



ICPA^{WA}

voice for regional education

Logo style guide

May 2014 – Version 1

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1. Logo

The logo is made up of both a graphic element and typography. At first glance the graphic is viewed as a star, however it is actually constructed out of two lap tops and a book. These elements combined add a sense of movement. Representing traditional teaching as well as movement with technology, it can also be seen as three arrows which come together connecting the remote and rural communities.

The rounded font softens the dynamic sharper features of the icon.



2. Logo with tagline

In addition to the ICPA WA logo there is also a supporting statement which highlights our purpose. Ideally this supporting statement would be used with the logo. However, if the logo is used without the tagline, the tagline needs to appear somewhere prominent on the page. See page 8 for how the tagline has been used individually from the logo.



3. Logo Variations

Full colour version (preferred)

To be used whenever possible. It must always appear on a white background.

Reversed full colour version

This version of the logo may only be used on the specified grey backgrounds (C:0 M:0 Y:0 K:60) or (C:0 M:0 Y:0 K:80) to maintain the integrity of the brand. In all other instances where the background is not white the Mono White version of the logo must be used.

Mono/Grayscale versions

Where full colour reproduction is not possible, use the Greyscale, Mono Black or Mono White versions of the logo to ensure adequate contrast.

Note the example shown of the white logo on the yellow background is not recommend as there is not enough contrast between the two colours.

Full colour version



Grayscale version



Reversed full colour versions



Mono versions



(Should be avoided as not accessible)

4. Logo Specifications

Clear space

Ensure there is always at least the minimum specified clear space around the logo. In this case, it is determined by the width of the WA.

Minimum size without tagline

For legibility purposes, the minimum width of the logo is to be no less than 25mm.

Minimum size with tagline

For legibility purposes, the minimum width of the logo with the tagline is to be no less than 45mm.

Clear space



Minimum size without tagline



Minimum size with tagline



5. Colour

The colour palette chosen for the ICPA WA logo is made up of five primary colours. The CMYK and RGB colour breakdown for each of these is shown here.

C:0 M:0 Y:0 K:60
R:128 G:130 B:133

C:0 M:0 Y:0 K:80
R:88 G:89 B:91

C:70 M:0 Y:15 K:0
R:246 G:135 B:31

C:70 M:0 Y:15 K:0
R:3 G:191 B:215

C:5 M:10 Y:90 K:0
R:246 G:217 B:53

6. Fonts

The font family used within the ICPA WA logo is Omnes. Both Omnes Medium and Omnes Semibold are used in the logo and can also be used as headings.

Helvetica Neue 55 Roman or 65 Medium should be used for body copy and Helvetica Neue 75 Bold for sub headings.

Omnes: Medium

abcdefghijklmnopqrstuvwxyz
0123456789

Omnes: Semibold

abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue: 55 Roman

abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue: 65 Medium

abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue: 75 Bold

abcdefghijklmnopqrstuvwxyz
0123456789

7. Applications

Stationery

The examples on this page highlight the use of the ICPA WA brand across stationery. Please note the placement of the supporting statement away from the logo to create a more balanced design.



7. Applications (contd.)

DL Brochure and Banner

The angles used on both the DL brochure and the banner are derived from the same angles used in the graphic element of the logo (dotted lines show this on the banner below) they should always remain at this angle and not be altered.

The solid panels are used to highlight and break up the information while still creating strong brand recognition for ICPA WA.

DL Brochure



Banner

