

Kosciusko Alpine Club

Branding Guidelines



Correct Depictions of Logo



CMYK: 9, 98, 93, 1
RGB: 217, 39, 45
Web: # d8272d
Pantone: 1795C



Logo may be shown in black or grey where necessary, such as for mono printing.



Logo may be shown in white on a colour background where necessary.

The logo may also be shown in the following colours when required: Dark Blue; Eco Green; and Breast Cancer Pink.



CMYK: 100, 91, 38, 45
RGB: 19, 32, 72
Web: # 121f47
Pantone: 2768C



CMYK: 55, 3, 100, 0
RGB: 130, 188, 0
Web: # 81bc00
Pantone: 376C



CMYK: 2, 36, 4, 0
RGB: 240, 179, 202
Web: # f0b2c9
Pantone: 203C

Typography

Main Text - Century Gothic AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Headings - **Century Gothic Bold** AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Century Gothic is modern, yet timeless in its design.

As the Kosciusko Alpine Club logo only contains the name in an abbreviated form (KAC), there is a set font to display the full name in headings.

Timeless Bold: Kosciusko Alpine Club

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Colour



CMYK: 100, 91, 38, 45
RGB: 19, 32, 72
Web: # 121f47
Pantone: 2768C



CMYK: 9, 98, 93, 1
RGB: 217, 39, 45
Web: # d8272d
Pantone: 1795C



CMYK: 100,78,0,13
RGB: 0,70,146
#004692

Pantone: 3925C
This blue is to be used minimally,
for design highlights only

Letterhead

- Logo is positioned top centre, 5mm from the top of the page. Red - CMYK 9, 98, 93, 1
- "Kosciusko Alpine Club" is 16 pt centred at 31mm from the top is Timeless Bold CMYK 100, 91, 38, 45
- "Founded in 1909" is 10 pt centred at 37mm from the top in Century Gothic CMYK 100, 91, 38, 45
- Contact details are positioned bottom centre, 6mm from the bottom of the page
- Contact details font is Century Gothic (Regular and Bold as shown) 11 pt
- Contact details font colour is: Blue - CMYK 100, 91, 38, 45 Red - CMYK 9, 98, 93, 1



Kosciusko Alpine Club

Founded in 1909

DLX Envelope

- Logo is positioned top left, 8mm from the top of the page and 8mm from left
- Contact details are positioned bottom left, 8mm from bottom of the page and 8mm from left
- Font is Century Gothic (Regular and Bold as shown) 8 pt, right justified
- Postage Paid Australia stamp in positioned top right, 8mm from top and 8mm from right



POSTAGE
PAID
AUSTRALIA

PO Box 1822, Chatswood NSW 2057

Compliments Slip

- Logo is positioned top left, 8mm from top of page and 8 mm from left of page
- Contact details are positioned bottom right, 8mm from bottom of page and 8mm from right
- Contact details font is Century Gothic (Regular and Bold as shown) 10 pt
- Contact details font colour is: Blue - CMYK 100, 91, 38, 45 Red - CMYK 9, 98, 93, 1
- With compliments font is Century Gothic Bold 20 pt
- With compliments colour is Red - CMYK 9,98,93,1
- With compliments position is 21mm from bottom of page, 8mm from right of page



With Compliments

PO Box 1822, Chatswood NSW 2057

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