



Australia now

Attention
Australia now Participant

Prepared by
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Style Guide

To ensure brand recognition, the correct and consistent use of your visual assets is key. This guide details your logo, colours + typefaces and provides some basic usage examples.

For more information on Australia now branded items, connect with the *Australia now* communications department:
public.diplomacy@dfat.gov.au



Solid logo

Generic

Supplied formats:

EPS (vector), PNG (72 & 300dpi), JPG (72 & 300dpi).

RGB → Ausnow_solid_rgb
Ausnow_solid_rgb_rev

CMYK → Ausnow_solid_cmyk
Ausnow_solid_cmyk_rev

Mono → Ausnow_solid_mono
Ausnow_solid_mono_rev

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Wire logo

Generic

Supplied formats:

EPS (vector), PNG (72 & 300dpi), JPG (72 & 300dpi).

RGB	→ Ausnow_wire_rgb Ausnow_wire_rgb_rev
CMYK	→ Ausnow_wire_cmyk Ausnow_wire_cmyk_rev
Mono	→ Ausnow_wire_mono Ausnow_wire_mono_rev

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Solid logo

Country specific

Supplied formats:

EPS (vector), PNG (72 & 300dpi), JPG (72 & 300dpi).

RGB	→ Ausnow_solid_rgb_ASEAN Ausnow_solid_rgb_ASEAN_rev
CMYK	→ Ausnow_solid_cmyk_ASEAN Ausnow_solid_cmyk_ASEAN_rev
Mono	→ Ausnow_solid_mono_ASEAN Ausnow_solid_mono_ASEAN_rev

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Wire logo

Country specific

Supplied formats:

EPS (vector), PNG (72 & 300dpi), JPG (72 & 300dpi).

RGB	→ Ausnow_wire_rgb_ASEAN Ausnow_wire_rgb_ASEAN_rev
CMYK	→ Ausnow_wire_cmyk_ASEAN Ausnow_wire_cmyk_ASEAN_rev
Mono	→ Ausnow_wire_mono_ASEAN Ausnow_wire_mono_ASEAN_rev

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Supplied formats:

EPS (vector), PNG (72 & 300dpi), JPG (72 & 300dpi).

RGB → Ausnow_AusGov_logo_lock-up_rgb.png

CMYK → Ausnow_AusGov_logo_lock-up_cmyk.eps

Mono → Ausnow_AusGov_logo_lock-up_rev.eps

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Logo + crest

Full colour



Reversed



Logo clearspace

Clear Area



Minimum Size

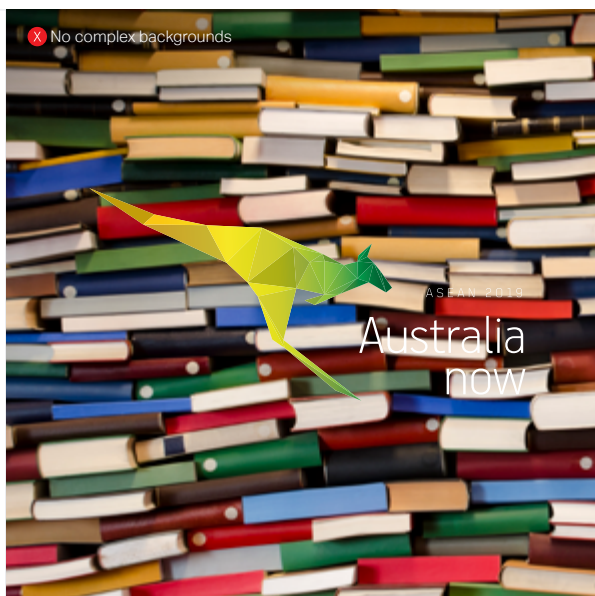


Logo don'ts

✗ Don't alter colorways



✗ No complex backgrounds



✗ Don't rotate



✗ Don't embellish with filters & effects

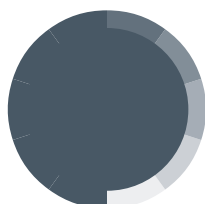


Pantone® (spot or PMS) colour, 4 colour process (CMYK), and RGB values for all colours appear below. These are the preferred colours for use across all marketing materials.

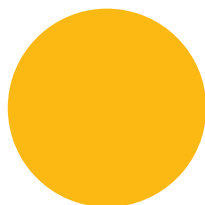
Colour for all reproduction methods (vinyl, paint, fabrics, embroidery, etc.) must be matched as closely as possible to Pantone® coated colours prior to printing or production.

Colour Palette

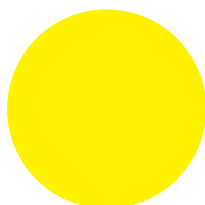
Primary



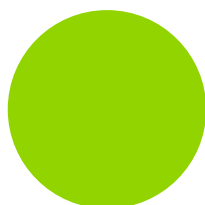
Pantone® 431
C 45 M 25 Y 16 K 59
R 73 G 89 B 101
Hex 495965



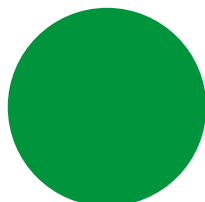
Pantone® 1235
C 00 M 30 Y 100 K 00
R 253 G 185 B 19
Hex fdb813



Pantone® Process Yellow
C 00 M 00 Y 100 K 00
R 255 G 242 B 000
Hex fff200

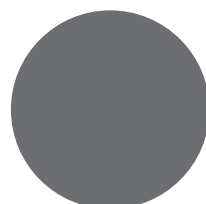


Pantone® 375
C 50 M 00 Y 100 K 00
R 141 G 198 B 63
Hex 8dc63f

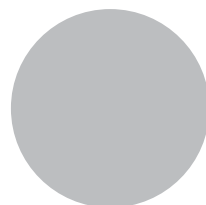


Pantone® 355
C 100 M 10 Y 100 K 00
R 145 G 69 B 000
Hex 009145

Secondary



Pantone® Process Black 70%
C 00 M 00 Y 00 K 70
R 160 G 160 B 160
Hex 6e6e6e



Pantone® Process Black 30%
C 00 M 00 Y 00 K 30
R 190 G 190 B 190
Hex bebebe



Pantone® Process Black 10%
C 00 M 00 Y 00 K 10
R 231 G 231 B 231
Hex e7e7e7



PF Handbook Pro can be purchased here:

→ myfonts.com/fonts/parachute/pf-handbook-pro/thin

Aktiv Grotesk can be purchased here:

→ daltonmaag.com/library/aktiv-grotesk

Printed typefaces

Headlines + Titles

PF Handbook Pro Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;":—_ (G) \$?!/®

Body Copy

Aktiv Grotesk Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;":—_ (&) \$?!/®



PF Handbook Pro can be downloaded free here:
→ google.com/get/noto

Online typeface

Headlines + Titles

Noto Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;":—_(&\$?!/®)

Body Copy

Noto Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;":—_(&\$?!/®)



Banner → [Australia Now GENERIC Banners.indd](#)

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Pull-up banners

Generic

Full colour



Banner → [Australia Now ASEAN 2019 Banners.indd](#)

[Download from media centre](#)

Pull-up banners

Country Specific

Full colour



Booklet → *Australia now* ASEAN 2019 Booklet.indd

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Key Messages booklet

ASEAN

Cover



Spread



Booklet → *Australia now* ASEAN 2019 Booklet.indd

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Sponsor book

Japan

Cover



Spreads



Booklet → *Australia now* ASEAN 2019 Booklet.indd

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Sponsor book

Germany

Cover



Spread



Website → celebrateaustralianow.com

Website



Mock-up → This is a brand application example only.

Tote bag

Digitally printed



Mock-up → This is a brand application example only.

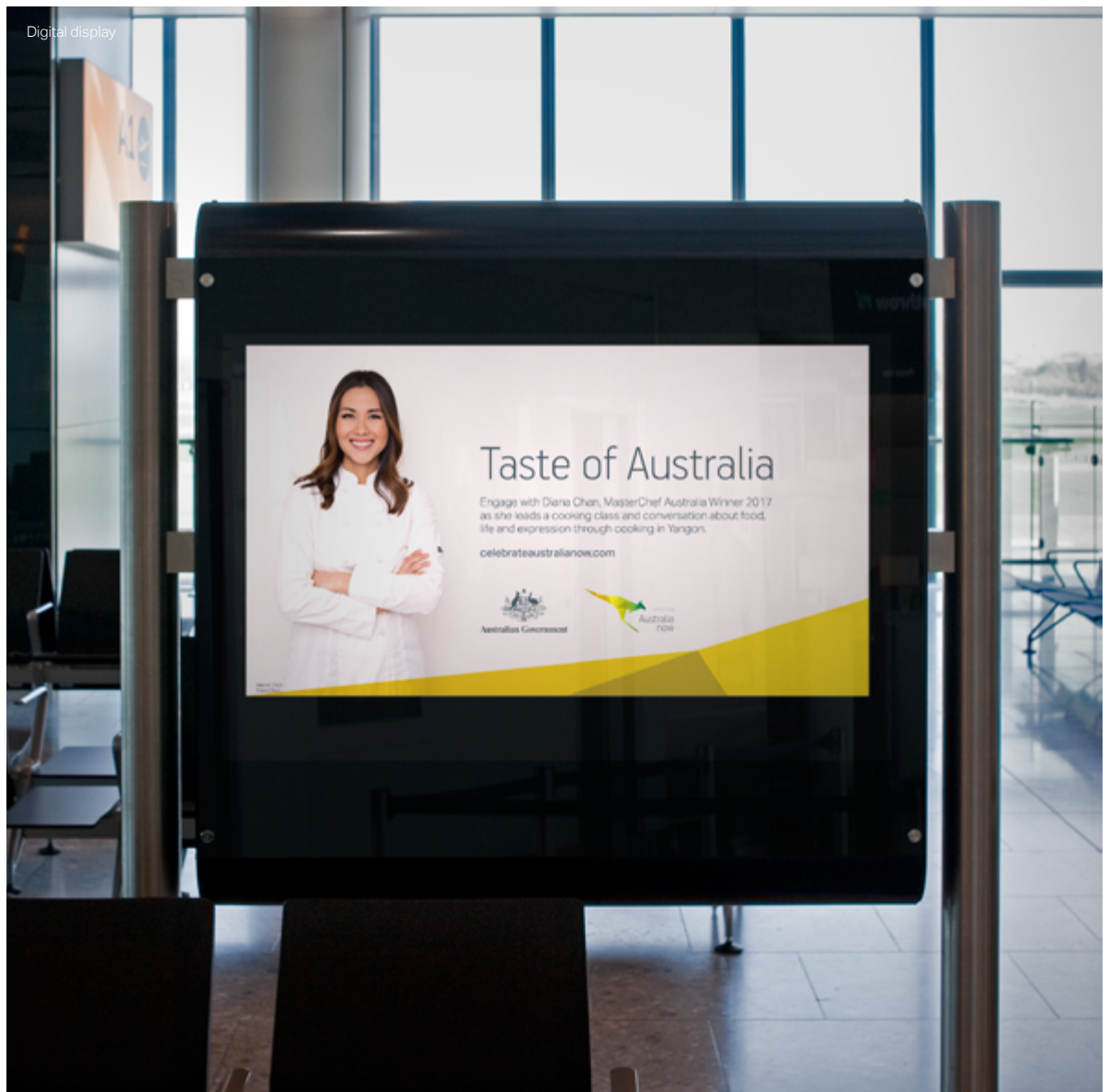
Tote bag

Screen printed



Mock-up → This is a brand application example only.

Airport advertising



Mock-up → This is a brand application example only.

Apparel — jumper

Digitally printed



Mock-up → This is a brand application example only.

Apparel — t-shirts



Mock-up → This is a brand application example only.

Street banners



Mock-up → This is a brand application example only.

Flag



Mock-up → This is a brand application example only.

Event invitation

Germany

Digitally printed



Mock-up → This is a brand application example only.

Wayfinding signage



Mock-up → This is a brand application example only.

Sculpture concept

Powder-coated aluminium



Join the celebration





Australian Government



Australia
now

celebrateaustralianow.com