



NDS Associate Identity Style Guide

www.nds.org.au

About NDS

NDS is Australia’s peak industry body for non-government disability services, servicing members at local, state and national levels.

NDS’s purpose is twofold:

- To increase the capacity of its members to operate efficient and effective services – and assist members to meet relevant industry and government standards – through the provision of information and advice, networking opportunities and access to corporate support;
- To influence governments at state/territory and federal levels to provide a policy environment that is responsive to the needs of people with disability and their service providers.

The NDS Associate brand

The NDS Associate identity is a sub-brand of the NDS brand. The following sub-brand guidelines have been developed to ensure the consistent and successful representation of NDS’s brand identity. The NDS associate logo may be used by financial NDS Organisational Associates only.

Eligible members are required to abide by the guidelines and email all copies of artwork containing the Associate logo to the NDS Membership Officer prior to use (please refer to page 6 for further information).

Associate logo - Colour

The NDS Associate logo should be used in its original, vertical form where possible.



Colour

Associate logo - Reversed

The logo may be reversed from a solid background only. The colour version of the logo should be used where possible.



Reverse

Usage

The NDS Associate logo may be used on:

- websites
- annual reports
- publications
- marketing materials
- email signature blocks


It is not approved for usage on letterhead or policy templates.

Associate logo colour palette

The NDS colour palette is a key element the NDS Associate logo.

The primary colours used in the logo are PMS 5405 and PMS 368. These colours must never be altered in anyway.


Blue



PMS 5405

C 58 M17 Y0 K46
R73 G117 B148


Green



PMS 368

C 57 M0 Y100 K0
R110 G187 B31


Black



PMS Process Black

C0 M0 Y0 K100
R103 G104 B106

White



PMS Paper

C0 M0 Y0 K0
R255 G255 B255

Associate logo typography

Typography is a key branding element in the NDS look and feel.

Helvetica Neue is to be used in the weights shown to keep the text hierarchy clean and simple with a strong sense of sophistication – so that the layout is uncluttered and easy to read.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ1234567890!@#\$%^&*()

Helvetica Neue Bold (headings)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ1234567890!@#\$%^&*()

Helvetica Neue Roman (body copy)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ1234567890!@#\$%^&*()

Helvetica Neue Light (headings also)

Incorrect use of the associate logo

The NDS Associate logo may not be redrawn or altered in any way, under any circumstances.

These examples show various ways in which the logo should not be used.



Do not compress, extend or distort the logo in any way



Do not alter the spacing and the relationship between the elements of the logo



Do not reproduce any part of the wordmark in another typeface



Do not alter the colours of the logo



Do not rotate the logo



Do not add the shadows or borders to the logo



Do not use imagery within the logo



Do not use colour logo on a busy background

Associate logo clear space and minimum size

Clear space is designed to assist in maintaining the clarity and integrity of the NDS Associate logo. Clear space is the minimum surface area surrounding the logo that must remain free of any other graphic element or text.

Wherever possible, maintain more clear space around the logo than the minimum specified.

Minimum size specifications are provided to ensure that the logo is reproduced effectively at a small size in general methods of production – i.e. print.

Format

The NDS Associate logo is available in jpeg and eps file types.

Please use only the supplied electronic files.

Access and approval

Only financial NDS Organisational Associates may access and use the NDS Associate logo. Each instance of Associate logo usage must be sent to NDS for approval prior to use.

Should an Associate become unfinancial, any permissions to use the Associate logo will cease immediately.

Associate logo



Clear space



Minimum size

Logo and approval requests can be emailed to: Emerson Riley Membership Services Officer NDS – emerson.riley@nds.org.au

Should you have any queries please contact Emerson on 02 6283 3205.

Any use of the Associate logo constitutes agreement to all terms and conditions contained in this March 2017 style guide.

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