

National NAIDOC Week Brand Guidelines





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Welcome

Welcome to the National NAIDOC
Week Brand Guidelines.

NAIDOC Week celebrations are held across Australia each July, celebrating the history, culture and achievements of Aboriginal and Torres Strait Islander peoples. It is a great opportunity for all Australians to participate in a range of activities and support their local Aboriginal and Torres Strait Islander community.

This document contains everything you need to know about how the National NAIDOC Week brand should be used for events, social media, communications, promotions, and other activities.

The National NAIDOC Committee thank you for your support. We hope you enjoy getting to know our brand better!



Typography

01 Primary and secondary

02 Hierarchy

03 Incorrect Application

Typography

Our primary typeface is 'Poppins', and should be used on all NAIDOC material.

Poppins Bold

Used on headlines

Poppins Semi Bold | Medium

Used on sub-headlines and to differentiate important and/or unique information

Poppins Regular | Light

Used for body copy.

Poppins Italics

Used to differentiate important and/or unique information.

Poppins can be downloaded for free from [googlefonts.com](https://www.googlefonts.com)

Primary

Poppins Bold
Poppins SemiBold
Poppins Medium
Poppins Regular
Poppins Light

Secondary

'Century Gothic' should only be used when the primary font is unavailable.

Century Gothic
Century Gothic

Typography

Always aim for contrast across all typographic hierarchies. All type is to be set in Poppins.

Headline

Headlines are to be set in Poppins bold.

Sub-headline

Sub-headlines can be set either in bold or regular depending on the application. They are to be regular if sitting directly under a headline, and bold when they appear away from a headline.

Content sub-headline

Content sub-headlines are to be set in bold at the same text size as the body copy it sits with.

Body copy

Body copy is to be set in Poppins regular. At a minimum the text size is to be 9pt with 14pt leading and -7 tracking.

Important information

Important information can be styled in different ways to help differentiate it from other information. Using italics and bold italics are preferred.

Hierarchy

This is an example of a headline.

Headline example

This is an example of a sub-headline. This is an example of a sub-headline.

Sub-headline examples

Content sub-headline

Ligent ut iditibusa veni volest, acest eos eum que solest harumquis eos atet ea nobit autatem a volorem lant, comnimet fugias eniipsa consect endantibus del minvendam rehenistiae nimus sum quia dis maionsequi dolorectur aciistis core denihitassi occab iusa ad qui tia dem laccupt atiunt ipsapientur sitem aliciisqui dolorerro demporp orionet paris audit, se samust adis et ullorib eaquid quid ut pereptis et parum eatinve lenempore quae volupta aut prestecepudam ad maio coreper erferibusam qui quibusantios reptatiant aut idus renimus mossunturem as debit, ut quat. Ximpor autem comnient, utem rerrovi tisciae poreperit as dolumquis de mos quia nem etur, quis quunt qui.

Content sub-headline

Body copy example

Other important information, *can be styled in multiple ways.*

Important information

Typography

Incorrect application

These rules apply to all other variations of this logo.

DO NOT USE ALL CAPS
DO NOT USE ALL CAPS
DO NOT USE ALL CAPS
DO NOT USE ALL CAPS

Do not use all caps
(except for the typeface Permanent Marker)

Do not recolour

Do not recolour typography
to colours not specified.

**Do not adjust
kerning or
tracking**

Do not adjust kerning or tracking.

Bold

Bold bold bold

Bold bold bold bold bold bold Bold bold bold
Bold bold bold bold bold bold Bold bold bold
Bold bold bold bold bold bold Bold bold bold

Do not make hierarchy levels the same weight.

Headline
Sub-headline
Body copy

Do not make hierarchy levels the same size.

**Do not use other
typefaces**

Do not use any other typefaces that
aren't specified in this guideline.

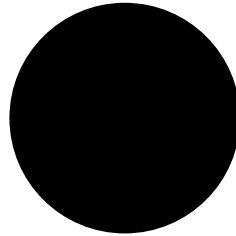


Colour palette

Colour Palette

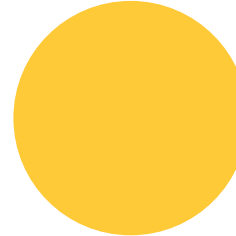
The NAIDOC colour palette is inspired by the Aboriginal and Torres Strait Islander flags as a reminder that NAIDOC belongs to First Nations people and communities.

Mixing colours to create a new colour is not permitted.



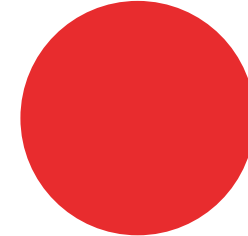
Black

C 0 | M 0 | Y 0 | K 100
R 0 | G 0 | B 0
#000000



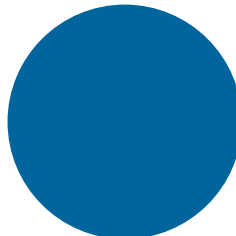
Yellow

C 0 | M 21 | Y 88 | K 0
R 255 | G 202 | B 56
#ffc338



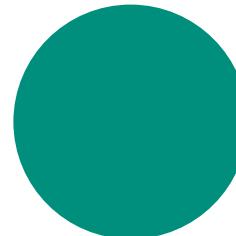
Red

C 0 | M 96 | Y 90 | K 2
R 232 | G 44 | B 46
#e82c2e



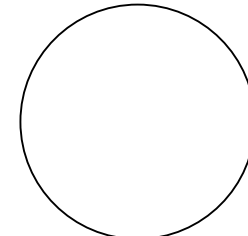
Blue

C 100 | M 46 | Y 5 | K 18
R 0 | G 100 | B 157
#00649d



Teal

C 100 | M 3 | Y 58 | K 16
R 0 | G 143 | B 124
#008f7c



White

C 0 | M 0 | Y 0 | K 0
R 255 | G 255 | B 255
#FFFFFF



Logo

01 Introduction to our logo

02 Primary Logo

03 Secondary Logo

04 Usage and Restrictions

Introduction to our logo

The National NAIDOC logo is available for use under a creative commons license. The logo must be used in its entirety.

It must not be used for commercial purposes and must be attributed as the National NAIDOC logo.



Primary logo

The NAIDOC logo can be used on any coloured background. If you are using it on a dark background a 1mm white border must be included.

Variations

Primary



On black



1mm white
border

Secondary Logo

This year's theme celebrates the unyielding spirit of our communities and invites all to stand in solidarity, amplifying the voices that have long been silenced.

The fire represents the enduring strength and vitality of Indigenous cultures, passed down through generations despite the challenges faced.

"Blak, Loud and Proud" encapsulates the unapologetic celebration of Indigenous identity, empowering us to stand tall in our heritage and assert our place in the modern world.

This logo uses the font Londrina Solid available for download at fonts.google.com

Variations

Inline



Inline – Reversed



Stacked



Stacked – Reversed



Portrait



Portrait – reversed



Logo

The clear space around the logo is determined by 'X'. 'X' is the height from the bottom of the circle to the first yellow centered dot. The total amount of clear space the height of 'X'.

Usage and restrictions – Clearance space and minimum size

Primary

X



'X' = Cap height of the bottom of circle to first yellow centered dot.

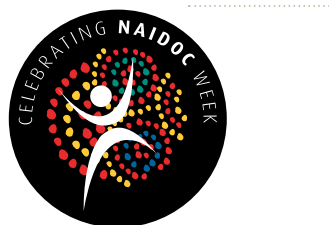
Minimum size: Print

The minimum size is measured from the baseline of the circle to the top of the circle. In total this equates to 30mm. The minimum font size is 7pt.

Minimum size: Digital

The minimum size is measured from the baseline of the circle to the top of the circle. In total this equates to 85px which is equivalent to 7pt text size.

Print



30mm high
(equivalent to
7pt text size)

Digital



85px high

Logo

Usage and restrictions – Incorrect application

These rules apply to all other variations of this logo.



Do not tilt the logo.



Do not enlarge or alter in proportion any part of the design.



Do not rearrange any part of the logo.



Do not reduce the logo below the specified amount.



Do not recolour the logo



Do not use the logo in a low contrast manner.



Theme resources

01 National NAIDOC Week poster

02 Theme resources

03 Creative Commons Licence

National NAIDOC Week poster

The National NAIDOC Poster competition is a unique opportunity for Aboriginal and Torres Strait Islander artists to have their artwork recognised and celebrated.

2024 National NAIDOC Week poster

Urapun Muy by Deb Belyea
SAMUAWGADHALGAL, TORRES STRAIT

'Urapun Muy', from the Kalaw Kawaw Ya dialect of the Top Western Islands of the Torres Strait, means 'One Fire'. The title of this work pays homage to Torres Strait Islanders and Aboriginal people everywhere, as we all have that one fire: our passion for our culture.

In this work, I have depicted the hands of our ancestors that have carefully dropped a burning ember on to a fire. This ember burns hot with intensity, stoking the flames, as it combines with the new fire. The linear detail shows the energy and power as cultural knowledge is transferred from our ancestors to us today. Culture is the fire that gives us knowledge, wisdom and purpose.

It is our responsibility to maintain, practice, and pass on our fire to our future generations.

Afterall, Culture keeps us Blak, Loud and Proud.



Theme resources

Theme branded materials are created each year and made available for download from the NAIDOC website.

These are created based on the winning artwork from the NAIDOC poster competition and are approved by the winning artist.

Download at www.aidoc.org.au

LinkedIn company cover



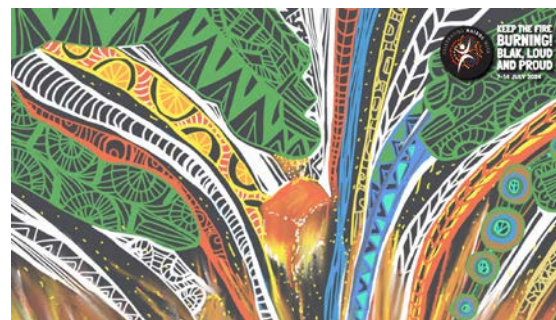
Facebook cover



X cover (Twitter)



Webinar background

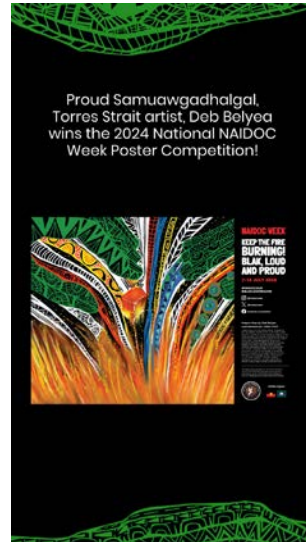


Web banner



Theme resources

Social story



Phone background



Social tile



Creative Commons Licence

By using any of the NAIDOC resources, you are agreeing to the terms and conditions set out below under the Creative Commons License.

Except where otherwise noted, the National NAIDOC logo is provided under a [Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License](#) (CC BY-NC-ND 4.0). The details of the relevant license conditions are available on the [Creative Commons website](#) with the [full legal code](#).



Used Entirely

The logo and resources must be used in its entirety, as supplied. An alternative version using the graphic and text elements is not to be produced.

Not-for-Profit Use

The logo cannot be used for commercial purposes. Commercial purposes include use of the logo on any promotional material that is used to make a profit.

Attributed As

The logo must be attributed as National NAIDOC logo.



**For more information regarding
the National NAIDOC Week Brand
Guidelines, please contact:**

NAIDOC Secretariat
naidoc@niaa.gov.au