Style Guide

FRANCE 2021

Australia now

By Kumpaya Girgirba, Yikartu Bumba, Kanu Nancy Taylor, Ngamaru Bidu, Janice Yuwali Nixon, Reena Rogers, Thelma Judson and Ngalangka Nola Taylor, Martumili Artists. Acrylic on canvas, 300 x 500cm, National Museum of Australia.

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Style Guide

To ensure brand recognition, the correct and consistent use of your visual assets is key. This guide details your logo, colours + typefaces and provides some basic usage examples.

For more information on *Australia now* France 2021 branded items, connect with the *Australia now* team:
public.diplomacy@dfat.gov.au

FRANCE 2021

Australia
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Supplied formats:
EPS/PDF (vector), TIF (300dpi), PNG/JPG (72dpi)

RGB   → Ausnow_solid_rgb_france
               Ausnow_solid_rgb_france_rev

CMYK   → Ausnow_solid_france_cmyk
               Ausnow_solid_cmyk_rev

Mono   → Ausnow_solid_france_mono
               Ausnow_solid_mono_france_rev

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Solid logo

France

Full colour

Colour reversed

FRANCE 2021

Australia
now

Reversed

FRANCE 2021

Australia
now

Mono

FRANCE 2021

Australia
now

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Supplied formats:
EPS/PDF (vector), TIF (300dpi), PNG/JPG (72dpi)

RGB	→	Ausnow_wire_rgb_france
		Ausnow_wire_rgb_france_rev
CMYK	→	Ausnow_wire_cmyk_france
		Ausnow_wire_cmyk_france_rev
Mono	→	Ausnow_wire_mono_france
		Ausnow_wire_mono_france_rev

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Wire logo

France

Full colour

Colour reversed

Reversed

Mono

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Supplied formats:
EPS/PDF (vector), TIF (300dpi), PNG/JPG (72dpi)

RGB   → Ausnow_AusGov_logo_lock-up_rgb.png

CMYK → Ausnow_AusGov_logo_lock-up_cmyk.eps

Mono   → Ausnow_AusGov_logo_lock-up_rev.eps

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Logo + crest

Full colour

Reversed

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Supplied formats:
EPS/PDF (vector), TIF (300dpi), PNG/JPG (72dpi)

RGB	→	Ausnow_Dare_[Tagline]_rgb_france
		Ausnow_Dare_[Tagline]_rgb_france_rev
CMYK	→	Ausnow_Dare_[Tagline]_cmyk_france
		Ausnow_Dare_[Tagline]_cmyk_france_rev
Mono	→	Ausnow_Dare_[Tagline]_mono_france_rev

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Taglines

France

Colour		Reversed	
Osez l'Australie	*Dare Australia*	*Osez l'Australie*	*Dare Australia*
Osez plonger'	*Dare to dive in*	*Osez plonger'*	*Dare to dive in*
Osez surprendre	*Dare to surprise*	*Osez surprendre*	*Dare to surprise*
Osez innover	*Dare to innovate*	*Osez innover*	*Dare to innovate*
Osez découvrir	*Dare to discover*	*Osez découvrir*	*Dare to discover*
Osez rêver	*Dare to dream*	*Osez rêver*	*Dare to dream*
Osez l'audace	*Dare to be bold*	*Osez l'audace*	*Dare to be bold*
Osez explorer	*Dare to explore*	*Osez explorer*	*Dare to explore*

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Logo clearspace

Clear Area

Minimum Size

30mm

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Logo don'ts

X Don't alter colorways

X No complex backgrounds

X Don't rotate

X Don't embelish with filters & effects

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Pantone® (spot or PMS) colour, 4 colour process (CMYK), and RGB values for all colours appear below. These are the preferred colours for use in marketing materials.
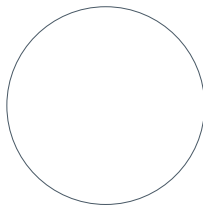
Colour for all reproduction methods (vinyl, paint, fabrics, embroidery, etc.) must be matched as closely as possible to Pantone® coated colours prior to printing or production.
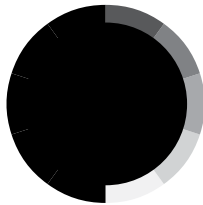
Colour palette

Primary
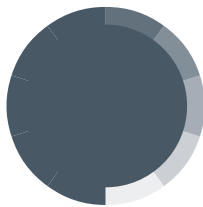
Pantone® 431
C 45 M 25 Y 16 K 59
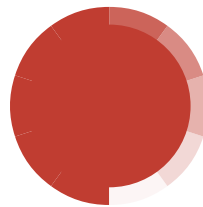R 73 G 89 B 101
Hex 495965

White
C 00 M 00 Y 00 K 00
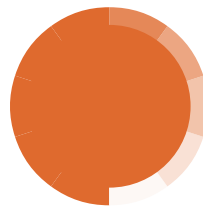R 255 G 255 B 255
Hex ffffff

Pantone® Process Black
C 00 M 00 Y 100 K 00
R 255 G 242 B 000
Hex fff200

Secondary

Pantone® 180
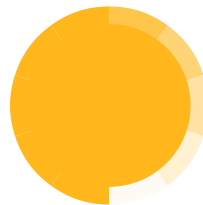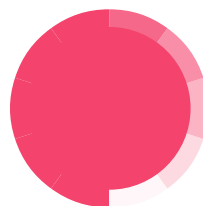C 17 M 90 Y 90 K 07
R 193 G 61 B 49
Hex c13c30

Pantone® 7578
C 08 M 70 Y 96 K 00
R 223 G 106 B 46
Hex df6a2e

Pantone® 1235
C 00 M 32 Y 95 K 00
R 255 G 183 B 27
Hex ffb71b

Pantone® 191
C 00 M 88 Y 40 K 00
R 244 G 67 B 108
Hex f3426c
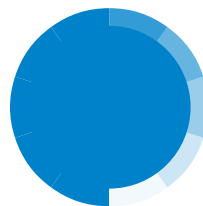
Pantone® Medium Blue
C 100 M 35 Y 07 K 00
R 00 G 130 B 203
Hex 0081cb
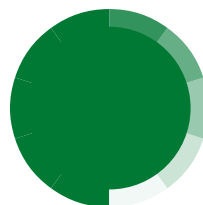
Pantone® 356
C 96 M 26 Y 100 K 16
R 00 G 121 B 52
Hex 007834

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PF Handbook Pro can be purchased here:
→ myfonts.com/fonts/parachute/pf-handbook-pro/thin
Aktiv Grotesk can be purchased here:
→ daltonmaag.com/library/aktiv-grotesk

Printed typefaces

Headlines + Titles

PF Handbook Pro Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,";:——_(G)$?!/®

Body Copy

Aktiv Grotesk Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,";:——_(&)$?!/®

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PF Handbook Pro can be downloaded free here:
→ google.com/get/noto

Online typeface

Headlines + Titles

Noto Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;":—_(&)$?!/®

Body Copy

Noto Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;":—_(&)$?!/®

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Mock-up → This is a brand application example only.

Pull-up banners

France

Full colour

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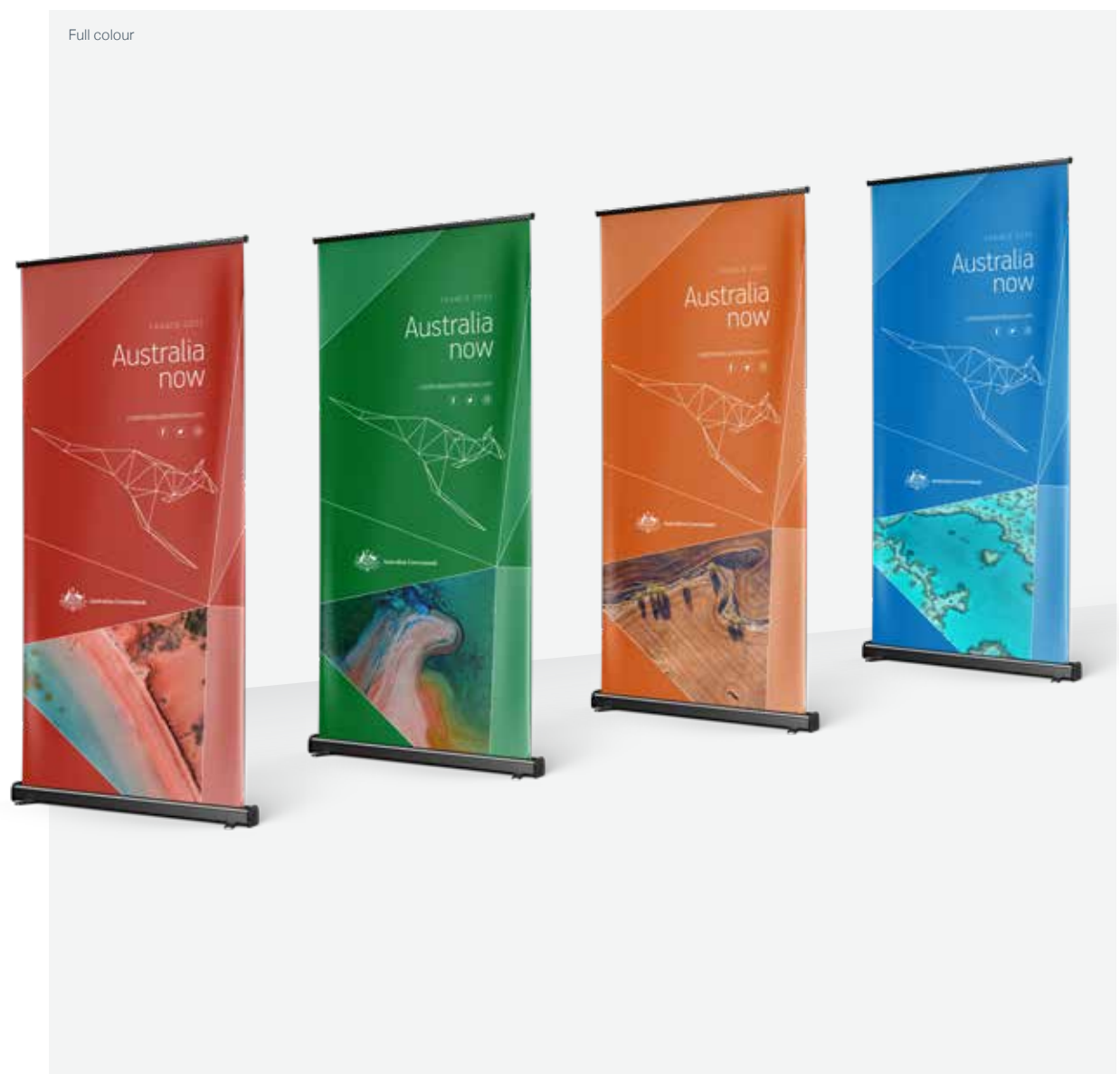
Website   → celebrateaustralianow.com

Website

France
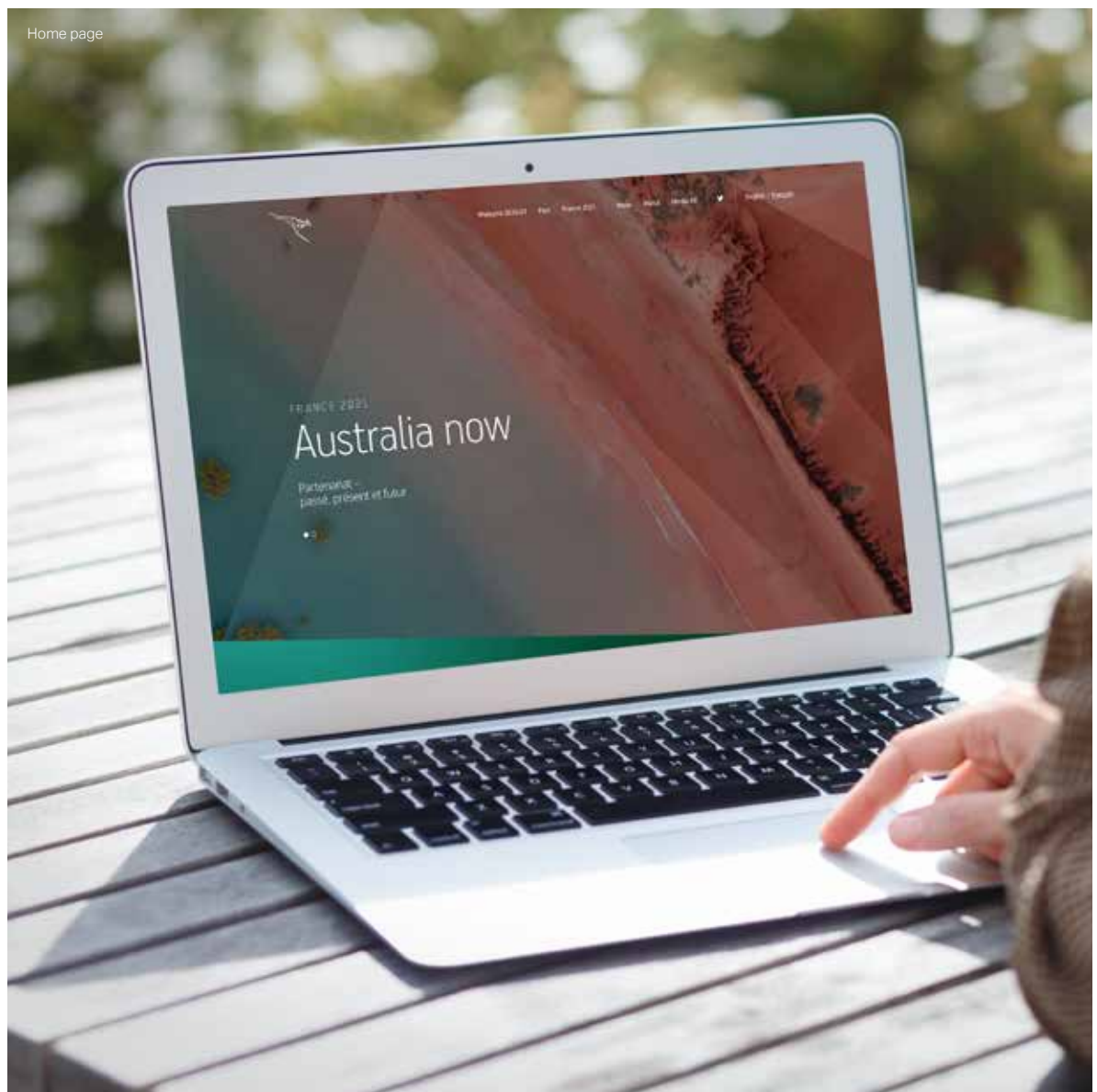
Home page

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Tote bag

France

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Tote bag

France

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Event lanyards

France

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Flag banners

France
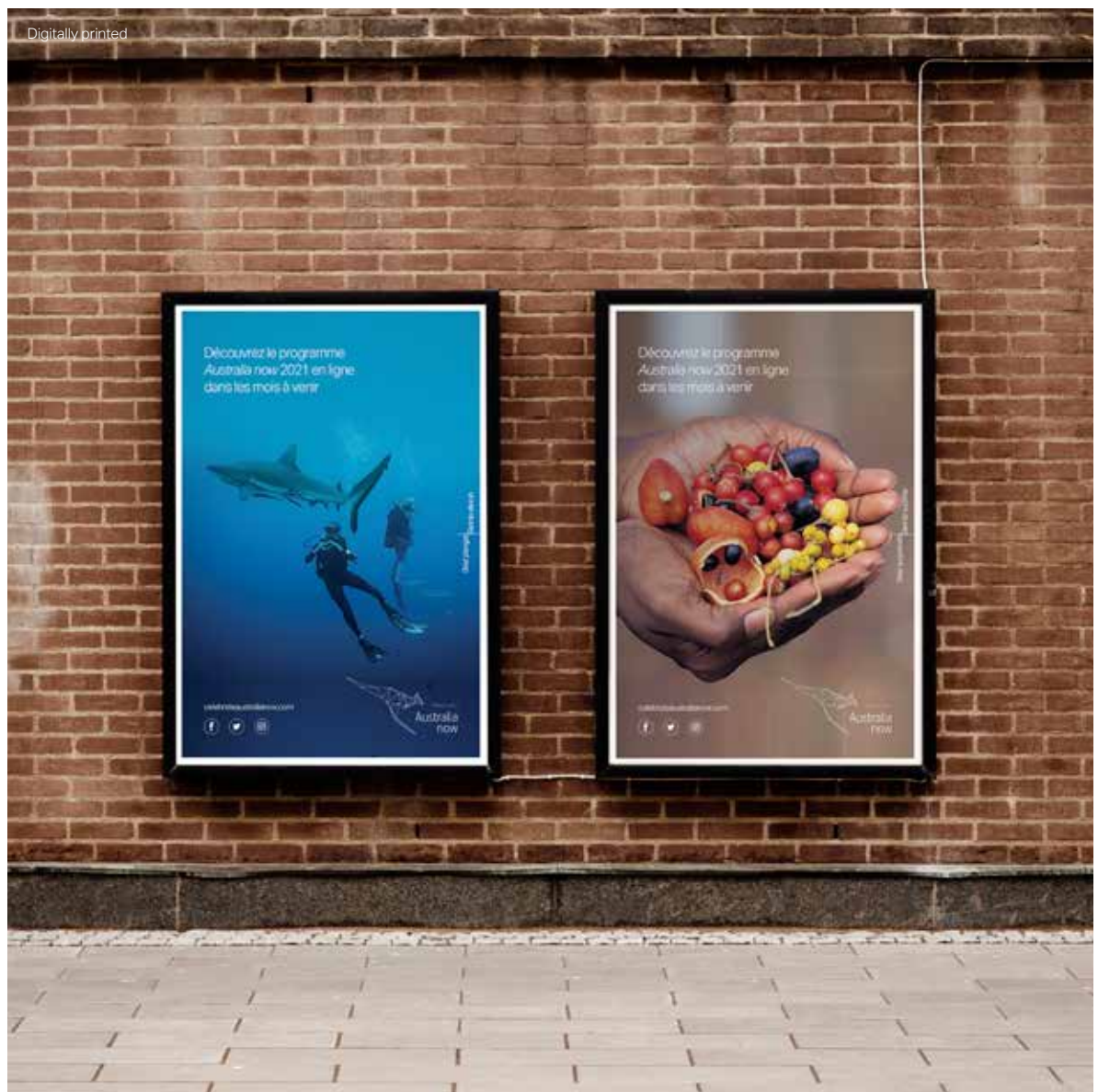
Full colour

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Street posters

France

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Street posters

France

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Street banners

France

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Airport advertising

France

Digital display

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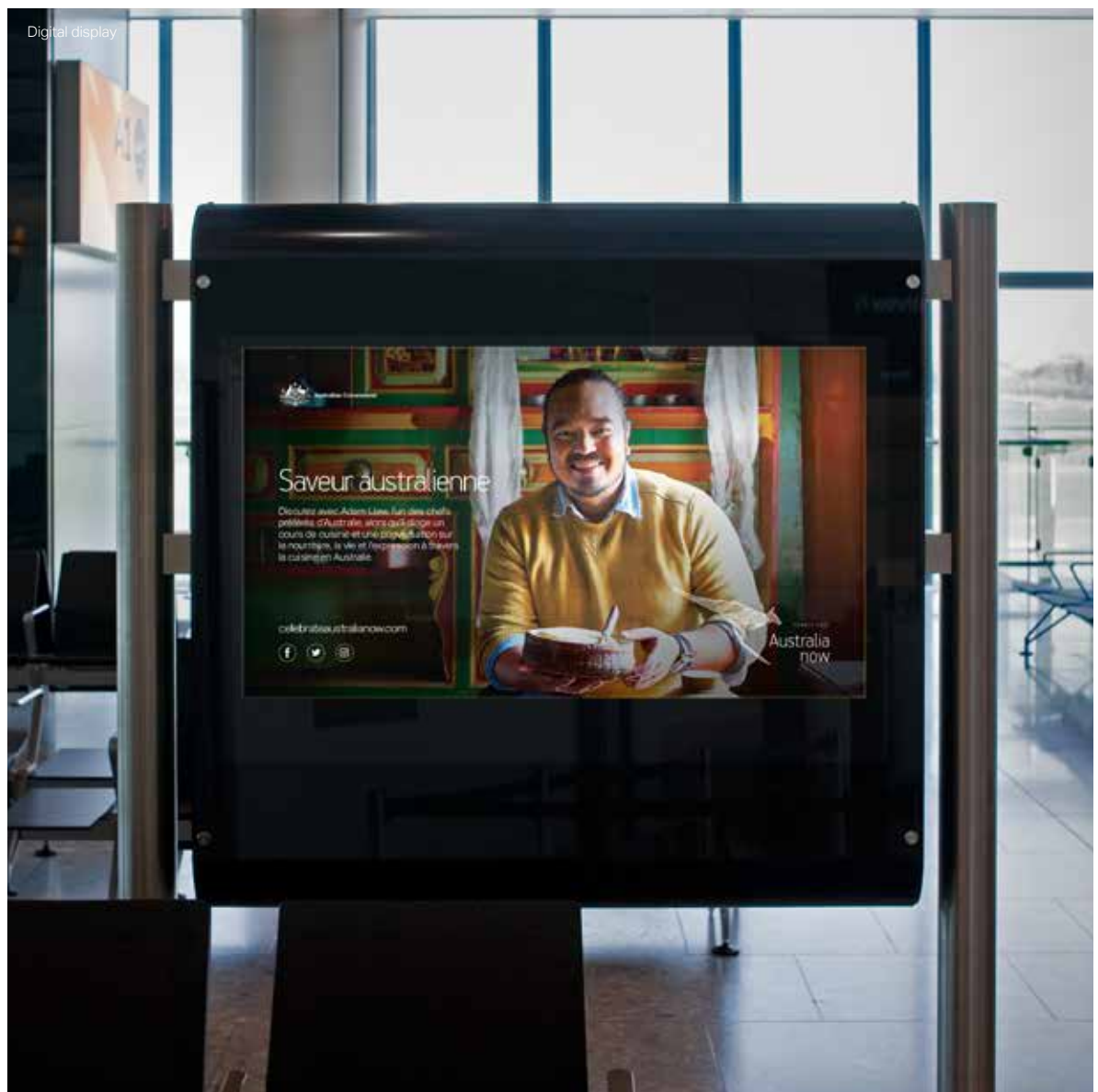
Booklet   → *Australia now* France 2021 Booklet.indd

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Sponsor book

France

Cover

Spread
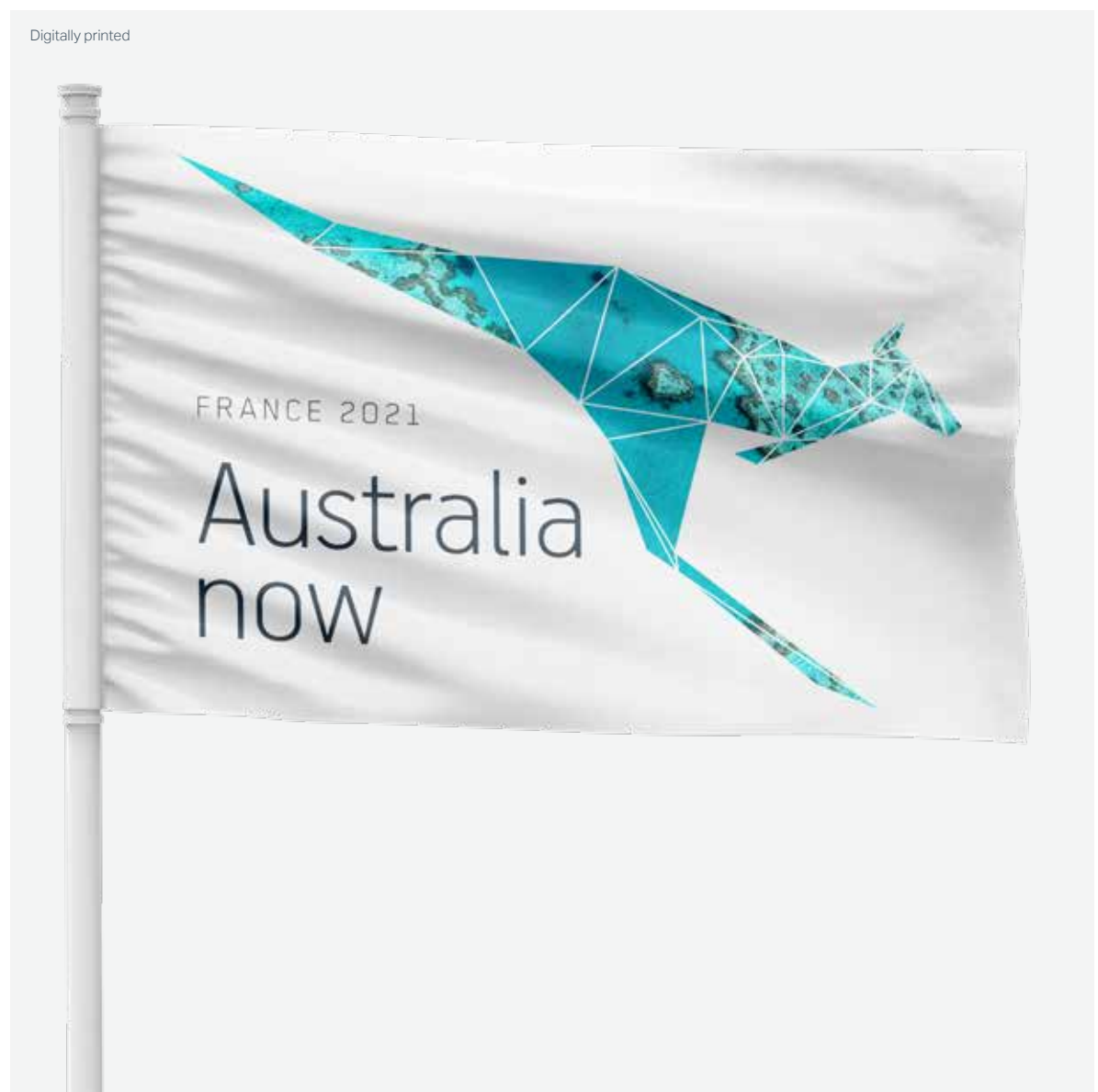
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Flag

France

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Flag
France

Digitally printed

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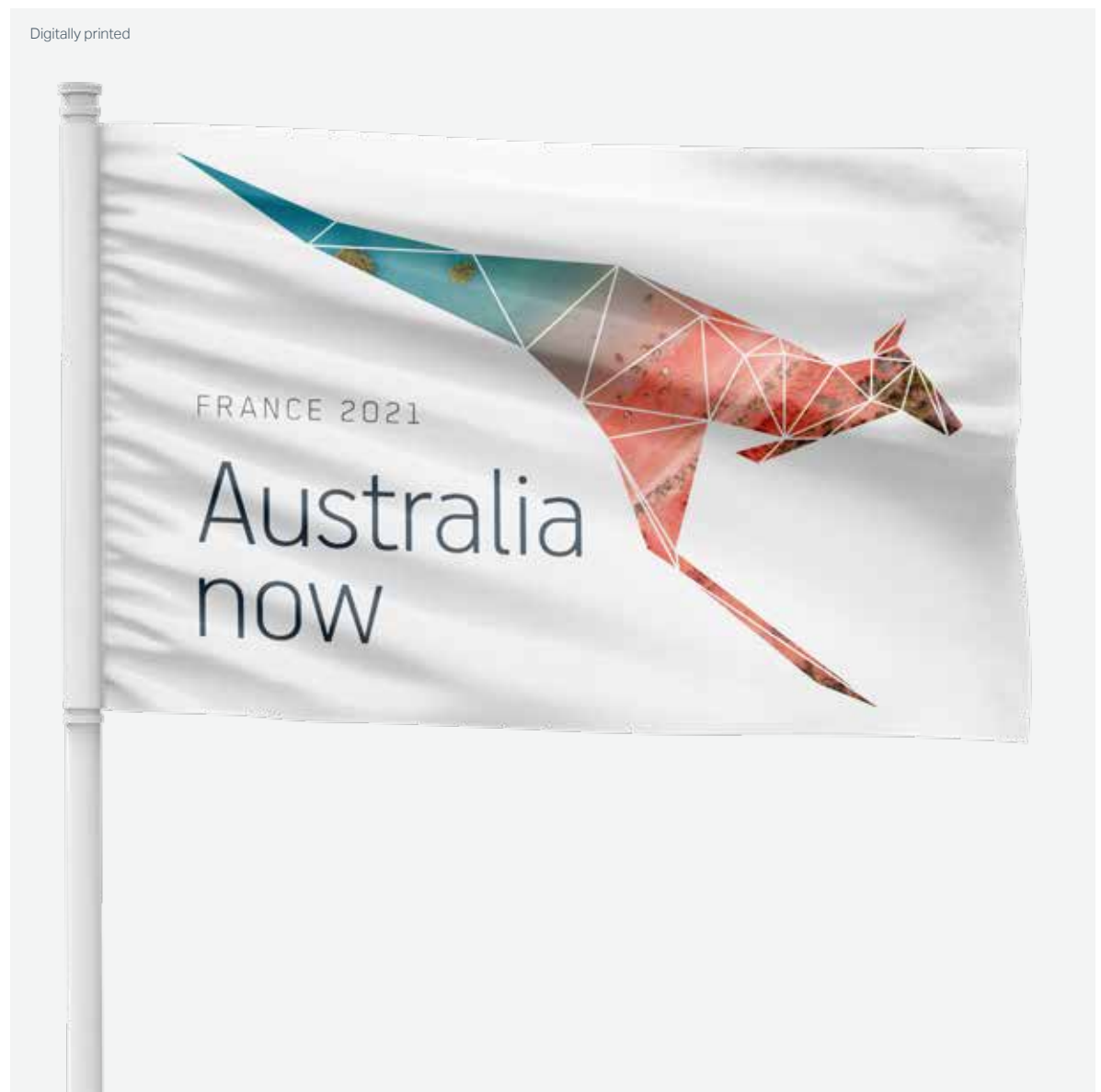
Mock-up → This is a brand application example only.

Apparel —— t-shirts

Screen printed

Screen printed

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Wayfinding signage

ASEAN

Direct printed

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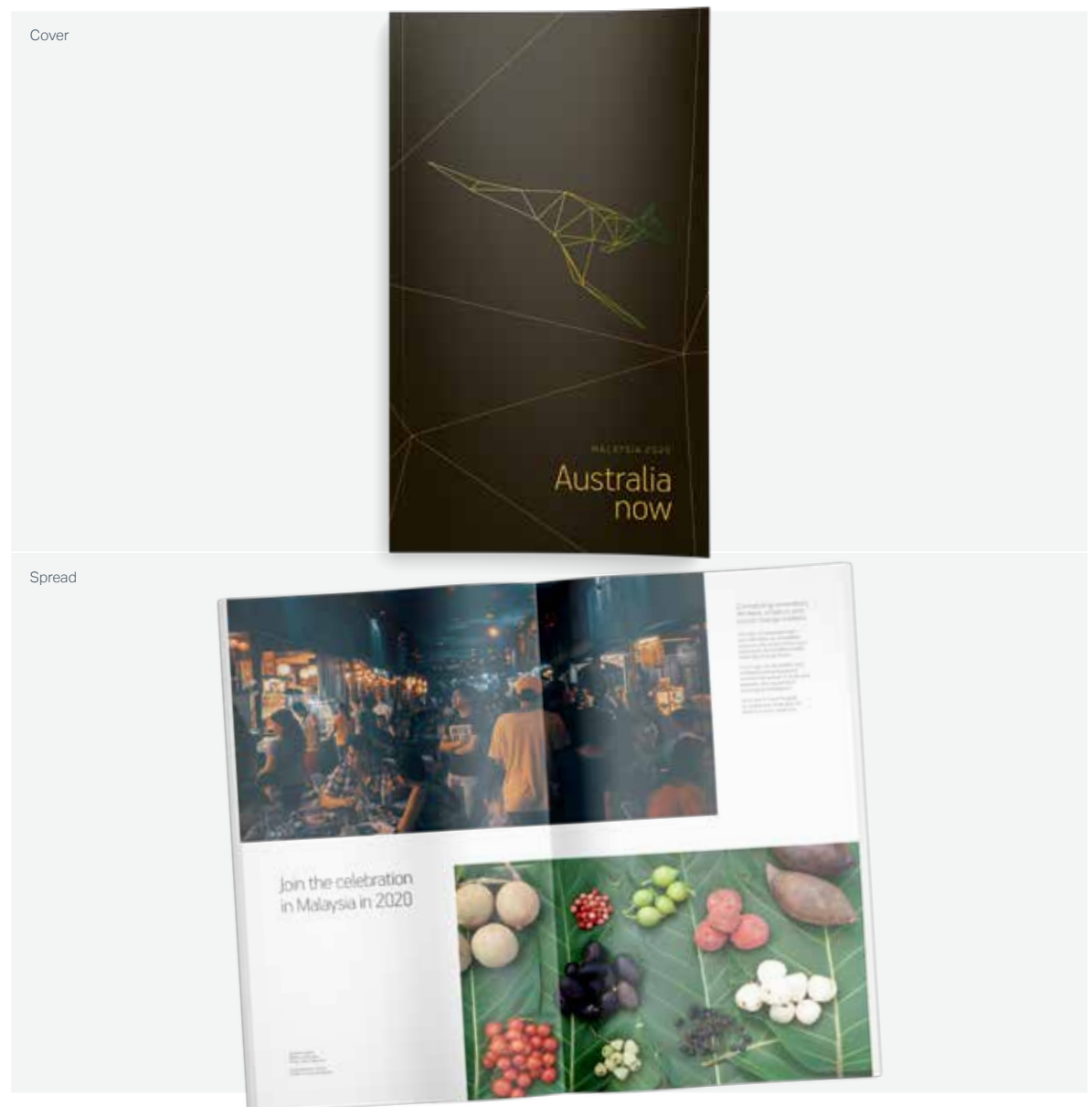celebrateaustralianow.com

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Booklet   → *Australia now* Malaysia 2020 Booklet.indd

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Key Messages booklet

Malaysia

Cover

Spread

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Booklet   → *Australia now* ASEAN 2019 Booklet.indd

Key Messages booklet

ASEAN

Cover

Spread

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Flag
Generic

Digitally printed

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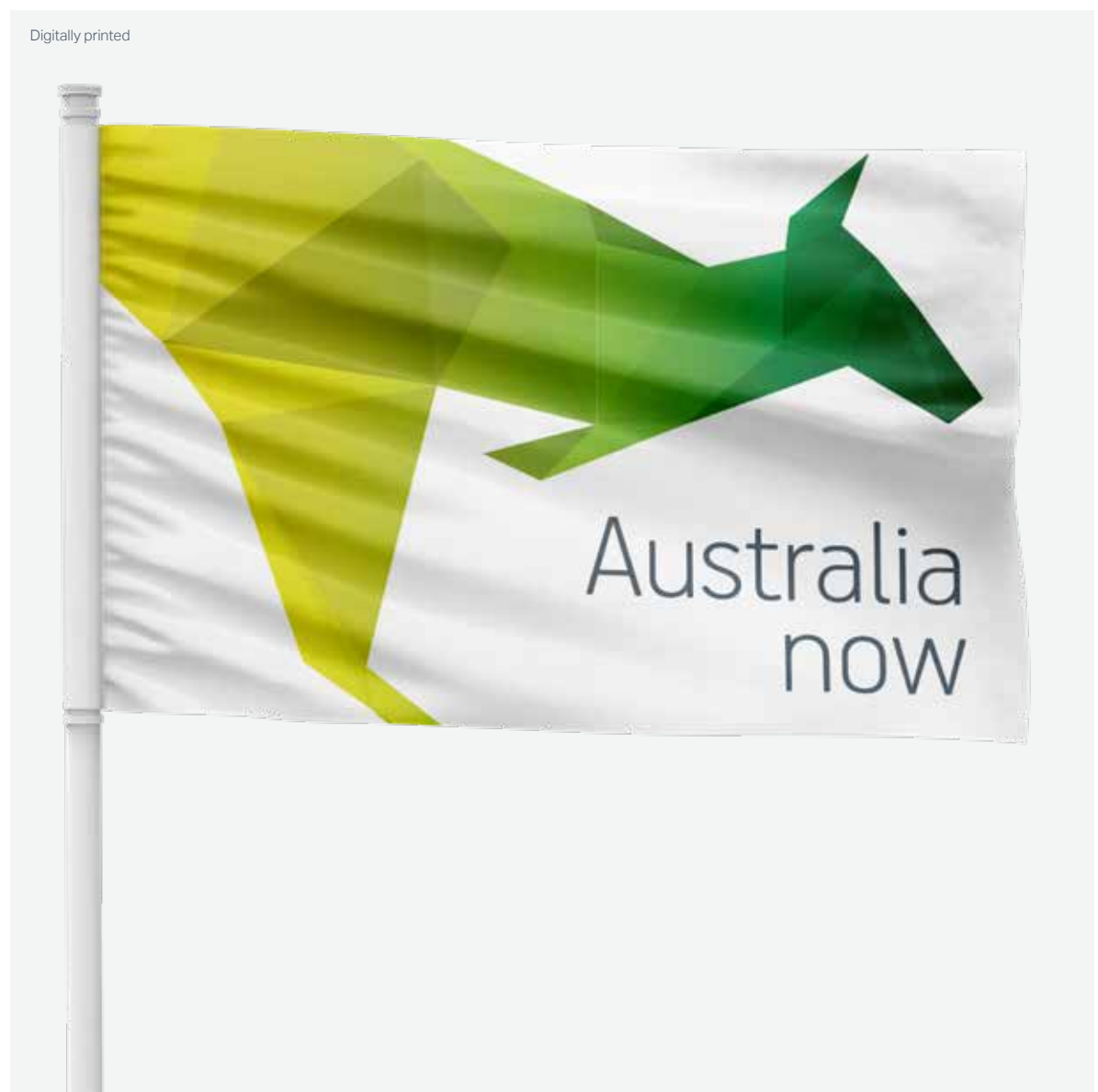
Mock-up   → This is a brand application example only.

Event invitation

Germany

Digitally printed

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Sculpture concept

Powder-coated aluminium
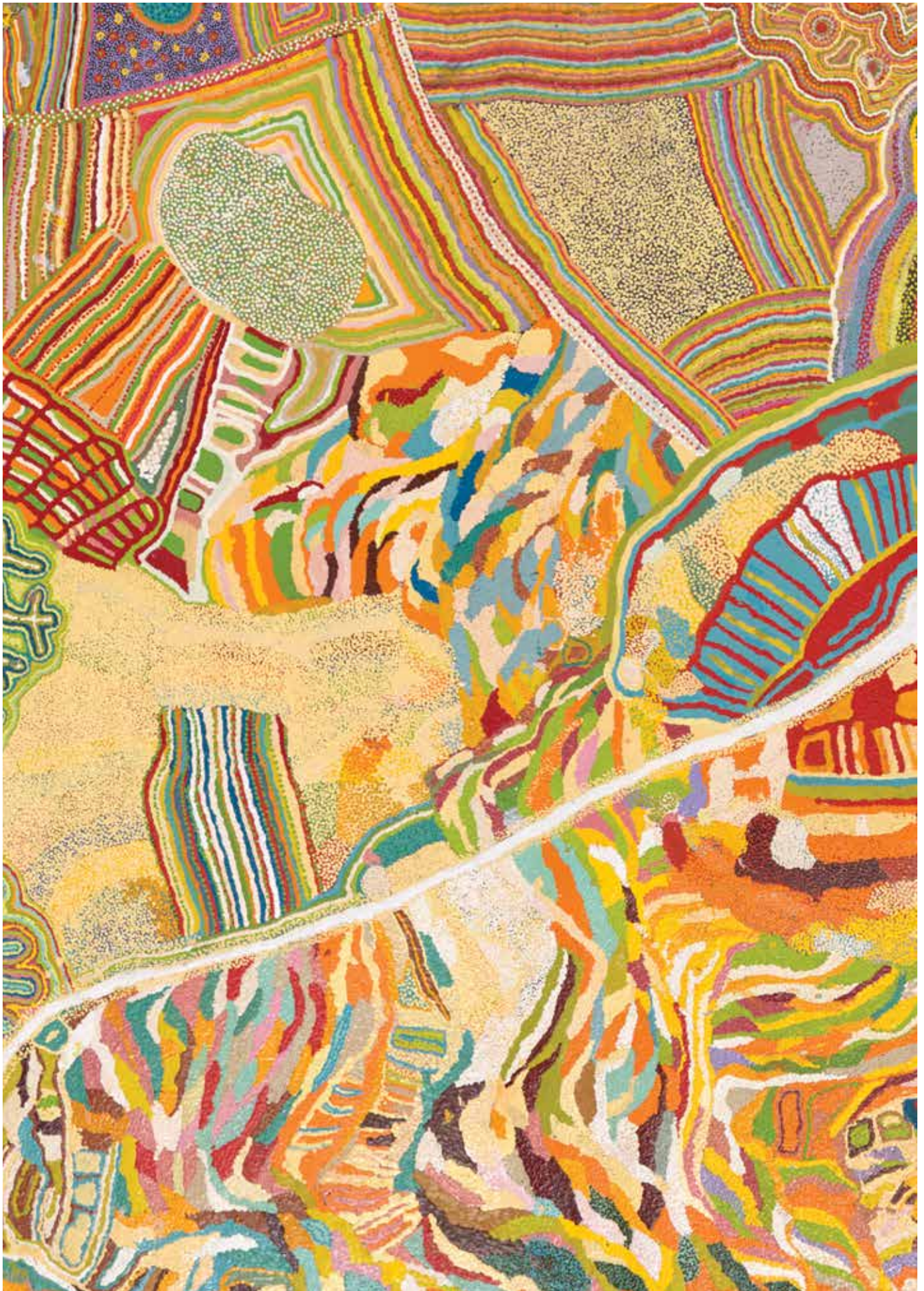
Australian Government

Connect with us over coming months for new developments in the *Australia now* 2021 program.

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