



Australia Awards

Brand Guidelines
Summary Guide



This document summarises the design guidelines for the Australia Awards brand. The contents of this document cover all elements of the brand.

The goals of the visual identity for the Australia Awards are to provide a system that:

- Builds value and equity in the Awards – through consistency and clarity
- Communicates prestige – implicitly links program outcomes with high quality.

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1. Brand mark (logo)

1.1 Colour

The brand mark of the Australia Awards can be represented in one of four colours. Navy, white, dark grey and black. No other colours are permissible.



Australia Awards

1.2 Brand mark lock-up

In special circumstances it may be desirable to include the name of the individual awards with the brand mark. The name of the individual award must be half the size of the Australia Awards wording. Artwork is available from the Australia Awards Office.



Australia Awards

1/2 x John Allwright Fellowship

x
x

1.3 Commonwealth Coat of Arms Minimum size

In accordance with the Australian Government branding guidelines, the Commonwealth Coat of Arms must not be used smaller than 20mm in width.

We suggest the following minimum size:



Paper Size	Minimum Crest Size
A4 - A7	20mm
A3-A2	28mm
A1	42mm

The Coat of Arms can only be reduced below 20mm when space is limited such as on a USB or pen.

1.4 Commonwealth Coat of Arms Clear space

A minimum clear space has been established to ensure that the dignity of the logo is not jeopardised through crowding. The clear space is a space around the outside of the logo with a distance away from the logo that is half the width of the Commonwealth Coat of Arms.

The width is shown here as X and the clear space is shown as 1/2 X.

The clear space starts at the bottom of the name of the sub-brand if one is included. The clear space applies to every application of the logo.



The Coat of Arms should appear only once in a document.

The Coat of Arms should always have prominence over and above other images and graphic elements. Where possible, the Coat of Arms should be placed at the top of the item it appears on, and other logos, text or images should not be placed above or to the left of the logo.

On merchandise items such as pens, name badges etc where it may not be possible to adhere to the 20mm rule, the Coat of Arms may be smaller, but must remain recognisable.

The Coat of Arms should not appear in a light colour on a light background, as a dark colour on a dark background or as a tint of any colour. Make sure there is a strong contrast.

1.5 Co-branding Australia Awards as primary brand

Australian Government identity

The use of the Commonwealth Coat of Arms within the Australia Awards identity means that we do not use the Australian Government logo on communications. However should an occasion arise in which the two brand marks need to be used together, e.g. a media event, then the Australian Government brand guidelines must be used. These guidelines specify that the Australian Government identity is always the lead identity.



Australian Government

Australian Government departments and managing contractors

Whilst the Australia Awards program is delivered by various departments and agencies, their specific logos are not to be displayed. All focus must be on the master brand – the Australia Awards.

Related entities

- Australian Government
- Australia Unlimited
- Future Unlimited
- Australian aid identifier
- Departmental Identities



Note for program implementers: As the Australia Awards is not a legal entity, use agency branded communications and branding guidelines for all legal correspondence, contracts, etc.

1.6 Co-branding
Australia Awards as secondary brand

This is applicable when Australia Awards is not:

- Leading the communication
- The event organiser / primary sponsor
- Author of the publication.

Multi-page / frame display of brands
Example: PowerPoint slide sequence



Slide 1 – Event owner



Slide 2 – Australia Awards distinguished from other academic /scholarship suppliers



Slide 3 – Other academic / scholarship suppliers

Single page / frame display of brands
Example: Event pull-up banner



2. Photography

2.1 Photography Portraits

Shot in studio or studio-like environment, they provide hero portraits for use in advertising.

Art direction notes:

- Studio environment
- Natural attitude displaying confidence and enjoyment
- Shoot variations of poses in landscape and portrait leaving room on the right for the angle to be applied
- Standardised colour background (specification to be advised)
- Side directional lighting
- Rich dark tones
- Allow for simplicity in the top left hand corner for logo placement.



2.2 Photography Documentary / Group

Art direction notes:

- People in their natural environment
- People can either look to camera or engage in activity
- People must look comfortable and confident
- Angle to be straight on i.e. no extreme low angles
- Lighting to be natural
- Do not use flash
- Preference for blue elements in shot but not mandatory
- When shooting groups look for height variations and determine a focal point i.e. avoid people standing in a single line
- Allow for simplicity in the top left hand corner for logo placement.



2.3 Photography
Documentary / In situation

- Art direction notes:
- People in their natural environment
- People can either look to camera or engage in activity
- People must look comfortable and confident
- Angle to be straight on i.e. no extreme low angles
- Lighting to be natural
- Do not use flash
- Preference for blue elements in shot but not mandatory
- When shooting groups look for height variations and determine a focal point i.e. avoid people standing in a single line
- Allow for simplicity in the top left hand corner for logo placement.



2.4 Photography Adjustment of existing images

As an interim measure, adjustments can be made to some existing images.

Considerations when selecting which image to adjust:

- The subject looks positive
- Space on the right for angle placement
- Simplicity in the top left hand corner for logo placement.

Original image



Original image 'flipped'



Adjusted image – In application



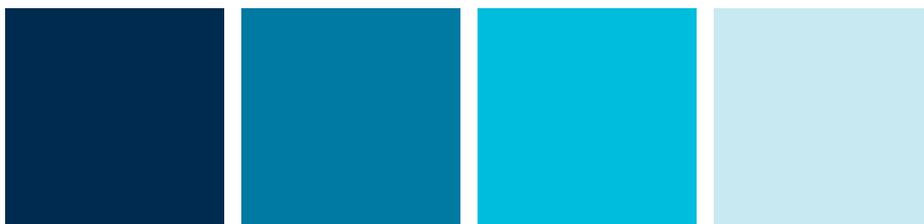
3. Colour

3.1 Colour palette Tints specification

The colour palette exists at two levels. The primary palette, Oceania, promotes the colour blue and introduces bright aqua shades that contrast with the warm tones of sand.

The secondary palette provides vibrancy to the overall palette as well as working as a navigational palette. Whilst this palette is available for flexible use in diagrams or sectioning of a report, it also serves to, when needed, assign a colour to each of the study types that divide the Australia Awards portfolio. The colour palette also permits tints and shades of the core colours.

Primary Palette – Oceania



Navy
PMS 7463
C 100 M 62 Y 12 K 62
R 0 G 49 B 80

Teal
PMS 7468
C 94 M 16 Y 7 K 28
R 0 G 117 B 154

Aqua
PMS 631
C 73 M 0 Y 11 K 0
R 60 G 182 B 206

Sky
PMS 628
C 20 M 0 Y 4 K 0
R 193 G 226 B 229



Sand
PMS 7503
C 10 M 15 Y 45 K 28
R 167 G 158 B 112

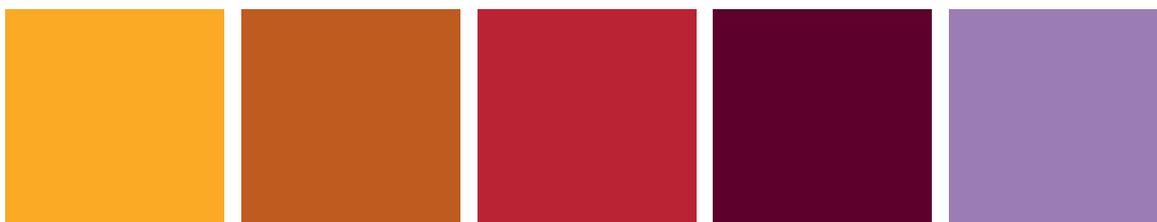
Cream
PMS 7503 @ 35%
C 0 M 12 Y 35 K 25
R 200 G 177 B 139

Light Grey / Silver
PMS Cool Grey 1
C 3 M 2 Y 4 K 5
R 224 G 225 B 221

White
C 0 M 0 Y 0 K 0
R 255 G 255 B 255

Dark Grey
PMS Cool Grey 9
C 29 M 23 Y 16 K 51
R 116 G 118 B 120

Secondary Palette – Australian Landscape



Diploma
PMS 137
C 0 M 38 Y 95 K 0
R 255 G 161 B 0

Undergraduate
PMS 471
C 5 M 70 Y 97 K 20
R 178 G 84 B 26

Postgraduate
PMS 1805
C 5 M 96 Y 76 K 21
R 170 G 39 B 47

Research
PMS 7421
C 15 M 100 Y 39 K 69
R 94 G 23 B 45

Professional Development
PMS 7440
C 39 M 54 Y 1 K 2
R 161 G 122 B 170

3.2 Colour palette
Gradients

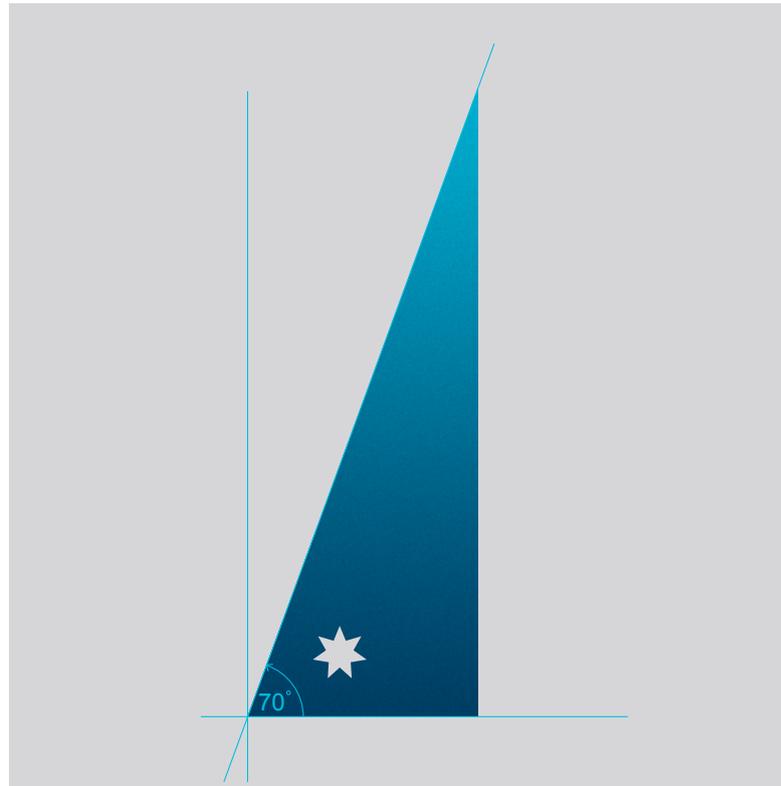
The gradient always runs in the vertical direction and is darkest at the base of the angle.



4. The angle

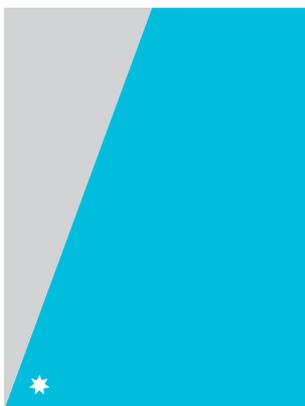
4.1 The angle Specification

The angle is a core design element within the Australia Awards brand. Inspired from the letter 'A' it also communicates the progressive nature of the Awards and uplifting spirit. The angle is always fixed at exactly 70 degrees. No variation is permissible.



4.2 The angle Usage

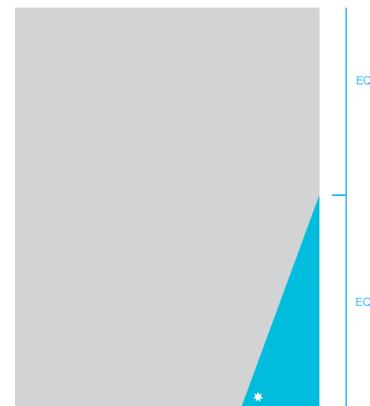
The angle touches a corner either at the bottom or top of the medium. There are only two variations to this rule. First, a double-page spread advertisement such as in the example below. For use only in content heavy applications – the smallest version, where the top of the angle begins half way down the page.



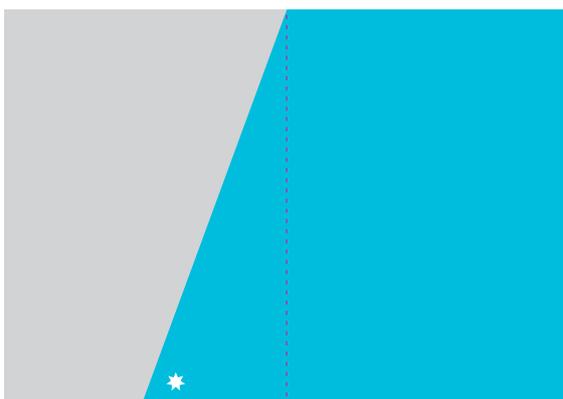
A4/A5



A4/A5



A4 special
(content heavy advert)



A3 double-page spread

5. The star

5.1 The star Usage

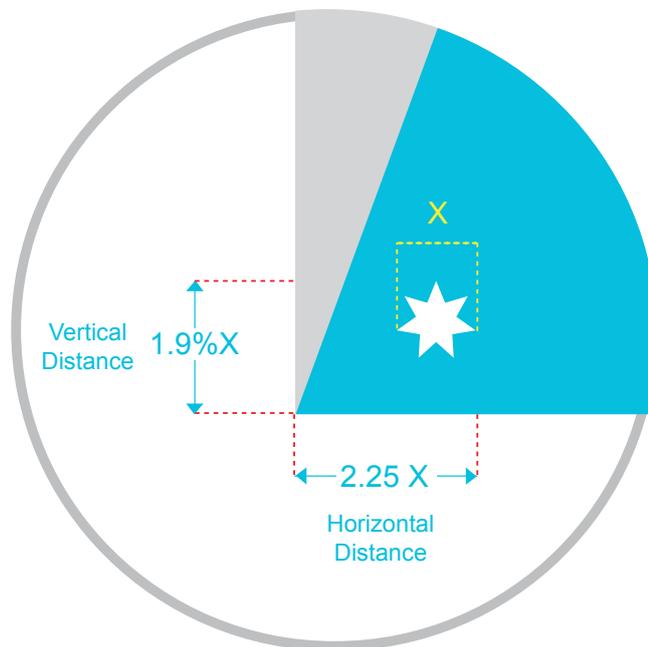
The star of the Australia Awards brand is a graphic element referenced from the Commonwealth Star, within the Commonwealth Coat of Arms. The star may be used in smaller details within the page design, but it must never dominate. The star is primarily linked with the angle but is also used in small details within page design and typesetting.

5.2 The star Placement

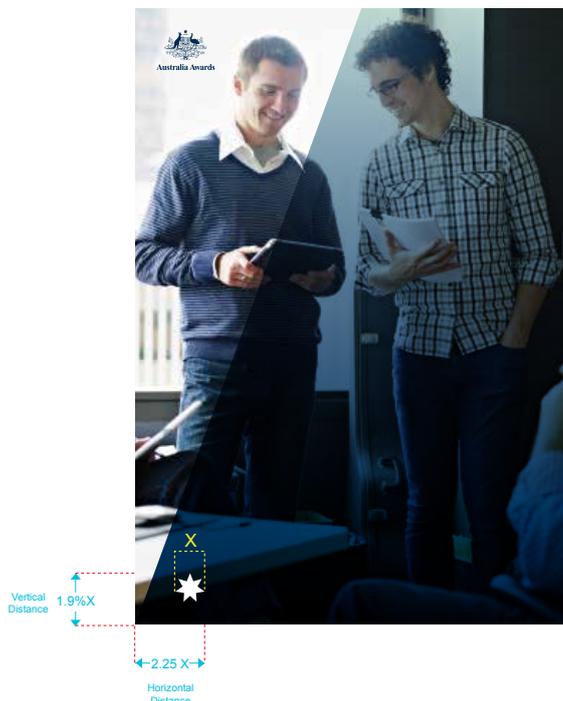
The placement of the star is determined by the size of the star. For example if the star is 14mm (X) wide, then the placement of the star should be horizontally placed 2.25 X and 1.9 X vertically from the bottom of the start of the angle.

The supplied artwork for the star and angle are available from the Australia Awards Office. Never recreate or select an alternate star.

Star placement rule



Star placement rule in application



6 Typography

Primary serif typeface
Times New Roman

The serif typeface is Times New Roman. It is timeless, highly legible and the typeface of the Australian Government identity. Please note it is important that Times New Roman be used as opposed to similarly named fonts such as Times. The letter forms do look different.

Typography
Primary sans serif typeface
Nimbus Sans Novus

The primary sans serif typeface is Nimbus Sans Novus. This typeface has similar proportions to Times New Roman, creating a desirable balance when the two typefaces are used within the one publication. The primary sans serif typeface should always be used where possible.

This typeface can be sourced from:

<http://www.myfonts.com/fonts/urw/nimbus-sans-novus/>

Note: This font is included in the MS Word templates supplied.

Typography
Substitute sans serif font
Arial

For corporate applications such as letter writing or PowerPoint presentation, Arial is used as a substitute to Nimbus Sans Novus. Please note in high quality documents such as annual reports, the substitute font should never be used.

For headlines use Times
New Roman Regular, set
in title case.

For secondary headlines
change the colour.

For introductory paragraphs use the typeface Nimbus Sans Novus. It's friendly, simple and easy to read in all sizes. When Nimbus is not available Arial can be used as a substitute.

For body copy both sans serif (Nimbus or Arial) and serif (Times New Roman) typefaces are available. However, consideration should be given to decide upon the approach of the individual publication to ensure consistency. For example in small publications one body copy typeface is recommended throughout the design. In a larger document where feature pages or content may need to be highlighted then the introduction of a second body copy typeface can provide interest to the reader.

7 Production notes

7.1 Production notes Printing

For print materials that are intended for an external audience, materials need to be printed by a professional printer to achieve a high quality.

7.2 Production notes Paper stock

Uncoated – Premium

Paper Name: Saxton Smooth – Brilliant White
Made in: Australia
Distributed in Australia by Doggetts Paper

Description:
Colour: Brilliant White
Texture: Smooth.

Applications examples:

- Annual reports
- Brochures
- Folders
- Stationery.

Facts about Saxton:

- FSC Mix Certified
- ISO 14001 Environmental Certification
- Quality text and cover
- Laser and mono inkjet guaranteed in 90-140gsm up to 120ppm
- Acid Free
- Matching DL envelopes Peel 'n' Seal
- Australian Made
- Certified Carbon Neutral by the Department of Climate Change & Energy Efficiency's National Carbon Offset Standard (NCOS), an Australian Government Initiative.
- Saxton Digital is specially formulated for the latest digital technologies, including HP Indigo.

Printing tips

- Allow Longer Drying Time
- Digital Printing Compatible – Indigo
- Inkjet Guaranteed
- Laser Guaranteed
- Scoring Recommended – Over 170 GSM
- Under Colour Removal (UCR) Recommended.

Uncoated – Economical

Paper Name: Sovereign Offset
Manufactured by Mondi Business Paper (Austria)
Distributed in Australia by Doggetts Paper

Description:
Colour: White
Texture: Smooth.

Application example:

- Direct mail
- Newsletters
- Annual reports / financials.

Facts about Nordset:

- FSC certified
- Excellent opacity, even surface & high bulk
- Exceptional printability and colour reproduction
- Laser guaranteed 80-300gsm
- Bright white premium offset
- Dry toner compatible
- Reels available
- Also available in envelopes.