futurefund

Australia's Sovereign Wealth Fund

VISUAL IDENTITY GUIDE

VERSION 02
APRIL 2018

Welcome

The visual identity guideline outlines the core elements of our organisation's brand and how it is applied to creative documents (ie external documents and documents created by Internal Communications).

Our organisation's logo, tree graphic, colour palette and typeface form the core elements of our visual brand.

It is important that the brand is applied consistently across all formal documents, in line with these guidelines.

Implementation of this guideline is overseen by Public Affairs & Strategic Relations and Internal Communications.

Please contact Public Affairs & Strategic Relations if you need to access the logo or any other design elements. To access our generic photographic library, please contact Internal Communications.

All of our organisation's internal templates reflect the appropriate visual identity guidelines.

Logo

The logo is made of a wordmark and positioning statement. Both are to appear together at all times as shown to the right.

The colour version of the logo should be used for the majority of communication. The reversed (white) version can only appear on a blue background and on black when colour is not available. Do not frame the logo within a rectangle or any other shape.

Colour

futurefund
Australia's Sovereign Wealth Fund

Reversed (white)

futurefund
Australia's Sovereign Wealth Fund

Black

futurefund
Australia's Sovereign Wealth Fund

Clear space, minimum size and placement

To ensure integrity and legibility of the logo, clear space and minimum size restrictions have been developed.

No other logos, graphic elements or photography are to appear within the clear space area. The area is defined by the width of the bold letter 'u' in the logo.

The logo must not appear smaller than 30mm in width.

The logo should be used in the top or bottom corners of your document (either left or right, depending on your design). The logo should not appear in the centre of your design.

Formal crest logo

A formal crest logo is available and should only be used on formal communication with government. For example, it is often used by the Chair and where we would like the reader to be aware we are part of the Government.

Please contact the Public Affairs Team to determine whether this logo is appropriate for your needs.

Refer to the Australian Government Branding Design Guidelines for additional reproduction requirements.

Other logos

Only our logo (and in some cases the formal crest logo) can be used. You must not create a new logo for projects, teams, events or other purposes without agreement from the Internal Communications or Public Affairs & Strategic Relations teams.

The guide is linked to the brand page on myconnect. Any questions, please be in touch.

Clear space

Minimum size

30mm

Stacked

Inline

Typefaces

For external documents and documents created by Internal Communications, Helvetica Neue is to be used for text and DIN used in headings. Standard typeface weights such as light, regular, medium and bold are preferred, however all other weights and variations may be used.

Tahoma is to be used for internal communication and templates.

External documents and documents created by Internal Communications

Internal documents

Text

Helvetica Neue

Text and headings

Tahoma

Headings

DIN

Example

Main heading – DIN

Text heading – DIN

Text heading (optional) – Helvetica Neue

General text – Helvetica Neue. lit volorio dolorib erumquis et volum, atiae que nimet maio cus, optavent.

Example

Main heading – Tahoma

Text heading – Tahoma

General text – Tahoma. lit volorio dolorib erumquis et volum, atiae que nimet maio cus, optaque dellacc event.

Colour palette

The colour palette is a fundamental component of our corporate identity. It helps to ensure consistent and coherent communications.

The primary colour palette comprises of the blue, black and sand. These colours are the main colours to be used in all visual communication.

The secondary colour palette is designed to allow flexibility in communications such as annual reports, newsletters, and powerpoint presentations.

Colour breakdowns are provided for print (CMYK), screen (RGB) and web. Breakdowns for lighter shades are also provided.

Refer to the colour contrast chart on page 9 when using these colours online with type to ensure AA or AAA requirements are met.

Lighter percentages of these colours can be used.

Primary

C100/M24/Y0/K64 R0/G60/B91 124B69	C52/M25/Y18/K0 R128/G166/B189 80A6BD	C25/M10/Y9/K0 R189/G209/B220 BDD1DC	C15/M6/Y4/K0 R214/G227/B235 D6E3EB	C9/M4/Y2/K0 R229/G236/B243 E5ECF3
C34/M33/Y72/K0 R173/G154/B98 AD9A62	C28/M28/Y58/K0 R189/G171/B125 BDAB7D	C18/M17/Y34/K0 R212/G201/B171 D4C9AB		C0/M0/Y0/K100 R0/G0/B0 000000

Secondary

C33/M99/Y98/K51 R104/G0/B0 680000	C21/M39/Y100/K0 R204/G153/B0 CC9900	C76/M40/Y90/K34 R56/G93/B53 385D35	C100/M0/Y40/K20 R17/G134/B141 11868D	C80/M5/Y5/K15 R29/G153/B199 1D99C7
C21/M100/Y100/K15 R176/G0/B0 AF0000	C0/M19/Y86/K0 R255/G205/B63 FFCD3E	C68/M19/Y85/K4 R93/G154/B88 5D9A57	C70/M0/Y30/K0 R156/G216/B220 9CD8DC	C40/M10/Y5/K0 R148/G197/B225 94C4E1
	C0/M11/Y56/K0 R255/G224/B137 FFDF88	C33/M12/Y43/K0 R177/G196/B160 B0C49F		

Tree graphic

The tree is designed to provide an additional visual element to bring materials to life.

It can be used flexibly across communications in different colours and sizes.
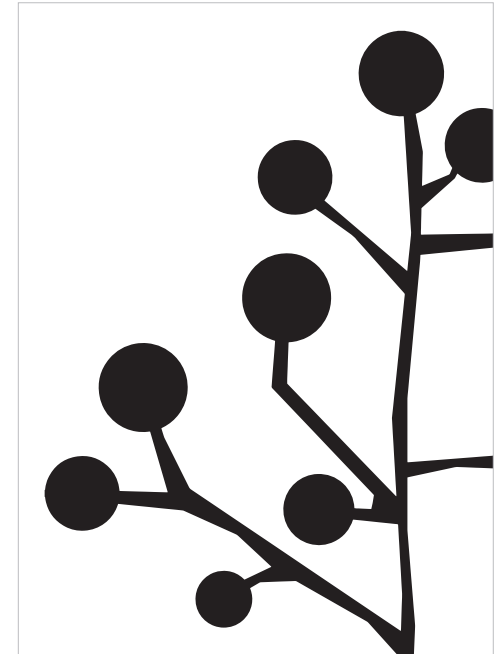
When the whole tree trunk is used, the main trunk must be shown vertical, as this helps signify growth.

The tree appears within internal templates. Other creative versions (ie one colour tree visuals) are to be used only for external communications and documents created by Internal Communications.
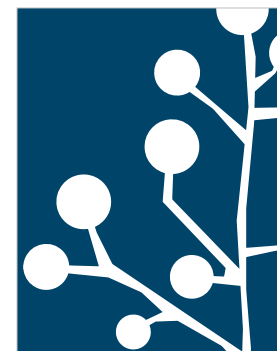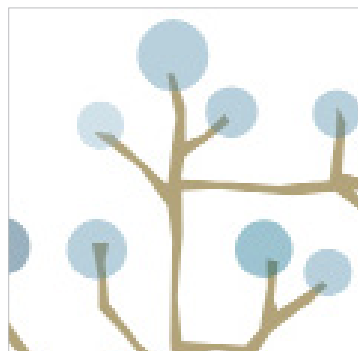
Colour

Monotone

Cropping and colour variations

Photography

The style of imagery for the organisation is:

- real
- simple
- positive
- relevant.

The imagery selected should:

- show diversity if including people
- only show faces of current employees
- be relevant to the subject matter
- use vibrant and eye-catching colours.

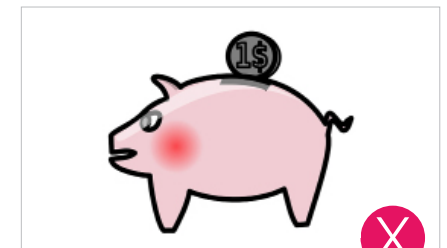Ensure high quality images are used:

- Do not use low quality, pixelated, grainy or blurry images.
- Your images should be clean, crisp and in focus.
- If used online, images should have a minimum DPI of 72.
- If used in print, images should have a minimum DPI of 300.

Do not use low quality, grainy or blurry images.

Do not use cliche or inappropriate stock photography.

Do not use cliche or inappropriate clip art.

Accessibility

Here are some tips to help ensure your publications are easy to understand:

- Use clear, simple language in short sentences.
- Use clear examples that highlight the point you are making.
- Avoid abbreviations (eg street, not st).
- Use illustrations, diagrams, logos or photographs to add meaning to the text and improve understanding.

It is important that any communications you develop meet our visual accessibility standards:

- Ensure at least 10 point text (8 point text only when referring to source documents and reference notes).
- Ensure there is a high contrast background.
- Align all text and headings to the left.
- Do not create sentences and headings in uppercase.
- Finish a sentence on the page it starts and complete words on the line they start on.
- Use a heading and clear levels of subheadings to help break up information.

Colour contrast

	Colour type on white background				White type on colour background				Black type on colour background			
	Small text Less than 18pt regular or 14pt bold		Large text Larger than 18pt regular or 14pt bold		Small text Less than 18pt regular or 14pt bold		Large text Larger than 18pt regular or 14pt bold		Small text Less than 18pt regular or 14pt bold		Large text Larger than 18pt regular or 14pt bold	
	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA	AA	AAA
Black	YES	YES	YES	YES	YES	YES	YES	YES				
124B69	YES	YES	YES	YES	YES	YES	YES	YES	NO	NO	NO	NO
80A6BD	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
BDD1DC	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
D6E3EB	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
E5ECF3	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
AD9A62	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
BDAB7D	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
D4C9AB	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
68000	YES	YES	YES	YES	YES	YES	YES	YES	NO	NO	NO	NO
AF0000	YES	YES	YES	YES	YES	YES	YES	YES	NO	NO	NO	NO
CC9900	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
FFCD3E	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
FFDF88	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
385D35	YES	YES	YES	YES	YES	YES	YES	YES	NO	NO	NO	NO
5D9A57	NO	NO	YES	NO	NO	NO	YES	NO	YES	NO	YES	YES
B0C49F	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
11868D	NO	NO	YES	NO	NO	NO	YES	NO	YES	NO	YES	YES
9CD8DC	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES
1D99C7	NO	NO	YES	NO	NO	NO	YES	NO	YES	NO	YES	YES
94C4E1	NO	NO	NO	NO	NO	NO	NO	NO	YES	YES	YES	YES

Charts and graphs

The following colour spectrums are recommended when creating graphs and charts. Try to select colours in order from either side of the spectrum.
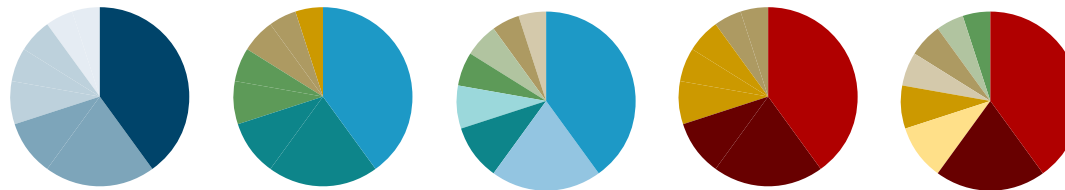
The colour order for graphs is intended to have increased contrast.
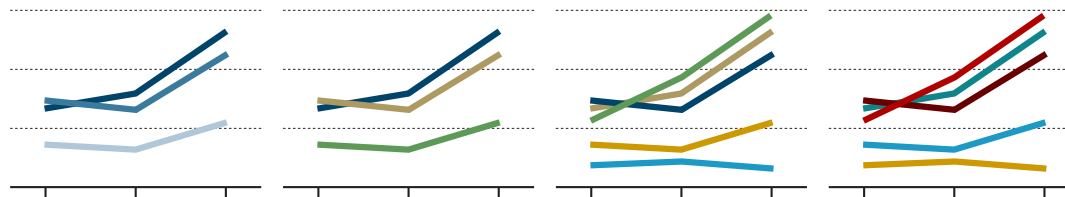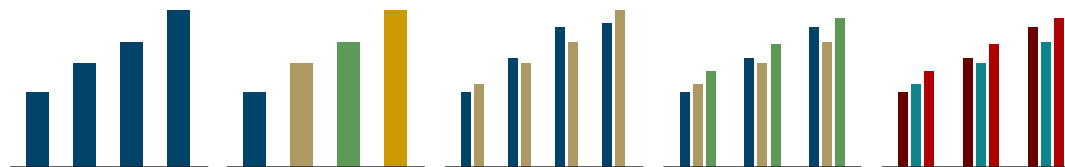
Pie charts

Single colour

Colour

Graphs

Single colour

Colour

Incorrect use

Examples on this page show incorrect ways of reproducing the logo and brand elements.

If you are unsure, please contact the Public Affairs Team to determine whether you are using the brand guidelines correctly.

Do not separate the logo and positioning statement.

Do not reproduce the logo in or place on a different colour.

Do not alter the proportion or rotate the logo.

Do not attempt to recreate the logo or alter the typefaces.

Do not frame within a rectangle or any other shape.

Do not infringe upon clear space.

Do not apply any effects such as a drop shadow.

Do not use a low resolution or blurred version.

Do not place the logo over a high contrast image.