

National NAIDOC Week Brand Guidelines





Contents

Welcome	03
Typography.....	04
01 Primary	05
02 Hierarchy	06
03 Incorrect Application.....	07
Colour Palette	08
Logo	10
01 Introduction to the Primary National NAIDOC Logo	11
02 Usage and Restrictions	13
03 Introduction to the Secondary National NAIDOC Week Logo	17
NAIDOC Branded Collateral.....	19
01 Branded Elements	20
02 Yearly Theme Branded Material.....	22
Contact Us.....	26



Welcome

Welcome to the National NAIDOC Week Brand Guidelines. The National NAIDOC Week brand represents authenticity and cultural integrity. This document contains all you need to know about how the National NAIDOC Week brand should be used for events, social media, communications, promotions, and other activities.

Welcome to the National NAIDOC Week Brand Guidelines. The National NAIDOC Week brand represents authenticity and cultural integrity. This document contains all you need to know about how the National NAIDOC Week brand should be used for events, social media, communications, promotions, and other activities.

Thank you for your support, we hope you enjoy getting to know our brand better!



Typography

01 Primary

02 Hierarchy

03 Incorrect Application

Our primary typeface is 'SUNN Regular' and must be used for headlines on NAIDOC materials.

SUNN Regular

Used on headlines.

Poppins Regular

Used for body copy.

Poppins Italics

Used to differentiate important and/or unique information.

Poppins Medium

Used on content sub-headlines and sub-headlines where required.

Poppins Bold

Used on headlines where required.

SUNN REGULAR

Poppins Regular

Poppins Italic

Poppins Medium

Poppins Bold

Headline

Headlines are to be set in Poppins Bold.

Sub-headline

Sub-headlines are to be set in Poppins Medium.

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 if 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.

This is an example of a headline.

Headline example

This is an example of a sub-headline

Sub-headline examples

Content sub-headline

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 eaec epudam 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.

Body copy example

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

Important information

Typography

Incorrect application

03

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 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

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.

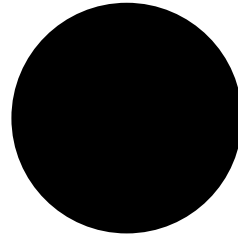


Colour Palette

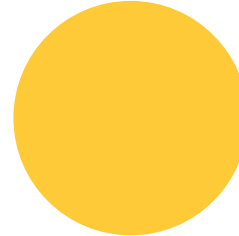
Colour Palette

The NAIDOC colour palette represents our brand personality. The colours are drawn from the Aboriginal and Torres Strait Islander flags bringing to mind that NAIDOC belongs to First Nations people and is for our communities.

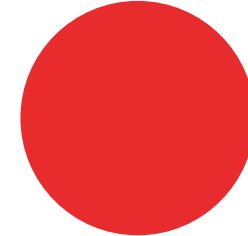
Mixing colours to create a new colour is not permitted.



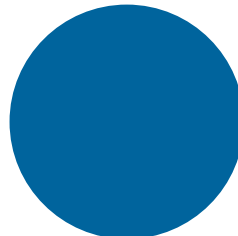
Black
C 0 | M 0 | Y 0 | K 100
R 28 | G 43 | B 57
#1C2B39



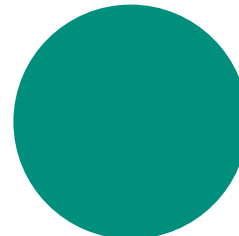
Yellow
C 0 | M 21 | Y 88 | K 0
R 255 | G 202 | B 56
#ffc338



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 the Primary National NAIDOC Logo

02 Usage and Restrictions

03 Introduction to the Secondary National NAIDOC Week Logo



01 Introduction to the Primary National NAIDOC Logo

Introduction to the Primary National NAIDOC Logo

01

The primary National NAIDOC logo is a key element of our brand identity, therefore it is essential that it is always reproduced correctly.

The National NAIDOC logo is available for use under a creative commons license. The logo must be used in its entirety, is not able to be used for commercial purposes and must be attributed as the National NAIDOC logo.





02

Usage and Restrictions

Logo

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

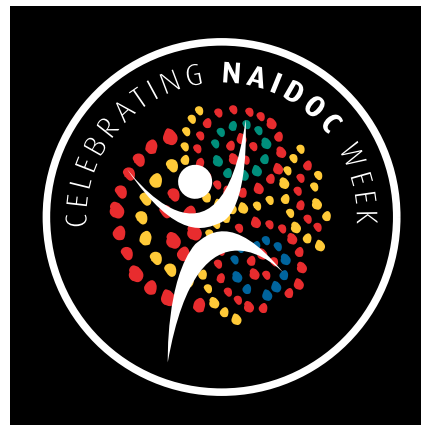
Usage and Restrictions

02

Primary



On black



1mm white border

Logo clearance

Primary NAIDOC 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 & minimum size 02

Primary

X



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

Primary

– All Variations – Print

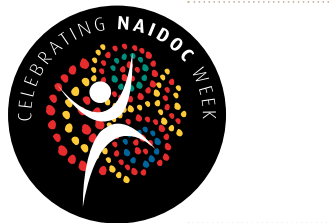
The minimum size is measured from the baseline of the circle to the top of the circle. In total this equates to 30mm. The minimum font size is 7pt.

Primary

– All Variations – Digital

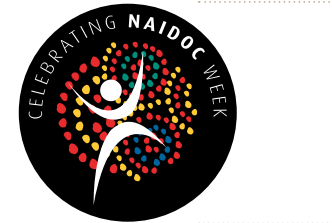
The minimum size is measured from the baseline of the circle to the top of the circle. In total this equates to 85px which is equivalent to 7pt text size.

Print



30mm high
(equivalent to
7pt text size)

Digital



85px high

Logo

Usage and Restrictions – Incorrect application

02

These rules apply to all other variations of this logo.



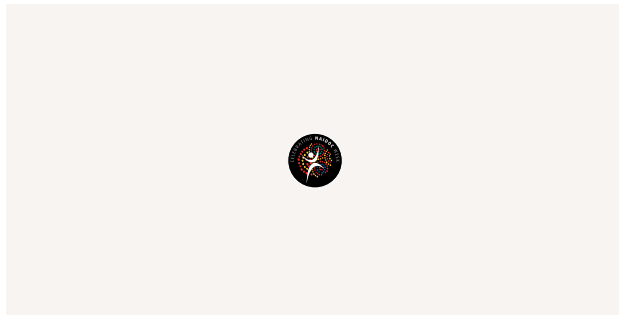
Do not tilt the logo.



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.



03

Introduction to the Secondary National NAIDOC Week Logo

Introduction to the Secondary National NAIDOC Week Logo

03

Each year a separate logo is created to reflect that year's National NAIDOC Week Theme.

This logo is available on the National NAIDOC Website under a creative commons license. The logo must be used in its entirety, is not able to be used for commercial purposes and must be attributed as the National NAIDOC Week logo.

The secondary National NAIDOC Week logo will be announced via social media and the National NAIDOC [eNewsletter](#) and will be available for download from naidoc.org.au.

Inline - full colour



Inline - mono



Inline - reserved



Stacked - full colour



Stacked - mono



Stacked - reserved





NAIDOC

Branded Collateral

01 Branded Elements

02 Yearly Theme Branded Material



01 Branded Elements

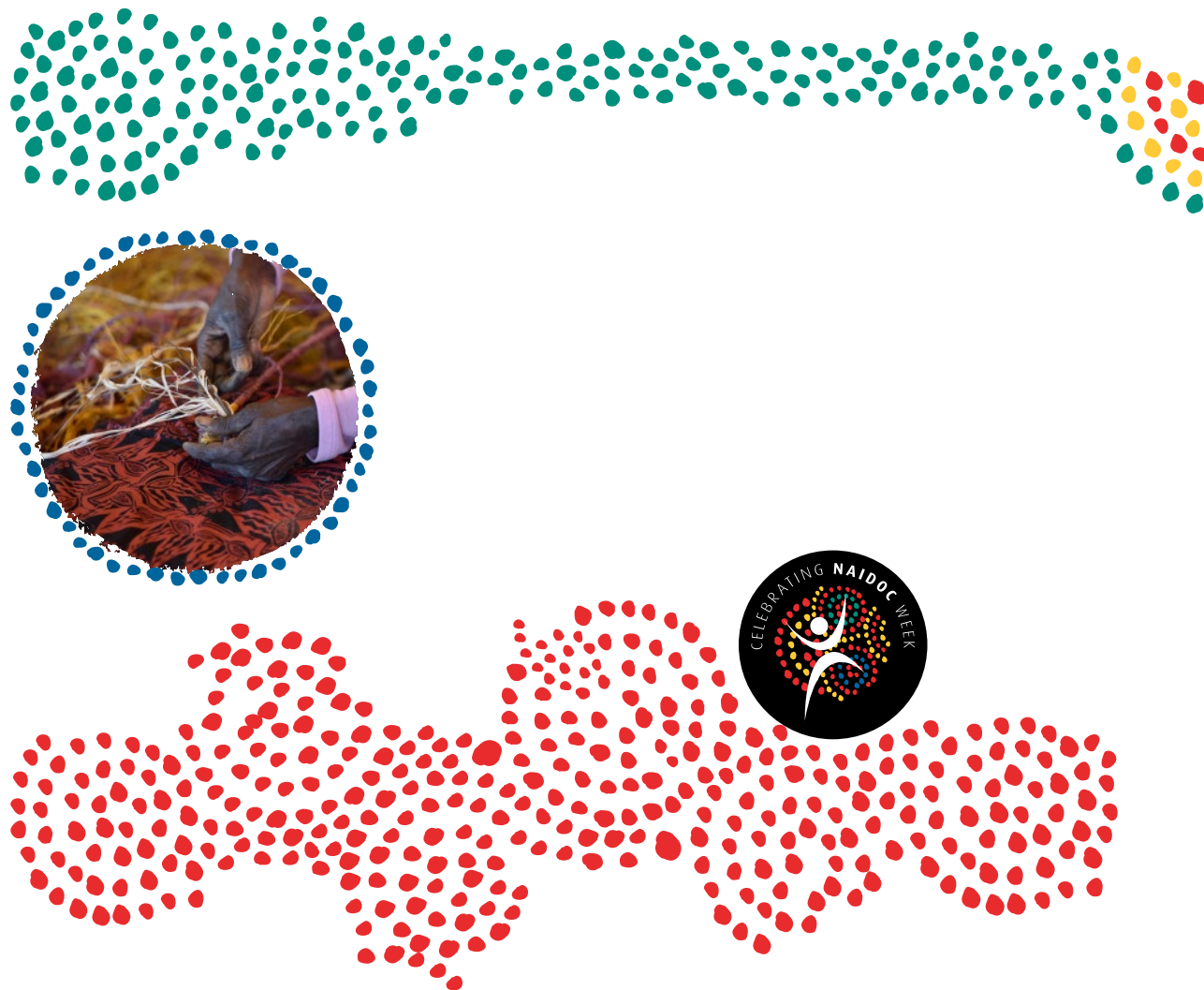
Branded Elements

These branded elements are an extension of the NAIDOC logo. These elements cannot be used without the logo.

Elements can be extracted from the pattern, however the colours must not be altered.

Usage

01





02

Yearly Theme Branded Material

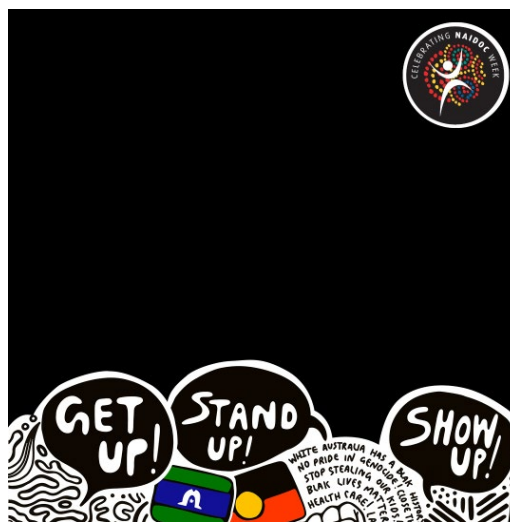
Yearly Theme Branded Material

To celebrate NAIDOC Week each, year theme branded materials are created and shared, primarily for use on social media. These are created using the winning poster competition artwork and are approved by the winning artist.

Text and images can be added to the frames but the design elements must not be taken apart.



Facebook Social Media Tile



Instagram Social Media Tile



**For more information regarding the
NAIDOC brand guidelines, please contact:**

NAIDOC Secretariat
naidoc@niaa.gov.au