Logo Guidelines

CORPORATE OVERVIEW

1.0

Creative Australia is the Australian Government's principal arts investment and advisory body.

With artists at the heart of what we do, we invest in creative talent and stimulate the market for Australian stories to be told on a national and international scale, sharing our rich culture with the world. We do this because art and creativity define us, recording what we have been and what we might yet become. As a nation, creativity connects us and benefits us all.

We are proud of the Australia Council's 50-year history of investing in First Nations arts and culture and supporting First Nations self-determination.

What we deliver

−**Investment and development**
Stimulating creativity, entrepreneurship, and discoverability through recurrent project and program investments and grants, training and mentoring.

−**Markets and audiences**
Championing and celebrating Australian creativity nationally and internationally, sharing our stories and culture.

−**Partnerships and philanthropy**
Maximising the impact of our investments and development by building new partnerships that bring together philanthropy, commercial, and public funding.

−**Research, evaluation, and advocacy**
Researching and analysing issues that impact artists and creative industries and evidencing the role and value of creative and cultural participation, providing insights to inform decision-making and evaluate outcomes of creative businesses and government policy.

−**Participation and connection**
Bringing together creative thinkers to build communities and networks, stimulate ideas, and deliver outcomes.

−**Safety and welfare**
Promoting fair, safe and respectful workplaces for artists and arts workers.

LOGOS

2.0

Logo lock-ups

The logo appears in two forms, both as a horizontal lock-up and a vertical lock-up.

The horizontal lock-up is the preferred version and should be used whenever possible.

The vertical lock-up should only be used when the space available dictates that the horizontal lock-up usage is not possible.

The Commonwealth Coat of Arms (Convernational Version 3A Solid) and the words Australian Government (Times New Roman Bold) and the Creative Australia design and title treatment are never to be taken apart or used separately. These elements together create the completed logo.

The proportions of these elements are also not to be amended or changed in any way.

Sub brand logos

Creative Workplaces, First Nations Arts, Music Australia and Writing Australia are sub brands of Creative Australia. The rules specified on this document apply to all sub brands with the exception of Creative Workplaces where logo colour options are limited to bright blue, dark blue, dark purple, bright purple, reversed-out white and black versions.

Horizontal lock up

Vertical lock up

Logo colours

Both lock-up versions of the logo are available in several colour versions: black, reversed-out white, dark purple, bright purple, orange, dark blue and bright blue.

The black coloured logo is the preferred logo for use on all printed and digital collateral, all other colour variations are only to be used by experienced designers to ensure correct contrast ratios that comply with accessibility standards. Further instructions for other coloured version can be found on the following page.

The reverse logo is primarily used on any of the primary or secondary palettes or coloured backgrounds, and for all advertising and communication collateral such as brochures.

Four (or more) colour printing and online

When reproduced as a positive image, the Pantone Matching System colours are:

– PMS BLACKC/PMS BLACKU for the black background

– PMS 000U/ PMS 000C for the words 'Creative Australia'

– PMS Process Black for the words 'Australian Government', the coat of arms, and the line between the two logos.

Process colour should endeavour to reproduce these colours as closely as possible.

Two-colour printing

If one of the colours is black, the logo may be reproduced as a positive image (black) or negative (white on a black background).

If neither of the colours is black, the logo must be reproduced as a negative image (white on a coloured background).

One-colour printing

If one of the colours is black, the logo may be reproduced as a positive image (black) or negative (white on a black background).

If neither of the colours is black, the logo must be reproduced as a negative image (white on a coloured background).

White
R255 G255 B255
#FFFFFF

Black
R0 G0 B0
#000000

Instructions

In order to use these logos please ensure that the final design:

– has a contrast ratio of 3:1 when comparing the background colour with the logo's colour. The following website can be used to test the contrast ratio: webaim.org/resources/contrastchecker/

– is harmonious with the background colour, you can use tools such as mycolor.space/ to test the best matching colours.

– follows the logo lock-up rules explained below.

Please note that these logo colours are vibrant in a digital version but become opaque when printed.

Four (or more) colour printing and online

When reproduced as a positive image, the Pantone Matching System colours are:

– PMS 000U/ PMS 000C for the words 'Creative Australia' when used in bright green, bright purple and orange versions. For dark purple use PMS 11-0601 TCX instead.

– PMS Process Black for the words 'Australian Government', the coat of arms, and the line between the two logos.

– Refer to the pantone references below for all the different shape colours.

Process colour should endeavour to reproduce these colours as closely as possible. No other colour combinations are permitted.

Bright Purple
R192 G144 B255
#C090FF
C24 M45 Y0 K0
PMS 935C
PMS 935U

Dark Purple
R64 G32 B89
#402059
C84 M100 Y0 K15
PMS 2617C
PMS 2617U

Orange
R255 G94 B33
#FE5E30
C0 M75 Y90 K0
PMS 172C
PMS 172U

Bright Blue
C45 M0 Y7 K0
PMS 297C
PMS 297U
R120 G220 B240
#78DCF0

Dark Blue
C100 M90 Y3 K3
PMS 072C
PMS 072U
R45 G45 B120
#2D2D78

The Creative Australia logo should appear, when possible, as per the following examples.

The reversed-out logo should be used in place of the full colour version on dark coloured backgrounds or background images.

Logo lockup

Reversed logo lockup

Logo minimum size

Logo sizes are specified to maintain the clarity of the logo and ensure consistency in reproduction.

Government guidelines rule that the Coat of Arms must not appear smaller than 20mm in width. This has the following implications.

– For the horizontal lock-up, the logo should not appear smaller than 94mm in width in print, or 330px in a digital setting.

– For the vertical lock-up, the logo should not appear smaller than 38.5mm in width in print, or 135px in a digital setting.

This rule should be adhered to wherever possible, however a few small formats e.g. business cards, are an exception.

Print
94mm width

Digital
330px width

Minimum size

Print
38.5mm width

Digital
135px width

Minimum size

Logo clear space

The clear space denotes the area around the logo in which no other type, graphic or photographic element may encroach.

For the horizontal lock-up, the clear space around the logo is equal to X, where X is equal to the distance from the right extremity of the 't' in 'Government' to the keyline.

For the vertical lock-up, the clear space around the logo is equal to X, where X is equal to the distance from the bottom of the 'A' in 'Australian' to the keyline.
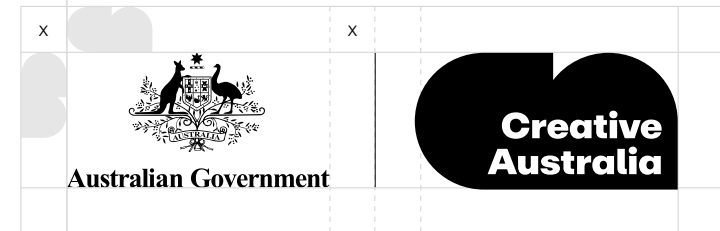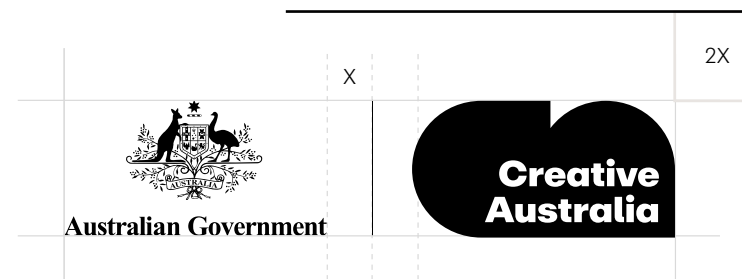
Horizontal lock up

Vertical lock up

Logo positioning

The logo should appear aligned to the right edge of the layout, and to either the top or bottom edge. Top right is the preferred option.

For the horizontal lock-up, the distance from the edges is equal to 2X, where X is equal to the distance from the right extremity of the 't' in 'Government' to the keyline.

For the vertical lock-up, the distance from the edges is equal to to 2X, where X is equal to the distance from the bottom of the 'A' in 'Australian' to the keyline.

Horizontal lock up

Vertical lock up

Do not

Use the Creative Australia logo without
the Government Coat of Arms.

Alter the lock-up in any way, including but not
limited to:

−distort the logo

−rotate or crop the logo

−change the colour of the logo

−recreate the logo with a different typeface

−swap the positions of the logos

−add a drop shadow behind the logo

−place any logo version on a background that
  makes it illegible.
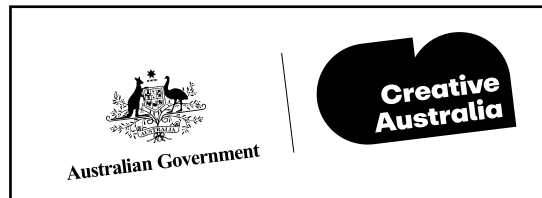
There are two tiers to the design architecture; all materials produced by Creative Australia make up Tier 1, whilst Tier 2 is comprised of projects managed by other organisations with funding assistance from Creative Australia.

Tier 1

Creative Australia is the Australian Government's principal arts investment and advisory body.

Tier 2

This project has been assisted by the Australian Government through Creative Australia, its principal arts investment and advisory body.

OR

The (company name) is assisted by the Australian Government through Creative Australia, its principal arts investment and advisory body.

Please use the appropriate tag line for each tier.