

A brief guide to using the Australian Day brand.



Australia Day

Reflect. Respect. Celebrate.

The logo – stacked version

In April/May 2020 the tagline 'Reflect. Respect. Celebrate.' is included in the main logo, and all versions of the logo. The font has also been updated to ITC Avant Garde for consistency.

The stacked version of the main logo is as shown on the right, as well as the mono version and the reversed version of the stacked logo.

Main logo



Australia Day

Reflect. Respect. Celebrate.

Mono logo



Australia Day

Reflect. Respect. Celebrate.

Reversed logo



Australia Day

Reflect. Respect. Celebrate.

The logo – inline version

The inline version of the logo is as shown on the right.

Also the mono version of the inline logo, and the reversed version of the inline logo.

Inline logo



Mono logo



Reversed logo



Clear space around the logo

It is very important to isolate both versions of the logo properly to increase legibility.

Always maintain the clear space, even when proportionally scaling the logo. Use the width of 2 capital As, proportionate to the A in Australia Day, all the way around the logo.

Space between the logo and tagline

The correct distance between the logo and tagline is equal to the height of the capital A in Australia Day.

Minimum size

In order to maintain its visual impact, please refer to the minimum sizes on this page.



Colour palette

When it comes to using the colour palette in mediums and channels such as print and digital, it is very important to follow the provided values.

Here are the gradients used in the Australia Day logo, including selected colour points that can be used in campaign collateral, for headings and design elements.



C 0 R 255
M 14 G 214
Y 100 B 0
K 0



C 0 R 249
M 45 G 157
Y 91 B 49
K 0



C 0 R 240
M 83 G 83
Y 100 B 35
K 0



C 0 R 238
M 97 G 35
Y 34 B 108
K 0



C 0 R 236
M 100 G 0
Y 0 B 140
K 0



C 15 R 207
M 100 G 18
Y 0 B 140
K 0



C 86 R 71
M 96 G 47
Y 0 B 136
K 10



PANTONE 305 CP
C 100 M 31 Y 0 K 3
R 0 G 136 B 206
#0088CE



C 61 R 83
M 0 G 196
Y 22 B 204
K 0



C 83 R 0
M 0 G 180
Y 31 B 188
K 0



C 100 R 0
M 74 G 65
Y 30 B 105
K 27



PANTONE 7701 CP
C 89 M 14 Y 0 K 56
R 0 G 88 B 126
#00587D

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Australia Day
Council

National Australia Day Council

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