INFRASTRUCTURE PARTNERSHIPS AUSTRALIA | **BRAND GUIDELINES**

INFRASTRUCTURE PARTNERSHIPS AUSTRALIA | **QUICK GUIDE**

Logo with device and organisation name (always horizontal)

Overview
The Infrastructure Partnerships Australia logo represents the communicative form of the organisation name and should be used on all Infrastructure Partnerships Australia materials in the relevant version.

The horizontal version shown above is the only option to be used on our communications materials.

Writing Infrastructure Partnerships Australia in text
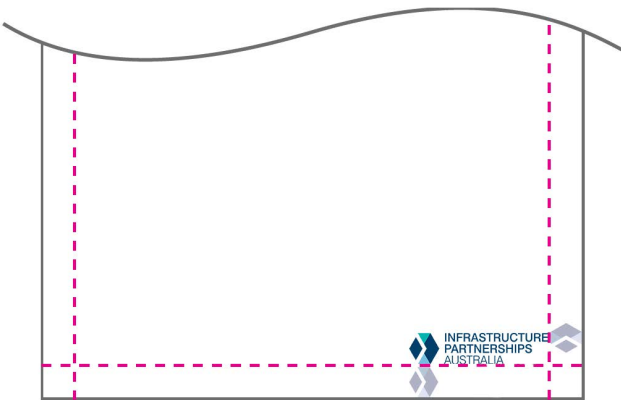Do not use the logo within a sentence or as part of a heading. Always use the organisation's name, not abbreviation.

Placement
The logo should be positioned in the bottom right corner of printed and digital collateral whenever possible. This allows for the logo to act as a clear signature to our communications. This is the preferred position so the logo should appear here wherever possible. Leave a minimum margin equal to the height of the device of the logo between the logo and the edge of the page.

Clear space area
To ensure standout and legibility from any other graphic elements, a minimum distance of clear space must be maintained around the logo.

This distance has been determined based on the width and height of the device from the logo.

INFRASTRUCTURE PARTNERSHIPS AUSTRALIA

Colours

There are only one colour combination for the Infrastructure Partnerships Australia logo:

• Deep blue text with the three coloured device (as above)

The logo should never appear in any other colour than the one shown here.

Always ensure there is sufficient contrast between the logo and the background, especially when placing the logo on an image or dark background.

On white background

On dark background

On image background

On image background

Logo don'ts

Here are some examples of common misuses of the logo. Always reproduce the logo from the master artwork.

Note: never alter, redraw, recolour or manipulate the logo in any way. Don't...

change size of text or device

use parts of the device

change colour of text or device

use text without device

change placement of the device

use background with insufficient contrast

DEEP BLUE

COATED STOCK

PMS 7693C
C100 M57 Y9 K47

UNCOATED STOCK

PMS 2955U
C99 M38 Y6 K43

SCREEN

R0 G62 B106
HEX 003e6a

TEAL

COATED STOCK

PMS 326C
C81 M0 Y39 K0

UNCOATED STOCK

PMS 3262U
C70 M0 Y39 K0

SCREEN

R0 G181 B175
HEX 00b5af

LIGHT BLUE

COATED STOCK

PMS 2905C
C45 M1 Y0 K1

UNCOATED STOCK

PMS 2905U
C37 M1 Y3 K0

SCREEN

R116 G191 B224
HEX 74bfe0

GREY

COATED STOCK

PMS Cool Grey 2C
C0 M0 Y0 K15

UNCOATED STOCK

PMS Cool Grey 2U
C0 M0 Y0 K15

SCREEN

R221 G221 B221
HEX dddddd

Primary typeface

SWISS MEDIUM

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789
abcdefghijklmnopq
rstuvwxyz0123456789

Secondary typeface

SWISS LIGHT

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789
abcdefghijklmnopq
rstuvwxyz0123456789

Systems

Arial

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789
abcdefghijklmnopq
rstuvwxyz0123456789

Always use Swiss Bold for bolding

SWISS BOLD

**ABCDEFGHIJKLMNOPQ
RSTUVWXYZ0123456789
abcdefghijklmnopq
rstuvwxyz0123456789**

Typography dont's

Never bold the Swiss Light font

SWISS LIGHT

Thank you