No graphic or text elements can appear within the clear space area. This is to preserve the integrity of the logo and to maximise visual impact and legibility.



PRIMARY PLACEMENT

The Australia Day logo should be treated as the presenting logo, not as a sponsor or corporate logo. The Australia Day logo must be placed in a position of prominence on all Australia Day publications.



APPLICATION WITH OTHER LOGOS

When placed with other logos, it is preferable that the Australia Day logo appears equal to or larger than any other logos. If aligned horizontally with other logos, it is preferable that the Australia Day logo appears to the left of all other logos, or appears above other logos when placed vertically.



INCORRECT EXAMPLES

These are examples of incorrect use of the Australia Day logo.



ORIENTATION

The Australia Day logo should always appear level and horizontally oriented – it should not be tilted or rotated.



TEXT POSITIONING

The text – Australia Day – must not be removed, edited, or modified in any way. The words Australia Day must always be present and in their original position.



DESIGN TREATMENTS

The Australia Day logo, and elements of it, can be used as a design feature, but only in cases where it has appeared intact at least once elsewhere on the material in question.

1. Elements of the logo
2. Logo appears intact



For further information contact:

National

National Australia Day Council
www.australiaday.org.au
info@australiaday.org.au
02 6120 0600

New South Wales

Australia Day Council of New South Wales
australiaday@dpc.nsw.gov.au
02 9513 2000

Victoria

Australia Day Committee (Victoria)
austday@dpc.vic.gov.au
03 9651 5174

Queensland

Queensland Commemorative Events
and Celebrations Committee
Department of Premier and Cabinet
australiaday@premiers.qld.gov.au
07 3405 5215

Western Australia

Australia Day Council of Western Australia
info@ausdaywa.com.au
08 9325 9988

South Australia

Australia Day Council of South Australia Incorporated
admin@adcsa.com.au
08 8410 2626

Tasmania

Department of Premier and Cabinet
Communications and Marketing Unit
australiaday@dpac.tas.gov.au
03 6720 5477

Australian Capital Territory

Special Events Unit, Chief Minister's Department
events@act.gov.au
13 22 81

Northern Territory

Australia Day Council NT Incorporated
austdaynt@nt.gov.au
08 8924 4204

AUSTRALIA DAY LOGO LICENCE TERMS

Please read this licence agreement ('Licence') carefully. By using the Logo, you are agreeing to be bound by the terms of this licence.

Licence: the subject of this Licence is the Australia Day logo ('Logo') which is licensed to you by the National Australia Day Council Limited.

Permitted uses and restrictions: you may use the Logo only in accordance with the terms and conditions set out in this Licence. The Logo is protected by copyright and other intellectual property laws. You must not take any action to jeopardise, limit or interfere in any manner with the intellectual property rights with respect to the Logo. You must take all reasonable measures to protect the Logo from unauthorised use, reproduction, distribution or publication. You cannot obtain a Licence unless you are permitted to do so by a State or Territory Australia Day Council or Committee and/or the National Australia Day Council Limited. If you have a sponsorship agreement then the provisions in that agreement dealing with licence of the Logo prevail to the extent of any inconsistency with the terms of this Licence. This Licence permits you to use the Logo in accordance with the conditions in the Australia Day Logo: Style Guide for activities related to Australia Day. You are not permitted to sublicense use of the Logo. You are not permitted to commercialise the Logo. This includes selling, letting for hire, or by way of trade, offering for sale or hire any article embodying the Logo or any product or service derived from or incorporating the Logo. You must not distribute the Logo (except as provided under this Licence) and you must not create derivative works based on the Logo in whole or in part. The Licence is perpetual, royalty free and only for use in Australia.

Variation of Licence: the National Australia Day Council Limited may vary the terms of the Licence at any time by publishing the variation on www.australiaday.org.au. Variations will not be applied retrospectively.

Applicable law: this Licence is to be interpreted in accordance with the laws of the Australian Capital Territory and you submit to the exclusive jurisdiction of the courts of the Australian Capital Territory in respect to any dispute that may arise under this Licence.

The National Australia Day Council Limited disclaims responsibility for any and all loss (including legal costs and expenses) or liability incurred or suffered by you arising from or in connection with your use of the Logo, and you acknowledge that you use the Logo at your own risk and hereby release and forever discharge the National Australia Day Council Limited from all actions, suits, proceedings, causes of action, costs, claims and demands whatsoever which you now have or at any time hereafter may have had but for this disclaimer against the National Australia Day Council Limited, and its officers, employees or agents for loss or damage sustained by you arising, directly or indirectly, out of your use of the Logo.