



Education  
Aboriginal Affairs



Aboriginal Affairs

# Corporate Brand Identity Guidelines

@ September 2016

# CONTENTS

---

1.	INTRODUCTION	3
2.	THE PRIMARY LOGO	4
3.	LOGO VARIATIONS	5
3.1	Reverse	5
3.2	Mono	5
3.3	Reverse Mono	5
4.	CORRECT USAGE	6
4.1	Minimum clear space	6
4.2	Minimum size	6
5.	INCORRECT USAGE	7
6.	COLOUR PALETTE	8
7.	TYPOGRAPHY	9
7.1	Fonts	9
7.2	Spacing	10
7.3	Contrast	10
7.4	Alignment	10
7.5	Line lengths	10
8.	SECONDARY GRAPHICS	11
9.	PROTOCOLS FOR USE	12

---

## 1. INTRODUCTION

These guidelines have been created to help Aboriginal Affairs (AA) present a professional, unified and consistent corporate brand identity across all materials including Government, public and inhouse documentation.

The AA brand aims to present a unique face of the agency that aligns with the NSW Government brand, yet offers a distinctly Aboriginal presence within the NSW Government, Department of Education identity suite.

The AA 'hand' logo which sits beside the NSW Government brandmark represents the Aboriginal peoples' connection to Country and is an integral component to the overall Aboriginal Affairs identity.

Note: These guidelines are specifically for AA overarching brand. AA materials branded *OCHRE* and *OCHRE - a continuing conversation* have their own Style Guidelines. Please refer to the Director, Strategy and Coordination.

## 2. THE PRIMARY LOGO

The AA logo consists of two parts;

1. the NSW Government, Department of Education brandmark, which sits on the left; and
2. the AA hand logo, which appears on the right.

The NSW Waratah is intended to appear in MONO only, whilst the AA hand logo should be in full colour wherever possible.

Proportionately, these two parts are positioned in accordance with the NSW Government Brand Guidelines (found at [http://www.advertising.nsw.gov.au/sites/default/files/downloads/page/nsw\\_government\\_branding\\_guide.pdf](http://www.advertising.nsw.gov.au/sites/default/files/downloads/page/nsw_government_branding_guide.pdf)), and should never be adjusted, moved, resized or altered in any way from the existing format as provided.

**The Primary logo:**



**Education**  
Aboriginal Affairs



The Primary logo appears on a white background.

## 3. LOGO VARIATIONS

Additional colour variations have been created to ensure maximum usage across materials and print output requirement and limitations.

The logo chosen should be the option that gives the most contrast in any situation. For instance, the Primary logo is best used on a white background however, the Reverse logo is best for dark or black backgrounds.

To obtain a copy of the logo in it's various formats, or if you require assistance or advice regarding the most suitable logo to use for your specific purposes, please contact Aboriginal Affairs via [enquiries@aboriginalaffairs.nsw.gov.au](mailto:enquiries@aboriginalaffairs.nsw.gov.au) or discuss with Director, Strategy and Coordination.

### 3.1 Reverse logo



### 3.2 Mono logo

Black & white (mono) versions are also available for use when only one colour printing is available, such mono Newspaper advertising.



### 3.3 Reverse Mono logo



## 4. CORRECT USAGE

It is important to use the AA logo correctly. Below are some key aspects that must be adhered to ensure the integrity of the logo is maintained.

### 4.1 Minimum clear space

This is the area around the logo that must be left clear without text, imagery or other logos

This is to ensure the logo has visual prominence and avoids appearing crowded or lost within materials.

In accordance with the NSW Government Brand Guidelines, the minimum clear space maintained around all edges of the logo must be no less than the height of the “N” in NSW.



### 4.2 Minimum size

For reproduction and legibility reasons, we require the logo not be used below a minimum size.

This minimum size is 10mm (or 28 pixels) in height.



## 5. INCORRECT USAGE

**Do not** attempt to recreate, redraw or change proportions of the logo. The correct logo is available in various formats on request. Please see page 5 to obtain a copy of the logo.



**Do not** swap or alter in any way the position of the logo elements.



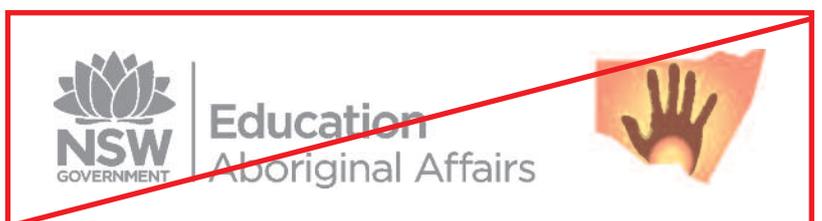
**Do not** adjust or change the colours in any way. Only use the logo variations in existence as specified on pages 4-5.



**Do not** stretch or distort the logo in any way.



**Do not** use a tint or watermark of the logo. The logo must always be produced at 100% opacity.

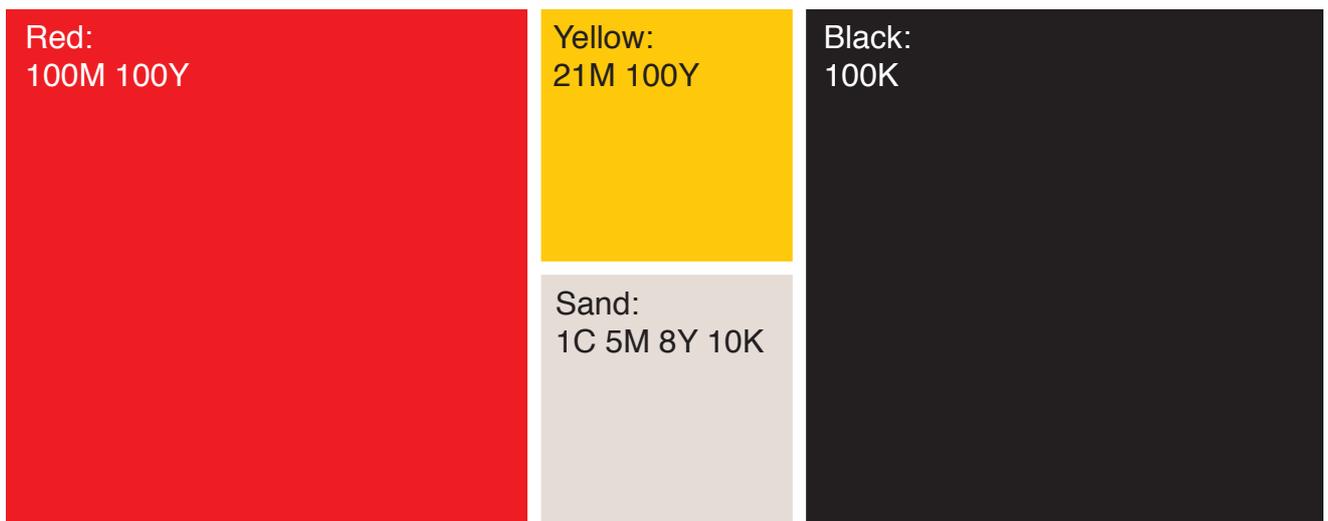


## 6. COLOUR PALETTE

For documents, graphics and materials created under the Aboriginal Affairs Corporate brand identity, a specific colour palette has been developed to help bind the materials visually.

The key colours have been derived from the AA logo itself, and help support a more unified brand across multiple visual platforms.

Ample use of white space unifies the palette with contrast and vibrancy.



Additional colours and variations (tints and shades) of the key colours may be used within materials, however the specified key colours should form the main colour palette.

## 7. TYPOGRAPHY

Within documentation, we recommend specific fonts be used for an overall consistent appearance with maximum legibility. Please adhere to the following guidelines.

### 7.1 Fonts

---

The preferred font for use throughout Aboriginal Affairs literature is Helvetica (various weights) at 11pt for body text. For inhouse documentation, or when Helvetica is not available, Arial is to be used instead.

We understand sometimes type needs to be reduced slightly to fit onto a single page etc, but recommend the body text does not appear below a minimum of 10pt.

#### Helvetica Light 11pt

abcdefghijklmnopqrstuvwxyabcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNO  
 PQRSTUVWXYZ

#### Helvetica Roman 11pt

abcdefghijklmnopqrstuvwxyabcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNO  
 PQRSTUVWXYZ

#### Helvetica Bold 11pt

**abcdefghijklmnopqrstuvwxyabcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNO**  
**PQRSTUVWXYZ**

#### Arial 11pt

abcdefghijklmnopqrstuvwxyabcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNO  
 PQRSTUVWXYZ

#### Arial Bold 11pt

**abcdefghijklmnopqrstuvwxyabcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNO**  
**PQRSTUVWXYZ**

## 7. TYPOGRAPHY

### 7.2 Letter Spacing

---

KERNING (or horizontal spacing between characters) should be set to “standard” or 0.

ie:           the quick brown fox

Avoid tight kerning:

the quick brown fox

Avoid open or extended kerning:

the quick brown fox

LEADING (or vertical spacing between lines of text) is set at a minimum of 11/14pt, with an ideal setting of 11/16pt where space allows.

### 7.3 Contrast

---

Text should be printed with the highest possible contrast. Dark text on light background is ideal. However, light (white or yellow) letters on a dark (black) background is also acceptable. Avoid red text on black, and black text on red.

### 7.4 Alignment

---

Text should always be aligned left. Justification is not recommended.



Oreet, conum acilissed elis ea feugiam velis augait  
iliqui blaorpero commolore modolobore consed  
exer ip eugue tie.

### 7.5 Line lengths

---

Having the right amount of characters on each line is key to the readability of your text. It shouldn't merely be your design that dictates the width of your text, it should also be a matter of legibility.

The optimal line length for your body text is considered to be 50-70 characters per line, including spaces.

For this reason, a 2 column layout is recommended for a standard A4 document.

## 8. SUPPORTING GRAPHICS

Graphic elements derived from the AA logo are valid for use as stand alone support provided they are not used in place of the complete logo.

We do not recommend the use of detailed illustrations or clip art as supporting graphics but rather simple geometric shapes so as not to detract from other layout elements, or the logo itself.

The hand graphic is recommended as a starting point for development of additional graphics. It may be used in various sizes, of varying orientation and of varying colours to reflect the diversity of Aboriginal communities in NSW.

The hand graphic should be used in a subtle way, (ie, with tints, shades and gradients) rather than appearing with full contrast. In some instances, it may be applied over photography to create depth and interest. An example of use is shown on Page 1 of this document.

A copy of the hand graphic is available from the Stakeholder Engagement Officer in the Planning and Coordination Team, and may be altered as required.

In addition, Aboriginal artwork may be used from time to time, to help define a series of materials or bring cultural relevancy to specific issues. Any artwork used for publication **MUST** receive written approval from both the artist and Aboriginal Affairs prior to its use. See Protocols for Use pg 12.

## 9. PROTOCOLS FOR USE

The following protocols will provide direction to Aboriginal Affairs' staff and those who access Aboriginal Affairs branding to ensure the production of high-quality communication materials, correct application of Aboriginal Affairs' branding and adherence to Aboriginal Affairs' approval processes.

We communicate our values through our brand. A brand is more than just a logo – it is about an organisation's values and beliefs and how it wishes to be thought of and perceived.

Our brand reflects our core values and gives us a common base for clear, consistent, unified, credible and effective communication.

Research shows that without a strong and consistent brand, we risk giving out conflicting and confusing messages both internally and externally.

A consistent and unified brand will improve awareness and understanding of our vision internally and externally. It will also improve our reputation.

Aboriginal Affairs has one main brand (the AA corporate branding, including the hand logo) and three sub-brands which are:

- *OCHRE*
- All Research and Evaluation publications
- Family Records

If your project/program does not fall under one of the sub-brands, please defer to the main AA brand.

If you require guidance about which branding is appropriate to use, please discuss with Director, Strategy and Coordination.

## Logos

Please talk to the Director, Strategy and Coordination if you need to send logos out to third parties to ensure the logos are used appropriately.

*Please note: This does not include recipients of NAIDOC Grants, who will receive the logos and a copy of Aboriginal Affairs' brand guidelines on acceptance of funding.*

Logos are saved here:

[\\pw0000fileaa01.central.det.win\Data\qt\\_aadata\TEMPLAT E\LOGOS](\\pw0000fileaa01.central.det.win\Data\qt_aadata\TEMPLAT E\LOGOS)

## Other Branding Issues

If there is a question about which branding should be used or where it is appropriate to use branding, please see the Director, Strategy and Coordination.



Education  
Aboriginal Affairs



[www.aboriginalaffairs.nsw.gov.au](http://www.aboriginalaffairs.nsw.gov.au)