Acknowledge our past, rejoice in the present & look confidently to our future
## Identity Overview

### Master Logo

<table>
<thead>
<tr>
<th>Full Colour - CMYK</th>
<th>Full Colour - Spot Colour</th>
<th>Stacked with tagline</th>
<th>In-line with tagline (Not to be used with co-branding)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Logo" /></td>
<td><img src="image2" alt="Logo" /></td>
<td><img src="image3" alt="Logo" /></td>
<td><img src="image4" alt="Logo" /></td>
</tr>
</tbody>
</table>

### Colour

<table>
<thead>
<tr>
<th>Spot Colour</th>
<th>Bondi Blue PMS 3005c</th>
<th>Tarkine Green PMS 376c</th>
<th>Cottesloe Gold PMS 116c</th>
<th>Tanami Red PMS 1795c</th>
</tr>
</thead>
</table>

### Typeface

<table>
<thead>
<tr>
<th>Headline - The Sans Extra Bold</th>
<th>Body Copy - The Sans Semi-Light</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890!@#$%^&amp;*()</td>
<td>1234567890!@#$%^&amp;*()</td>
</tr>
</tbody>
</table>

### Graphic Element

<table>
<thead>
<tr>
<th>Graphic Ribbon</th>
<th>Version 1</th>
<th>Version 2</th>
</tr>
</thead>
</table>

### Graphic Texture

<table>
<thead>
<tr>
<th>Background Pattern</th>
</tr>
</thead>
</table>
1. **Master Logo**

1.1 Mono or Reversed Logo
1.2 Full Colour Logo
1.3 Spacing and Sizing
1.4 Master Logo Application
1.5 Incorrect Usage
1.1 Mono or Reversed Logo

When the logo cannot appear in its principle colours the logo should appear in either full black or white.
1.2 Full colour Logo

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

**Spot Colour**
This logo should be used for all spot colour printing applications.

The colours of the logo cannot be adjusted in any way.
1.3 Spacing and Sizing

Clear Space
To maximise the visual impact, legibility and to preserve the integrity of the logo, clear space requirements apply.

Minimum Size
The Australia Day logo should appear equal to or larger than any other logos, or as larger as appropriate if appearing in isolation. The words “Australia Day” must be legible in all executions.
1.4 Master Logo Application

**Government Partner**
When co-branding with a government partner, the Australia Day logo will be on the left of the government partner logo, and will be of equal visual weight to the partner logo.

![Master Logo with government partner](image1)

**Sponsor Logo**
When co-branding with a sponsor, the Australia Day logo will be located on the left of the sponsor logo which will be of equal visual weight to the Australia Day logo.

![Master Logo and sponsor](image2)

**Multiple Logos**
When placed with other logos on Australia Day promotional material, it is preferable that the Australia Day logo appears equal to or larger than the other logos.

In relation to other logos, the Australia Day logo should, wherever possible, appear in the most prominent position on any page. For example, when aligned horizontally with other logos, it is preferable that the Australia Day logo appears left to the other logos.

![Multiple logo application](image3)
1.5 Incorrect Usage

These are examples of incorrect usage of the Australia Day master logo.

- Incorrect font
- Incorrect Colours
- Placement of logo on a photographic background
- Incorrect gradient
- Stretched or skewed
- 3D treatments
2. Design Kit

2.1  Typeface
2.2  Colours
2.3  Graphic Element
2.4  Graphic Pattern
2.5  Photograph Placement
2.6  Photography
2.7  URL
### 2.1 Typeface

The typeface (font) is *The Sans*. Headlines will be set in the Extra Bold weight and sub-headline copy in Bold respectively. Body copy would preferably be set in Semi-Light weight but could be set in the regular weight if more hierarchy is needed in publications.

<table>
<thead>
<tr>
<th>Headline</th>
<th>Sub-headline</th>
<th>Body Copy Preferred Option</th>
<th>Body Copy Alternative Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Sans Extra Bold</td>
<td>The Sans Bold</td>
<td>The Sans Semi-Light</td>
<td>The Sans Regular</td>
</tr>
</tbody>
</table>

abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
2.2 Colours

The four principle colours of the Australia Day logo are:

- Bondi Blue
- Tarkine Green
- Cottesloe Gold
- Tanami Red

The logo colours must not be altered in any way.

Four Principle Colours

Bondi Blue
PMS 3005c
R0 G133 B202
C100 M35 Y0 K3

Tarkine Green
PMS376c
R118 G177 B57
C55 M0 Y100 K15

Cottesloe Gold
PMS116c
R255 G202 B10
C0 M20 Y100 K0

Tanami Red
PMS1795c
R226 G27 B34
C0 M100 Y100 K5

All designs should only be composed of two colours. In any case where colours are used on the background then the ribbon will be white.

To maintain uniformity and clarity across all communications, it is recommended that collateral is produced using the Primary Colour Combination. The Secondary Colour Combinations may also be used across collateral at the discretion of the designer.

The dominant colour should be used primarily. The secondary colour is a feature colour, and should be used sparingly within a design.
2.3 Graphic Element

Graphic Ribbon Device

The ribbon represents the boldness and versatility of the brand. The Graphic Ribbon is the key design device to establish identity over collateral.

Graphic ribbons may be redrawn to accommodate different layouts and document dimensions. However the overall shape of the ribbons should always strive to be as close to the shape of the Graphic Ribbon Versions shown.

No more than 1 version should be used at a time. Ribbon Versions should never appear together over the same layout (design examples of incorrect usage refer to 3.12).
2.4 Background Pattern

Patterns are a secondary design device that should be used at the designer's discretion. Patterns should only be used for backgrounds and borders and should never appear as the primary design device.

Where the Graphic Ribbon device and pattern appear together, the ribbon should always be placed on the same angle as the pattern (Design Example refer to 3.6).

Text and logos should never be placed over a pattern.

Colour Background Pattern on White - Pantone colour at 25%

Bondi Blue

Cottesloe Gold

Tarkine Green

Tanami Red
2.5 Photograph Placement

The Graphic Ribbon should separate photographs from text and white space.

Photographs should not be placed inside a Graphic Ribbon.

Where photographs are not contained within a Graphic Ribbon they should follow the shape and angle of the ribbon (design example refer to 3.5).

Text should never appear over photographs. Text should only appear over white.

Example 1

Example 2

Titles sit within this space.

Subtitles can be placed here.

Qui i.emem explabo ill tur undusus sami voluptas exque iundiam, conini autem quae sed voloet volu eque null iusi. nulli aut rent faciati busdae nobitis ali aut moditate ad quae officium tellus eque in recto et apere ten sed evel mi, ut laboreritat.
2.6 Photography

These examples demonstrate the tone for all photographic images.

Images should portray:

- ‘Being together’; the people and lifestyle
- Inclusive of all Australians
- Celebrate people not just landscapes
- Warm and friendly
- Free spirited
The inclusion of a suitable web address in communication materials and publications is a mandatory brand element.

Advertised and promoted web addresses must include the words Australia Day. They cannot be generic portal addresses.

E.g www.events.nt.gov.au

The National Network home page is:
www.australiaday.org.au

Several additional domains redirect to www.australiaday.org.au, including:
.gov.au
.net.au
.biz

Affiliate websites of the National Network, not hosted on the www.australiaday.org.au domain must include a clear link to the national Australia Day website.
3. Design Examples

3.1 Posters
3.2 Press Ads
3.3 Flyer
3.4 Invitations
3.5 Menu
3.6 Certificates
3.7 Registration Form
3.8 Event Program
3.9 Name Card
3.10 Online Banners
3.11 Stickers
3.12 Incorrect Colour Usage
3.13 Incorrect Graphic Usage
3.1 Posters

Graphic Ribbon should separate text and clear space from photographs.

Legends:


Australia Day. Celebrate what’s great!
Design Examples

3.2 Press Ads

Where images are not contained within a Graphic Ribbon they should follow the shape and angle of the ribbon.
3.3 Flyer

Australia Day in the park.

26 January 2013. Commonwealth Park

- Great Aussie Day Breakfast
- Ben 10 - Ben & Gwen Live Experience
- Free Jumping Castles
- Rides & Amusements
- BMX & Skate Demonstrations & Workshops
- Live Bands
- Fireworks

australiaday.org.au  Canberra Connect 13 22 81
3.4 Invitations

Where images are not contained within a Graphic Ribbon they should follow the shape and angle of the ribbon.

Australia Day Lunch 2013

Celebrate what’s great!
Saturday 26 January 2013
3.5 Menu

Where images are not contained within a Graphic Ribbon they should follow the shape and angle of the ribbon.
3.6 Certificates

The angles of both the ribbons and the background pattern should be consistent when ribbons and patterns appear together.

Australia Day 2013 Award

Presented to

By

Signed  Date

australiaday.org.au
3.7 Registration Form

Australia Day
National Conference 2013

Delegate Registration Form

Personal Details
Title: __________ Family Name: _______________ Given Name: _______________
Organisation: _______________________________________________________________________
Position: _____________________________________________________________________________
Postal Address: _______________________________________________________________________
City: _______________ State: ___________________ Postcode: _________________________________
Telephone: __________________________________ Mobile: _________________________________
Email: _________________________________________ Fax: _________________________________

Conference Registration Fee (Please Tick)
☐ Full Fee - $580.00 per person
☐ Additional guest to dinner - $120.00
Total: ___________________

Group Booking (register three or more) – $464.00 per person.
Email conference@australiaday.org.au

Special Requirements
Please advise of any special requirements (dietary, access etc) so that appropriate arrangements can be made:
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________
### Event Venue Time

**Australia Day** In the nation capital 2013

<table>
<thead>
<tr>
<th>Date</th>
<th>Venue</th>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Wednesday 21 January</strong></td>
<td>Thoroughbred Park, Randwick Road</td>
<td>11:30am to 6:00pm</td>
<td>Australia Day Race Day Thoroughbred Park and Field Facility. The program includes 8 races with over $112,000 in prize money. Corporate tables in Black Opal Room are available, however bookings are essential and can be made by calling 6204 0000.</td>
</tr>
<tr>
<td><strong>Sunday 26 January</strong></td>
<td>Australian National Botanic Gardens, Clunies Ross Street, Acton</td>
<td>6:00pm to 7:30pm</td>
<td>Australia Day Summer Concert at the Australian National Botanic Gardens. Join in the Australia Day celebration amongst the spectacular surroundings of the Eucalypt lawn, have a picnic and be treated to a swag of Australian music by Annie and the Armadillos. Gold Coin Donation.</td>
</tr>
<tr>
<td><strong>Thursday 24 January</strong></td>
<td>The Deck, Regatta Point</td>
<td>5:45am to 12:00pm</td>
<td>Sky News Breakfast. Come and see behind- the-scenes of television as Sky News broadcast the morning's programming live from The Deck on Regatta Point. Free Entry.</td>
</tr>
<tr>
<td><strong>Friday 25 January</strong></td>
<td>Stage II, Commonwealth Park</td>
<td>7:30am to 10:00am</td>
<td>Great Aussie Day Breakfast. Start Australia Day by treating yourself to a free Aussie barbecue breakfast of sausages, fresh fruit, tea and coffee. Bring a picnic rug and enjoy the live entertainment and kids' activities in the park. Donation $1 per family. Free Entry.</td>
</tr>
<tr>
<td><strong>Saturday 26 January</strong></td>
<td>Thoroughbred Park, Randwick Road</td>
<td>6:00pm to 10:00pm</td>
<td>Australia Day Live Concert. Australia Day Live starts the party across the nation and showcases some of Australia's best entertainers and musicians. Gold Coin Donation.</td>
</tr>
</tbody>
</table>

For further information call Canberra Connect on 13 22 81 or visit australia.org.au
3.9 Name Card

Mr. Sam Sample
Company Name

Australia Day Design Toolkit & Brand Guidelines 2013

Design Examples
3.10 Online Banners

Australia Day. Celebrate what’s great!
3.11 Stickers

Option 1

Option 2

Australia Day

Celebrate what’s great!

Australia Day

Celebrate what’s great!
3.12 Incorrect Colour Usage

These are examples of incorrect applications of the principle Australia day colours.

No more than two colours should be used in design at a time.

Only approved Primary or Secondary Colour Combinations should be used. (Refer to colour combinations 2.2)

Text and logos should never be placed on a coloured background.
3.13 Incorrect Graphic Usage

These are examples of incorrect applications of the graphic devices.

Text and/or logos should never appear over a pattern background.

Graphic Ribbon Versions should never appear together on the same design.
Coming together as a nation to celebrate what’s great about Australia and being Australian.