

Australia now: Pacific edition

Brand Toolkit



Australia now
Pacific edition

Brand Toolkit

This document outlines the basic elements of the identity system. As a toolkit, the foundational principles covered within act as a practical and valuable resource to ensure the management of a cohesive identity across all communications and expressions.





Constellations



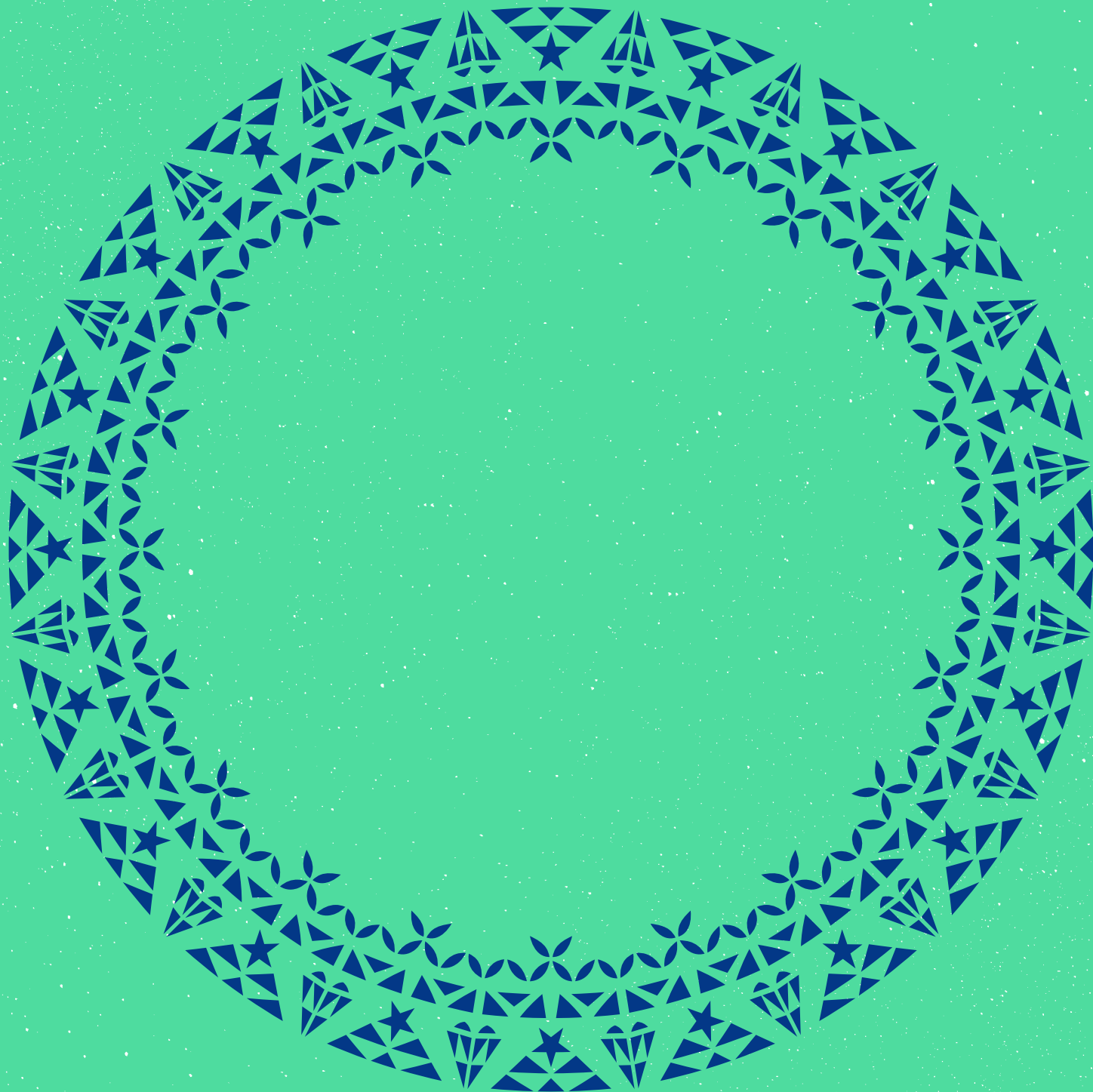
Canoe



Geometric patterning



Ocean/Flower



Logo Wordmark

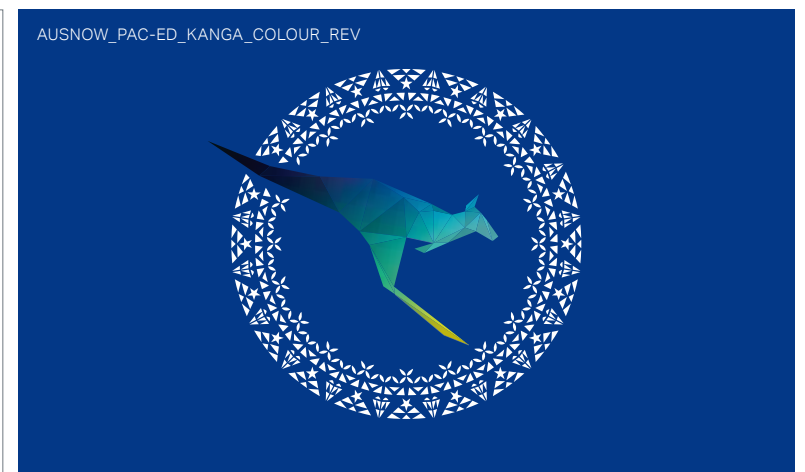
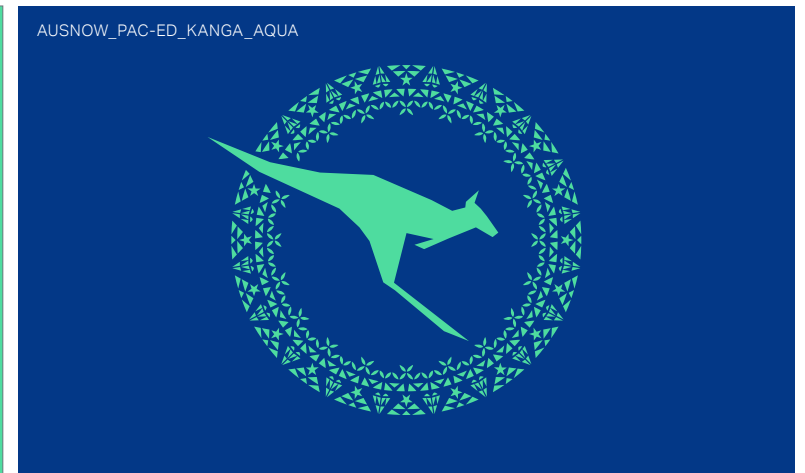
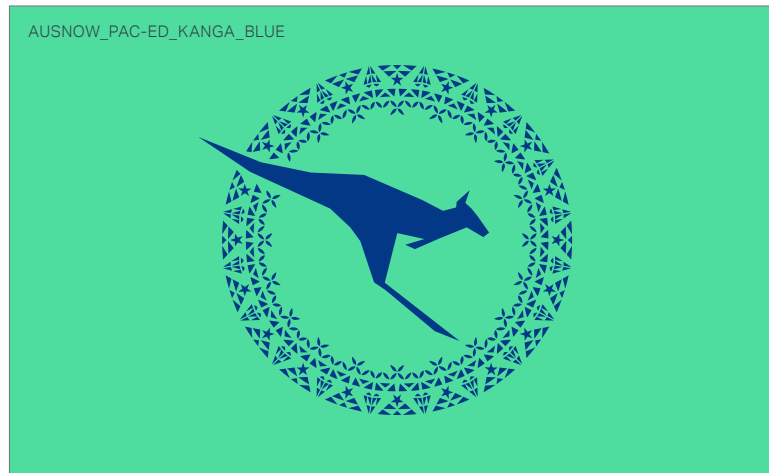


The logo is the unique device that identifies the brand, and is a fundamental component of the visual identity.

It is a visual expression of the brand, and as such must be valued. It acts like a signature, and unifies the offering across all communications.

Motif

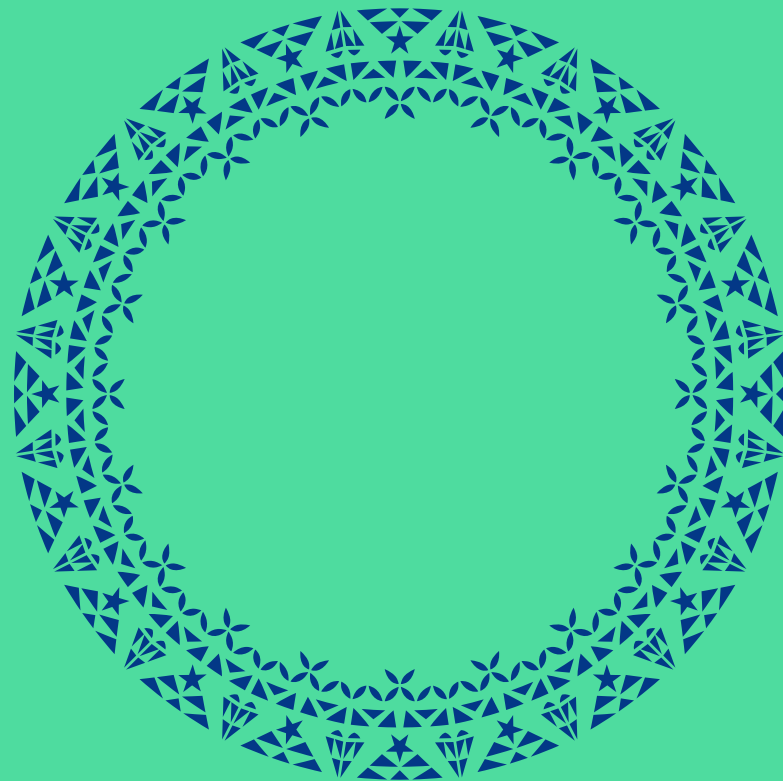
Kangaroo



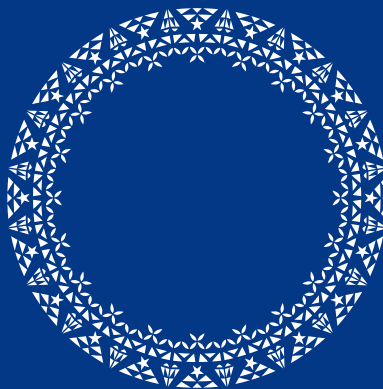
Symbolic elements from Australia and the Pacific make up the identity's motif including constellations representing guidance and navigation; ocean and floral forms symbolising the Pacific's natural environment and vitality; and the kangaroo as Australia's national emblem.

Motif Circle

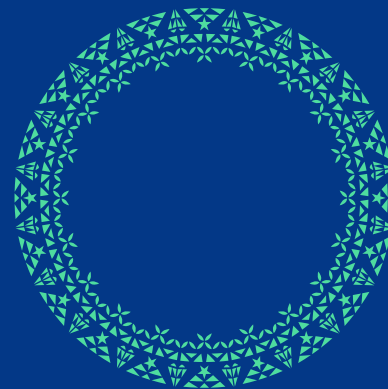
AUSNOW_PAC-ED_MOTIF_BLUE



AUSNOW_PAC-ED_MOTIF_REV



AUSNOW_PAC-ED_MOTIF_AQUA



Symbolic elements from Australia and the Pacific make up the identity's motif including constellations representing guidance and navigation; ocean and floral forms symbolising the Pacific's natural environment and vitality; and the kangaroo as Australia's national emblem.

Logo Clear Space

Logo Clear Space



Always surround the logo lock-up with a clear space to ensure they are easily identifiable, visible and legible. The space defines the area into which no other graphic elements such as text, imagery or other logos can intrude.

The exclusion zone surrounding the wordmark and logo is equal to two squares the height of the capital 'P' in the *Australia now: Pacific edition* wordmark.

Standardising the relationship between the logo and other graphic elements results in easier identification and clearer communication.

Minimum Size



Logo

Co-branding

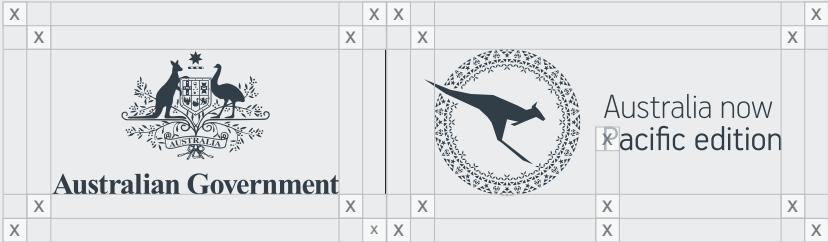
Always surround co-brand logo lock-ups with a clear space to ensure they are easily identifiable, visible and legible. The space defines the area into which no other graphic elements such as text, imagery or other logos can intrude.

The exclusion zone surrounding the wordmark and logo is equal to two squares the height of the capital ‘P’ in the *Australia now: Pacific edition* wordmark. This is also the space between each logo and the separator line.

The Australian Government crest appears first when locked-up with our logo. All other co-brand logo lock-ups, *Australia now: Pacific edition* logo appears first.

Standardising the relationship between the logo and other graphic elements results in easier identification and clearer communication.

Govenment Co-brand Clear Space



Bilateral Co-brand Clear Space



Aktiv Grotesk

Weight Specimen

Thin
Light
Regular
Medium
Bold
Black

Arial is the default system equivalent, and should be readily available on all modern operating systems including day-to-day material such as word processing and email communications.

Aktiv Grotesk is our brand identity typeface and can be downloaded free with a Creative Suite subscription from Adobe Fonts:

[→ Download](#)

Uppercase + Lowercase Characters

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Common Punctuation + Symbols

0 1 2 3 4 5 6 7 8 9
. , : ; - - - — ! ?
\$ # % @ and
* () [] + = / \ > <

Colour Palette

Granite

CMYK79 64 52 44

RGB49 62 72

Hex#313E48

White

CMYK00 00 00 00

RGB255 255 255

Hex#FFFFFF

Black

CMYK00 00 00 100

RGB00 00 00

Hex#000000

Deep

CMYK100 89 18 05

RGB03 56 135

Hex#033887

Bluegum

CMYK84 54 35 12

RGB51 100 126

Hex#33647E

Reef

CMYK82 26 32 00

RGB03 145 163

Hex#0391A3

Palm

CMYK77 00 71 00

RGB20 181 122

Hex#14B57A

Ocean

CMYK59 00 54 00

RGB78 220 159

Hex#4EDC9F

Sunshine

CMYK06 00 88 00

RGB247 255 55

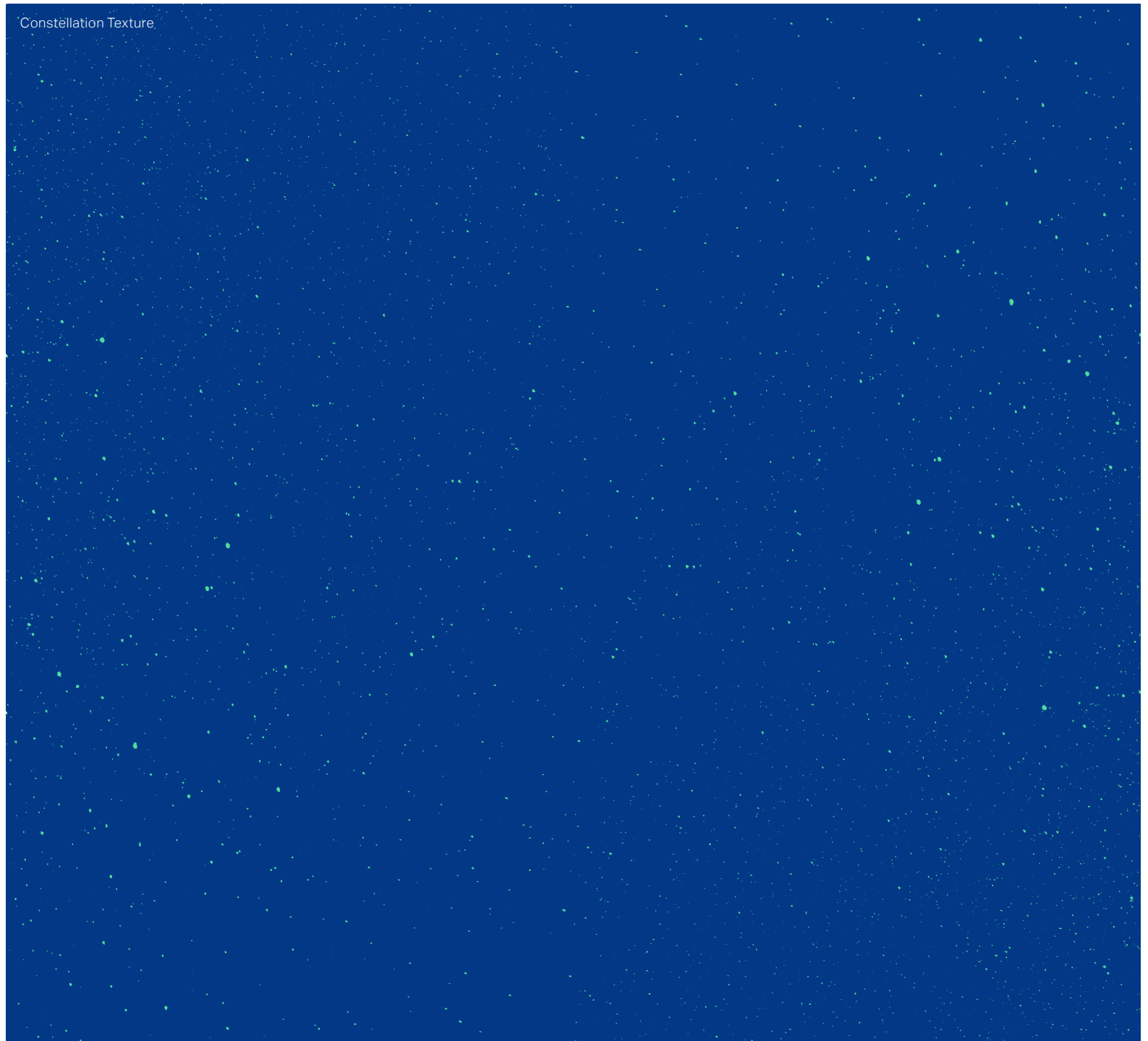
Hex#F7FF37

Colour values should be kept as is and should not be altered. RGB and HEX values are provided for digital applications along with CMYK values for print.

Please ensure designs are approved by the *Australia now: Pacific edition* team to ensure they adhere to the brand guidelines.

Identity Texture

Australia and the Pacific share an ocean and the sky. These elements influence our hero texture. The device incorporates constellations in a textural manner and features a blue and aqua, representing coastal connections.



Photography

The *Australia now: Pacific edition* brand identity relies greatly on the use of engaging, relevant photography. The following pages show three styles of photography that should be emulated when shooting or selecting photographs for use in our brand applications.



Photography People



The brand identity relies greatly on the consistent use of engaging, relevant and interesting photography.

Images like the ones shown here should be emulated when shooting or selecting photographs across all communications.

Photography Detail

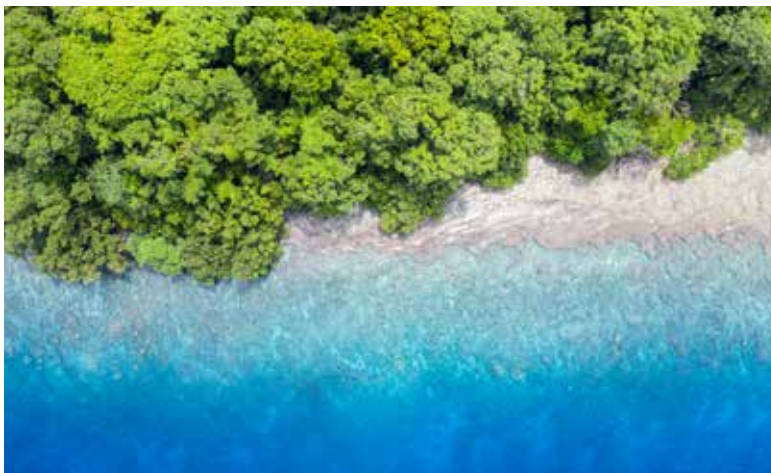


The brand identity relies greatly on the consistent use of engaging, relevant and interesting photography.

Images like the ones shown here should be emulated when shooting or selecting photographs across all communications.

Photography

Aerial



The brand identity relies greatly on the consistent use of engaging, relevant and interesting photography.

Images like the ones shown here should be emulated when shooting or selecting photographs across all communications.

Potential Applications

The following pages outline how the *Australia now: Pacific edition* identity system could be applied to a range of collateral. The consistent roll out of the identity is essential for a memorable user experience with an aim to prompt positive participation and engagement.



Potential Application



A4 PUR bound book, printed CMYK on 100% recycled EcoStar uncoated (or equivalent) paper stock.

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Example Application

Bilateral



A4 PUR bound book, printed CMYK on 100% recycled EcoStar uncoated (or equivalent) paper stock. Constellation points to be drilled or knife-cut from cover prior to saddle-stitch binding.

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Example Application



Standard size cotton, hemp or hessian material tote bag. Died all over with base colour. Motif printed 1 PMS colour on both sides.

Australia now woven label sewn on after
Please ensure designs are approved by the
Australia now: Pacific edition team to ensure
they adhere to the brand guidelines.

Example Application



Motif to be CMYK dye sublimation printed onto roll of t-shirt cotton prior to manufacture. After printing, patterned heavyweight material is sewn together to create garment.

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Example Application



A4 folder CMYK printed all over, diecut with printer-owned dieline. Matte finish, scored, folded & glued.

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Potential Application

Australia
now

ena gauna oqo
i teie taime
kiiō
mogo nei
naoia
nei
ngage
ngkai
taimi ne

The *Australia now: Pacific edition* identity palette, graphic devices and rules should be applied to all motion graphic applications with an aim to create visually interesting and engaging content.

Please ensure designs are approved by the *Australia now: Pacific edition* team to ensure they adhere to the brand guidelines



pacificaustralianow.com

