



Australian Government

N A I F

Northern Australia Infrastructure Facility

Corporate Style Guide

Contents

Logo	3
Logo - Clear space and minimum size	4
Logo dos	5
Logo don'ts	6
Colours	7
Colour accessibility	8
Typeface	9
Brand application	10
Indigenous artwork	10
Business card	11
Email signature	12
Presentations	13
Facts Sheets	14
Signage	15
Social media	16
Letterhead	17
Document cover	18
Brand application	12
Internal Documents	18
Icons	20
Infographics	21

Logo

Colour versions

This version should be used for the majority of logo usage including in external communications

For cases where colour reproduction is not available, the mono version should be used depending on the production limitations.

The reverse version can be used on collateral items on a background from the NAIF colour palette.

Note: The NAIF logo should be used in landscape format at all times. A stacked format should only be applied where space or other constraints exist.



Tricolour - Primary Landscape version



Tricolour - Primary Stacked version



One colour - Secondary version



One colour - Reverse

Logo - Clear space and minimum size

Clear space

A clear space must be maintained around the brandmark and nothing should feature within this space.



Minimum size

The minimum size is defined by the width of the crest which is 16mm. The logo should not be reproduced smaller than this size.





The logo has been set up at the actual minimum size.



Logo dos

<p>✓ Use the coloured logo on a white background</p>  <p>The logo consists of the Australian Government crest on the left, followed by a vertical line, and the NAIF logo on the right. The NAIF logo features the letters 'NAIF' in a bold, sans-serif font with a color gradient from orange to red. Below the letters, the text 'Northern Australia Infrastructure Facility' is written in a smaller, red font.</p>	<p>✓ Apply minimum clear space</p>  <p>The logo is identical to the one in the first panel, but it is centered and surrounded by a significant amount of white space, demonstrating the required clear space around the logo.</p>
<p>✓ Use the reversed logo on an appropriate brand colour</p>  <p>The logo is reversed, with the Australian Government crest and 'Australian Government' text in white. The 'NAIF' letters are also in white with a color gradient. The background is a solid dark blue. The text 'Northern Australia Infrastructure Facility' is in white.</p>	<p>✓ Use the mono logo on an appropriate brand colour with enough contrast</p>  <p>The logo is in black and white (mono). The Australian Government crest and 'Australian Government' text are in black. The 'NAIF' letters are in black. The background is a solid orange. The text 'Northern Australia Infrastructure Facility' is in black.</p>

Logo don'ts

<p>X Do not re-colour the logo</p>  <p>The image shows the Australian Government crest on the left and the NAIF logo on the right. The NAIF logo consists of the letters 'NAIF' in a bold, sans-serif font, with a horizontal gradient from light blue at the top to dark blue at the bottom. Below the crest is the text 'Australian Government' and below the NAIF logo is 'Northern Australia Infrastructure Facility'.</p>	<p>X Do not apply any graphic effects</p>  <p>The image shows the Australian Government crest on the left and the NAIF logo on the right. The NAIF logo is rendered with a 3D effect, featuring a gradient from yellow to red and a dark shadow cast behind it. Below the crest is the text 'Australian Government' and below the NAIF logo is 'Northern Australia Infrastructure Facility'.</p>
<p>X Do not skew, rotate or alter the logo in any way</p>  <p>The image shows the Australian Government crest on the left and the NAIF logo on the right. The NAIF logo has a vertical color gradient from yellow at the top to red at the bottom. Below the crest is the text 'Australian Government' and below the NAIF logo is 'Northern Australia Infrastructure Facility'.</p>	<p>X Do not use the logo without the crest</p>  <p>The image shows only the NAIF logo, which has a vertical color gradient from yellow to red. Below it is the text 'Northern Australia Infrastructure Facility'. The Australian Government crest is missing.</p>

Colours

Primary colour palette

The dark blue, aqua, mid blue and light blue colours are inspired by the reef and rainforest of northern Australia.

They are the core colours to be used in NAIF corporate communications.

The colour palette passes accessibility tests for colour blindness and passes contrast with AA Rating.





Extended colour palette

The red, orange and yellow colours are inspired by the soil and landscape of central northern Australia.







This colour palette can be used to accent the primary colour palette.

Tints

Using tints of the corporate colours is permitted.

	PMS 7477 CP RGB 0 64 83 HEX# 004053 CMYK 86 29 21 67		PMS 3278 CP RGB 0 168 128 HEX# 00a77f CMYK 99 0 69 0 PMS 326 C RGB 0 145 156 HEX# 00919c CMYK 100 21 41 0 PMS 338 CP RGB 124 204 189 HEX# 7ccbdb CMYK 50 0 31 0
	PMS 7427 CP RGB 160 12 48 HEX# 9f0c30 CMYK 8 100 70 33		PMS 179 C RGB 219 59 61 HEX# da3a3c CMYK 0 90 76 3 PMS 158 CP RGB 245 127 41 HEX# f47e28 CMYK 0 62 95 0 PMS 143 CP RGB 252 181 59 HEX# fc53b CMYK 0 32 87 0

Accent combinations

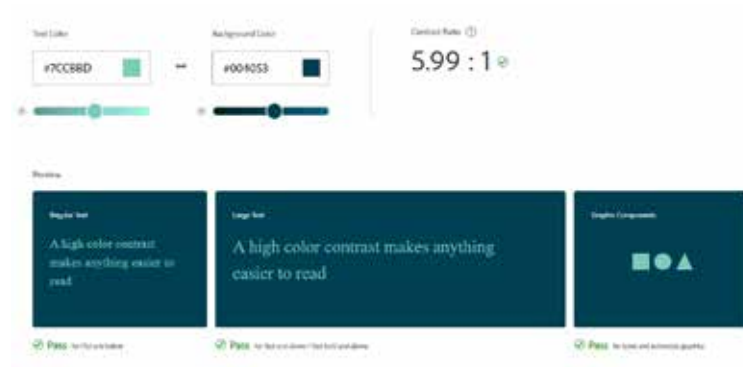
Colour accessibility

WCAG 2.1 AA

Web Content Accessibility Guidelines (WCAG) 2.1 defines how to make Web content more accessible to people with disabilities. Accessibility involves a wide range of disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities.

Large Text refers to 18pt and above for the regular font-weight, or 14pt and above for bold font-weight. For AAA, the qualifying ratio is 4:5:1. For AA, the qualifying ratio is 3:1.

Regular Text refers to 17pt and below for regular font-weight, or 13pt and below for bold font-weight. For AAA, the qualifying ratio is 7:1. For AA, the qualifying ratio is 4:5:1.



Typeface

Eskorte Latin Semibold

Eskorte Latin Semibold font should be used for all headings in collateral and communications.

In instances where these typefaces are unavailable, Georgia Pro Semibold should be used instead (ie: Microsoft 365 Applications).

Acumin Pro

Acumin Pro font should be used for all body copy in collateral and communications.

In instances where these typefaces are unavailable, Arial should be used instead (ie: Microsoft 365 Applications).

Primary

AaBb

Eskorte Latin Semibold

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

System font

AaBb

Georgia Pro Semibold

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

AaBb

Acumin Pro Regular

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

AaBb

Arial

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

Indigenous Artwork

Indigenous Outcomes

The Indigenous artwork featured in the NAIF Reconciliation Plan has been digitised into separate branding elements to use in our Indigenous Outcomes collateral only.

The elements can appear in any of the brand colours outlined on page 7.

Images

Images should appear in full colour. It is up to the Stakeholder Relations and Communications Team to use discretion on treatment of imagery.



Business Cards

Business Card

Size:

90mm x 55mm

Colours:

CMYK Adobe InDesign artwork template has been provided for this item.

Back



Front



Email signature

Arial should be used as the NAIF email font at the size of 10pt black.

The name should appear in Arial 12pt in the mid blue colour.

The remainder of the contact details should be Arial Regular dark blue 8pt.

The acknowledgment of Country and the Disclaimer should appear in Arial Regular dark grey 70% at 6pt.

First Name Last Name

Position

Northern Australia Infrastructure Facility (NAIF)

Level 3, Export House
22 Pitt Street, Sydney NSW 2000

P 1300 466 243

M +61 000 000 000

E Firstname.lastname@naif.gov.au

W www.naif.gov.au



Join our mailing list

[Subscribe](#) to our bi-monthly newsletter and be the first to hear about our latest news and case studies.



Artwork Title: Bubani, Artist: Bernard Singleton © 2021. NAIF acknowledges the Traditional Owners of Country throughout Australia and their continuing connection to land, sea and community. We pay respect to Elders past and present.

DISCLAIMER: This email may be confidential and/or privileged. Only the intended recipient may access or use it. If you are not the intended recipient, please delete this email and notify us promptly. We use virus scanning software, but exclude all liability for viruses or similar in any transmission.

Presentations

PowerPoint Presentation

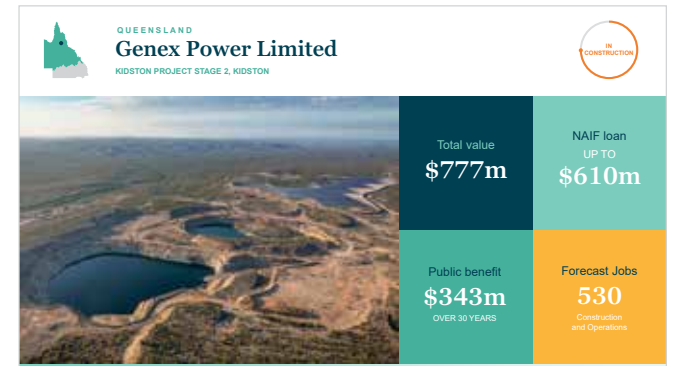
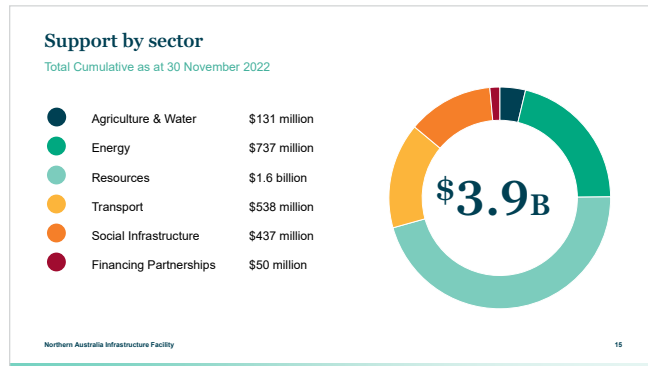
The extended colour palettes can be used for internal pages in a presentation to help break out the document.

The corporate PowerPoint template contains several colour variations as described in the colour palette section of this guide.

Without images

When not using images make sure you use the right colour palette as per the example.

A Microsoft PowerPoint template has been provided for this item.



Fact Sheets

Size:

A4 (210mm x 297mm)

Colours:

CMYK

The fact sheet template is an InDesign file and updates are managed by the Stakeholder Relations and Communications Team.



Signage

Pull Up Banner

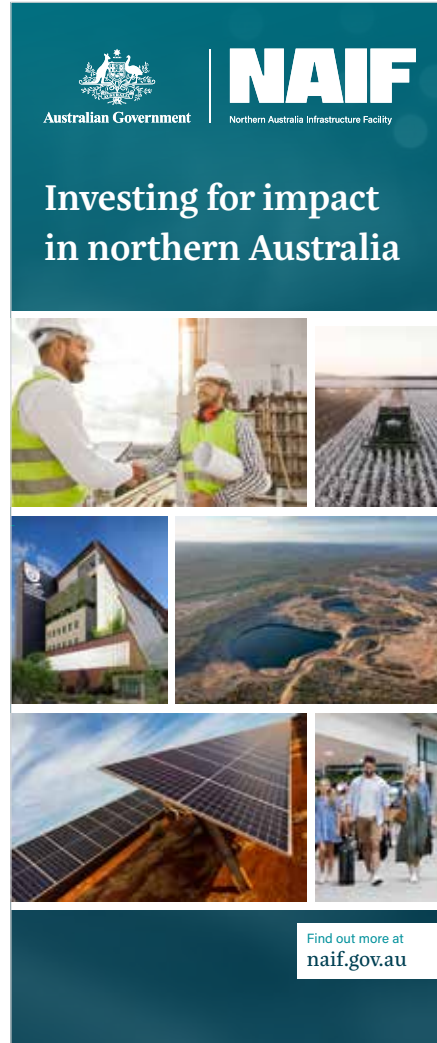
Size:

800mm x 2000mm

Colours:

CMYK

An Adobe InDesign artwork template is available for this item.



With multiple images



With image



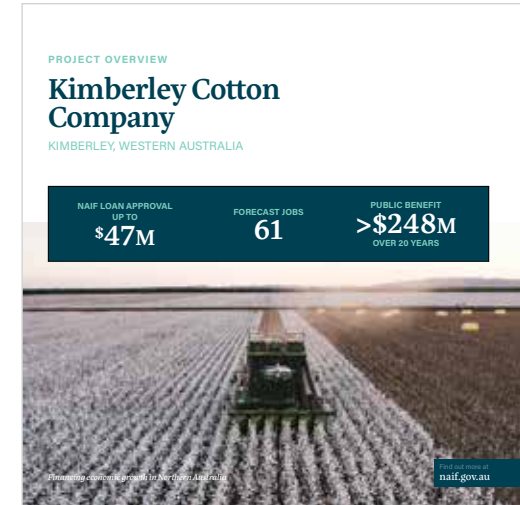
Without images

Social Media

Social Graphics

Social media graphics should always appear in square format for post feed, 9x16 for stories and 1200 x 628 for other uses like link previews.

Social media graphics can change to suit the style of post while still retaining brand identity through colours, imagery and fonts.



Letterhead

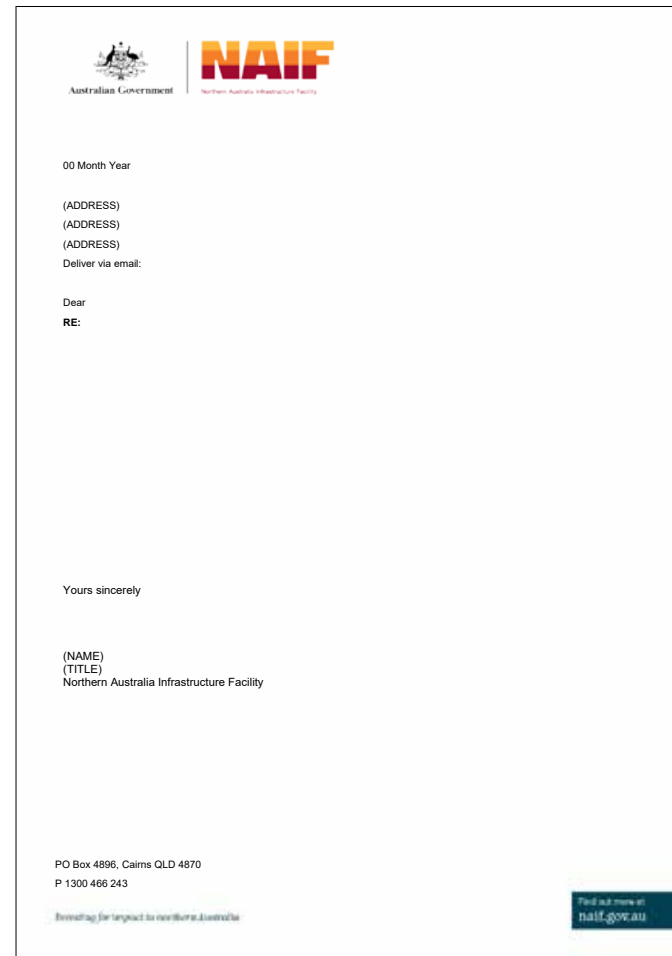
Size:

A4
210mm x 297mm

Colours:

CMYK

A Microsoft Office template is available for use.



Internal Documents

Document Cover

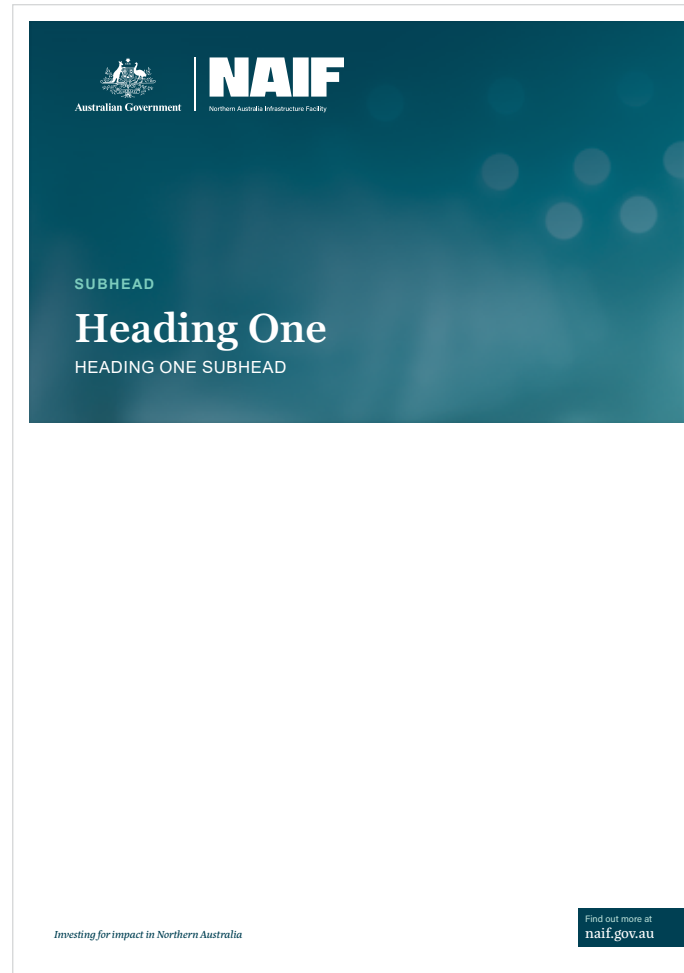
Size:

A4 (210mm x 297mm)

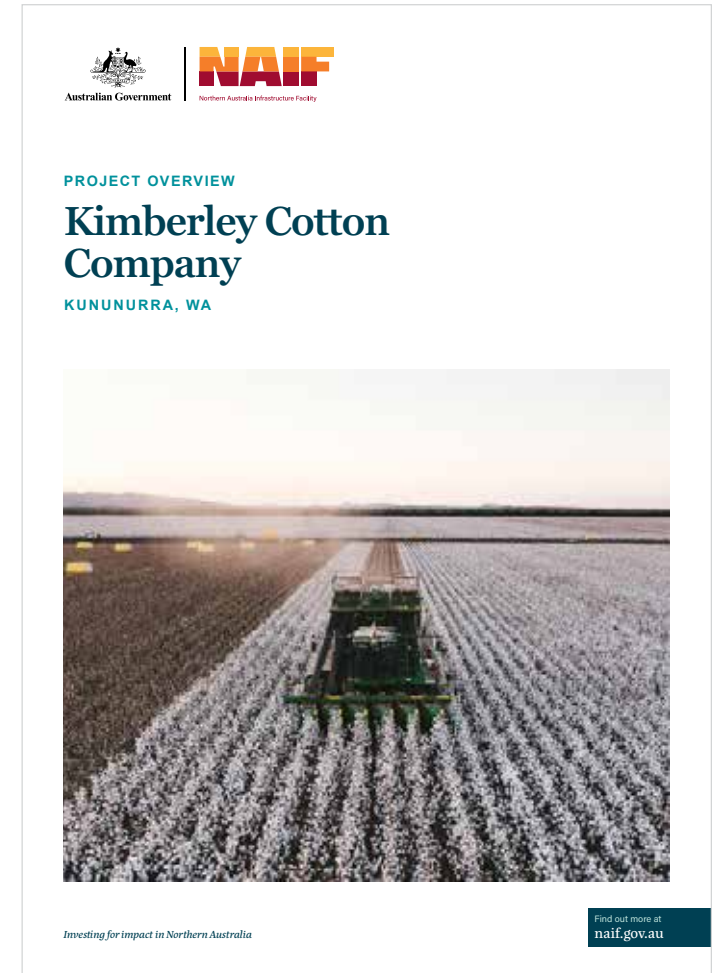
Colours:

CMYK

A Microsoft Word template has been provided for this item.



Without images



With images

Internal Documents

Content page (styles)

For typesetting reports or long documents, we advise using these settings to maintain consistency across the brand.

The colours of the tables and graphs may vary throughout the document, for consistency, the provided colour palette should be used.

Note:

This example is based on an A4 sheet. When designing for a different format, please ensure you scale proportionally.

Georgia Pro Semibold 18pt
Dark Blue - Line height 1.2

Georgia Pro Semibold 14pt
Light Blue - Line height 1.2

Georgia Pro Regular 12pt
Black or Light Blue - Line height 1.2

Arial 10pt
Black - Line height 1.2

NAIF - Northern Australia Infrastructure Facility

Heading 1

Heading 2

Intro paragraph Maecenas sed diam eget risus varius blandit sit amet non magna. Sed posuere consectetur est at lobortis. Cras justo odio, dapibus ac facilisig in, egestas eget quam. Maecenas sed diam eget risus varius blandit sit amet non magna. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Cras mattis consectetur purus sit amet fermentum. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec ullamcorper nulla non metus auctor fringilla. Maecenas faucibus mollis interdum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Etiam porta sem malesuada magna mollis euismod. Maecenas sed diam eget risus varius blandit sit amet non magna. Nulla vitae elit libero, a pharetra augue. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cras mattis consectetur purus sit amet fermentum. Curabitur blandit tempus porttitor. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Nulla vitae elit libero, a pharetra augue. Cras mattis consectetur purus sit amet fermentum.

Table Heading		
Table Sub Heading		
Table body	Table body bold	18,559
Table body	Table body bold	18,559
Table body	Table body bold	18,559

Year	Segment 1 (Dark Blue)	Segment 2 (Light Blue)	Segment 3 (Light Blue)
2010-11	32,722	2,100	21,010
2011-12	30,537	2,864	16,338
2012-13	26,834	3,418	18,586
2013-14	30,542	2,809	18,659

Icons

It is important to build brand recognition even through our iconography by remaining consistent in how they appear. The sector icons in particular are a strong representation of our business functions and are a major branding element used in our communications.

Please only use icons from the approved iconography library. If you require an icon not featured within the library consult the Stakeholder Relations and Communications Team prior to use.



AGRICULTURE & WATER



ENERGY



FINANCING PARTNERSHIPS



RESOURCES



SOCIAL INFRASTRUCTURE



TRANSPORT



CRITICAL INFRASTRUCTURE



PRODUCT SUITE



PERSPECTIVE



IMPACT



COMMS



CONCESSIONAL LOANS



NETWORK



SAP



DUE DILIGENCE



INVESTMENT DECISION



EXECUTION

Infographics

Numbers and Percentages

Numbers and percentages should appear with the figure in Eskorte Latin Semibold and the following text in Acumin Regular. The percentage should appear in superscript.

Eskorte Latin Semibold

Acumin Regular

16

Indigenous Engagement Strategies actively being delivered.

89%

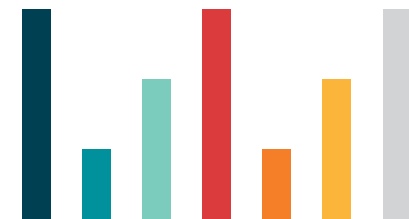
Indigenous Engagement Strategies actively being delivered.

Graphs

All graphs should represent the corporate style guide colour palette where possible.



- Dark Blue
- Mid Blue
- Light Blue
- Red
- Orange
- Yellow
- Grey





Australian Government

NAIF

Northern Australia Infrastructure Facility

Contact us

Phone:

1300 466 243

General enquiries:

naif@naif.gov.au

Account enquiries:

accounts@naif.gov.au

Media enquiries:

Phone: 0448 114 986

Email: naifmedia@naif.gov.au

Head Office:

Level 2, 111 Grafton Street, Cairns QLD 4870

Postal:

PO Box 4896, Cairns QLD 4870