



BRAND GUIDELINES

PRIMARY BRANDMARK

Primary Brandmark



POSITIONING STATEMENT

Primary Brandmark

Positioning Statement /

The positioning statement is
“Developing Northern Australia”

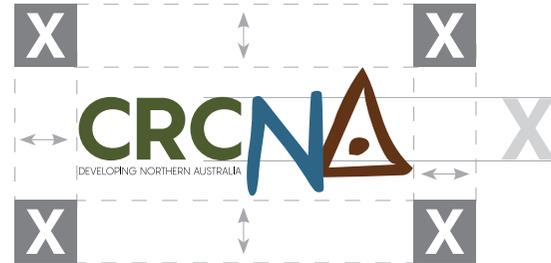
Developing Northern Australia

CLEAR SPACE

Primary Brandmark

Minimum Clear Space /

To ensure integrity and legibility, the CRCNA brandmark should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clear space. Whenever possible, maintain more clear space around the logo than the minimum specified. The minimum clear space for the logo is X, where the value of X is derived from the height of the “c” in the “CRC”.



Minimum Size /

The isolation zone is the space around the logo. It is important that no images/text/borders or margins are placed within 10mm of the logo. For the sake of legibility, the logo must never be printed smaller than 25mm in width or 25px on screen.



BRANDMARK

Primary Brandmark

Logo Variations /

To ensure integrity and legibility, the CRCNA brandmark should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clear space.

The logo variations are available in different file formats, and should only appear as displayed unless permission is given for any variation.

Full Colour



Black and White



Black and White Reversed



BRANDMARK VERSION 2

Primary Brandmark

Logo Variations /

The secondary version of the CRCNA brandmark does not have the positioning statement.

This version of the brandmark should only be used in special circumstances such as embroidery where the positioning statement will not reproduce well.

Full Colour



Black and White



Black and White Reversed



PATTERN

Primary Brandmark

Pattern /

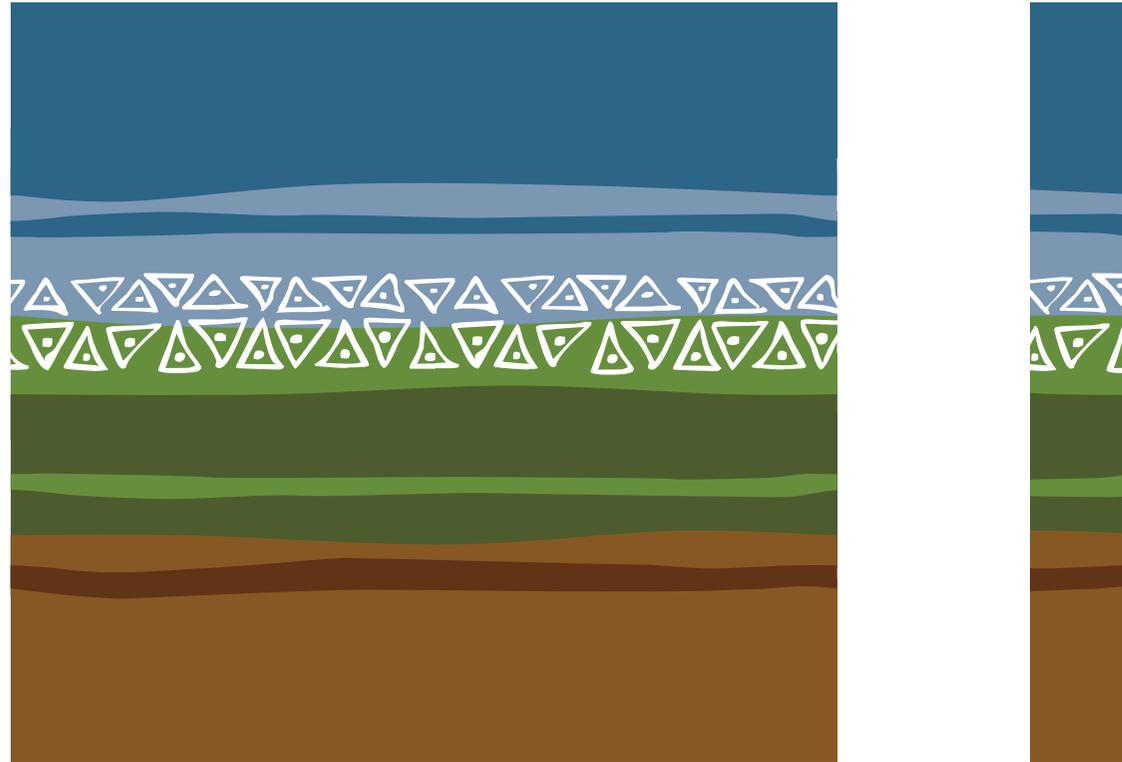
The secondary graphic for the CRCNA brand is this pattern and is made up of the full colour palette.

It consists of casual styled lines and the “A” element featured in the Primary Brandmark.

It can be incorporated into any design, or left out for a more clean look.

The pattern must touch at least two edges of the defining page and can be scaled accordingly to meet design needs.

The graphical “A” element can be used as a watermarked band without the coloured background if the full pattern does not suit a certain application.

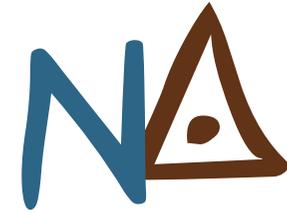


USAGE

Primary Brandmark

Do Not /

- Change colour of logo
- Alter size and ratio of logo elements
- Do not stretch or skew the logo
- Do not rotate
- Do not place the logo over off-brand colours



COLOURS

Primary Brandmark

Brand Colours /

The CRCNA brandmark consists of three main colours and three supporting colours

It can also be shown in monotone as per the logo variations on pages 5 and 6.



R078/G092/B047	R049/G101/B134	R097/G052/B025
Web#4E5C2F	Web#316586	Web#613419
C68/M46/Y95/K32	C85/M55/Y30/K10	C39/M74/Y92/K50



R103/G143/B062	R123/G152/B177	R135/G088/B036
Web#678F3E	Web#7B98B1	Web#875824
C65/M26/Y100/K07	C55/M33/Y20/K00	C36/M62/Y99/K27

Professionally Created Marketing Touch Points /

The CRCNA typography for professionally created marketing touch points consists of three fonts. Pangram Extra Bold for break out text and headings, Orkney Regular for sub headings and Orkney Light for body text.

Pangram Extra Bold

.....
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu
vwxyz
1234567890

Orkney Regular

.....
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu
vwxyz
1234567890

Orkney Light

.....
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqrstu
vwxyz
1234567890

TYPOGRAPHY

Primary Brandmark

Internally Created Documents /

The CRCNA typography for internally created documents consists of two fonts. Arial Bold for break out text and main headings and Arial Regular for body text.

Arial Bold

.....
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

.....
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



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