



Brand Guidelines

Tailored Website & Graphic Design Solutions



Domains • Hosting • Office 365 • Design

Logo

Master Logo

The master logo should be used at all times.

Where not possible or not appropriate, substitute for one of the logo variations, this will ensure the logo and brand are used consistently across all communications.

A 'straight' and a 'stacked' version of the logo has also been developed to ensure the logo can be used at any size and fit within any dimensions without compromising the brand integrity.

Logo Misuse

To keep the integrity of your logo, never:



Stretch or Distort



Rotate



Change Orientation



Alter Colours



Apply Shadows or Effects



Supplied File Formats

.....
PNG | JPG | PDF | EPS

See 'Supporting Documentation' for more information about each file type and how they should be used within your material and documentation.

Logo

White Logo

The white logo has been developed to ensure the logo can be used on additional brand colours and along side partnering brands documentation and communications.

To ensure brand consistency, the white logos should only be used on the WWW.ART 'primary colour system', brand textures or displayed appropriately within the branding of a partnering organisation.

See 'Colours' for primary and secondary colour system.

Logo Misuse

To keep the integrity of your logo, never:



Stretch or Distort



Rotate



Change Orientation



Alter Colours



Apply Shadows or Effects



Supplied File Formats

.....
PNG | JPG | PDF | EPS

See 'Supporting Documentation' for more information about each file type and how they should be used within your material and documentation.

Textures

.....

Brand Textures

The WWW.ART brand texture is an important part of the brand identity. The brand texture is bold and vibrant ensuring new and returning customers recognise the brand and remember it. The brand texture should be used on almost every item of WWW.ART brand material and communications.



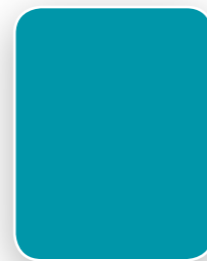
Colours



PANTONE 382
CMYK 30 1 100 0
RGB 194 213 0
HEX #c2d500



PANTONE 431
CMYK 66 52 45 18
RGB 92 102 111
HEX #5c666f



PANTONE 7711
CMYK 97 18 33 0
RGB 0 150 169
HEX #0096a9

.....

Primary Colour System

The primary colour system should be used on all occasions. The colour palette has been created to complement the brand, offering flexibility for the creation of printed and online designs. Percentage tints of these colours can be used.

Colours



PANTONE 7670
CMYK 78 78 10 1
RGB 87 81 148
HEX #575194



PANTONE 143
CMYK 3 32 91 0
RGB 244 178 51
HEX #f4b233



PANTONE 7418
CMYK 14 81 61 1
RGB 209 84 89
HEX #a4c8e1



PANTONE 543
CMYK 34 11 4 0
RGB 164 200 225
HEX #F58220



PANTONE 564
CMYK 49 3 30 0
RGB 129 199 188
HEX #81c7bc

.....

Secondary Colour System

The secondary colour system should be used to compliment the primary colour system. The colour palette has been created to be along side the primary colour system, offering flexibility for the creation of printed and online designs. This colour system would often be used for illustration designs to add additional depth and detail to the artwork.

Typography

Open Sans

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

Aa Bb Cc Dd 1234
 Open Sans - Light

Aa Bb Cc Dd 1234
 Open Sans - Bold

Aa Bb Cc Dd 1234
 Open Sans - Regular

Aa Bb Cc Dd 1234
 Open Sans - ExtraBold

Museo

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()

Aa Bb Cc Dd 1234
 Museo - 300

Aa Bb Cc Dd 1234
 Museo - 700

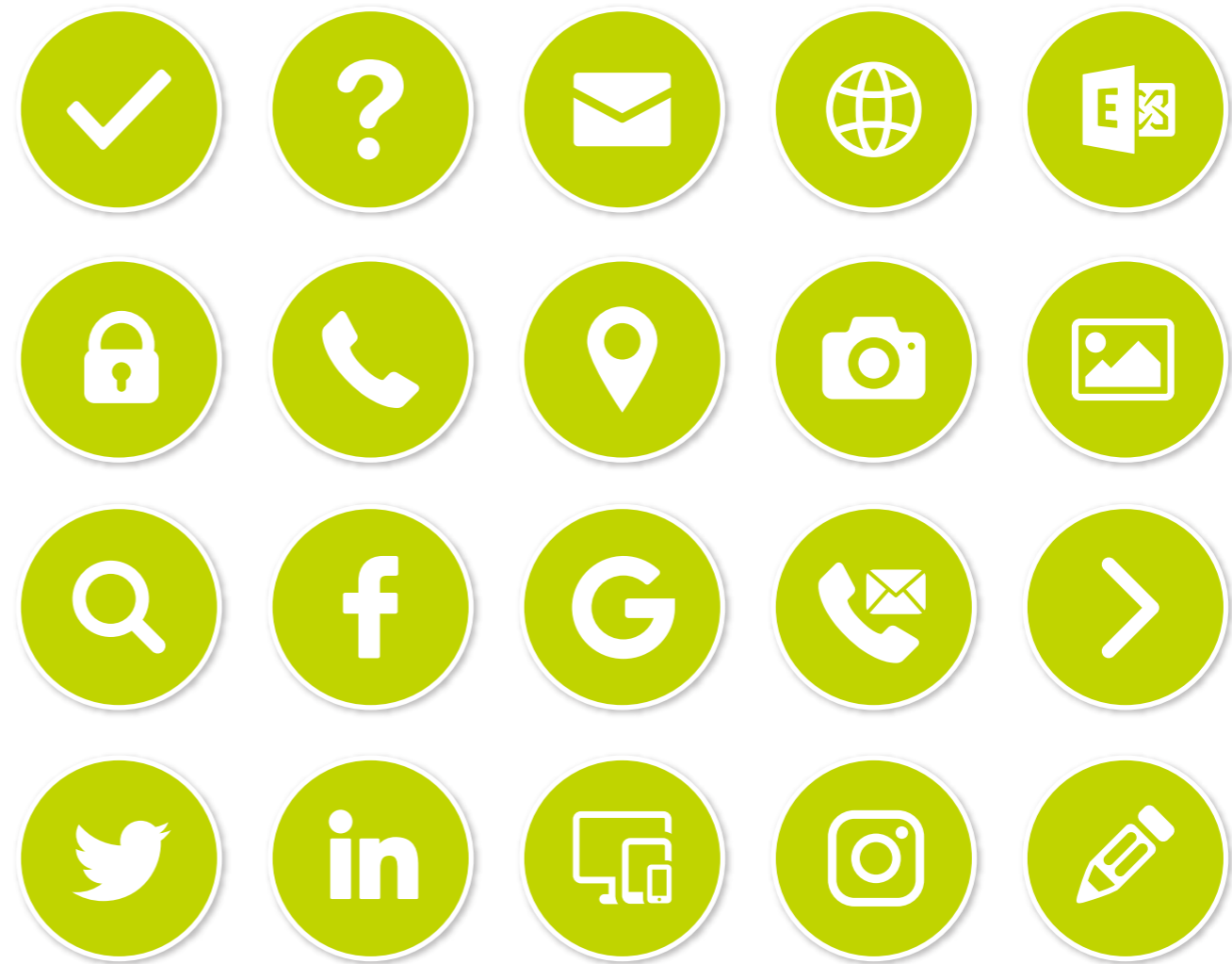
Aa Bb Cc Dd 1234
 Museo - 500

Aa Bb Cc Dd 1234
 Museo - 900

Brand Fonts

These fonts should be used for all communications. This will ensure a consistent look and feel on all marketing material printed and online.

Iconography



.....

Brand Icons

Brand icons are always designed as filled, monocolour symbols and will often be displayed in a circle.

Illustrations



.....

Brand Illustrations

WWW.ART brand illustrations have a distinct style. Illustrations should use a flat design and is primarily be where the secondary colour palette would be used.

Supporting Documentation

Font Installation

Use the supplied brand fonts to ensure all marketing material and documentation remain consistent across all platforms and promotions.



Mac

- 1. Close all applications**
Microsoft Word, Powerpoint, Photoshop... close all programs. When you reopen these applications, the new fonts will be installed and ready to use.
- 2. Open the supplied font folder**
Font files will be either TrueType (.ttf), OpenType (.otf), or PostScript Type 1 (.ps1).
- 3. Double-click on the font file or highlight multiple font files**
Opening a font file will open FontBook automatically. You'll see a dialog box with a preview of the font. Press 'Install Font'.
- 4. Reopen your applications**
The new fonts should be installed and ready to go!



Windows

- 1. Close all applications**
Microsoft Word, Powerpoint, Photoshop... close all programs. When you reopen these applications, the new fonts will be installed and ready to use.
- 2. Open the supplied font folder.**
Font files will be either TrueType (.ttf), OpenType (.otf), or PostScript Type 1 (.ps1).
- 3. Select all font files within the folder, right click and select "Install".**
- 4. Reopen your applications**
The new fonts should be installed and ready to go!

File Formats



JPG Files

A JPG file of your logo is primarily for use for both web and print applications.

ALWAYS features a solid background color. Can be compressed to lower file size but some image degradation may be apparent.

CANNOT be used larger than 100% of original image size as image degradation will occur.



PDF Files

A PDF file of your logo is primarily for use for both web and print applications.

CAN be viewed without use of professional design software and on most web browsers, smart phones and tablets but **NOT** for use "as is" in web site design or as an embedded image.

Your printer might ask for this file.



EPS Files

An EPS file of your logo can be imported into other design software and is primarily a print file and **NOT** for use on web.

CAN be enlarged to any size without image degradation.

Your printer might ask for this file.



PNG Files

A PNG file of your logo is primarily for use for both web and print applications.

CAN feature a transparent (clear) background for placing over other approved colours, textures or imagery.

CANNOT be used larger than 100% of original image size as image degradation will occur.

03 5728 3389

9A Bilson Street, Beechworth

contact@wwwart.com.au

www.wwwart.com.au

