

OUR BRAND PERSONALITY

CANBERRA IS THE MEETING PLACE FOR AUSTRALIA'S BIGGEST IDEAS AND IS THE CUSTODIAN OF NATIONAL PRIDE AND COLLECTIVE SPIRIT.



CANBERRA'S BRAND STORY

Canberra is a place to stimulate your senses, engage your mind and fire your imagination. Big ideas emerge, circulate and grow here, thanks to unique links between leading thinkers in business, government, education and research.

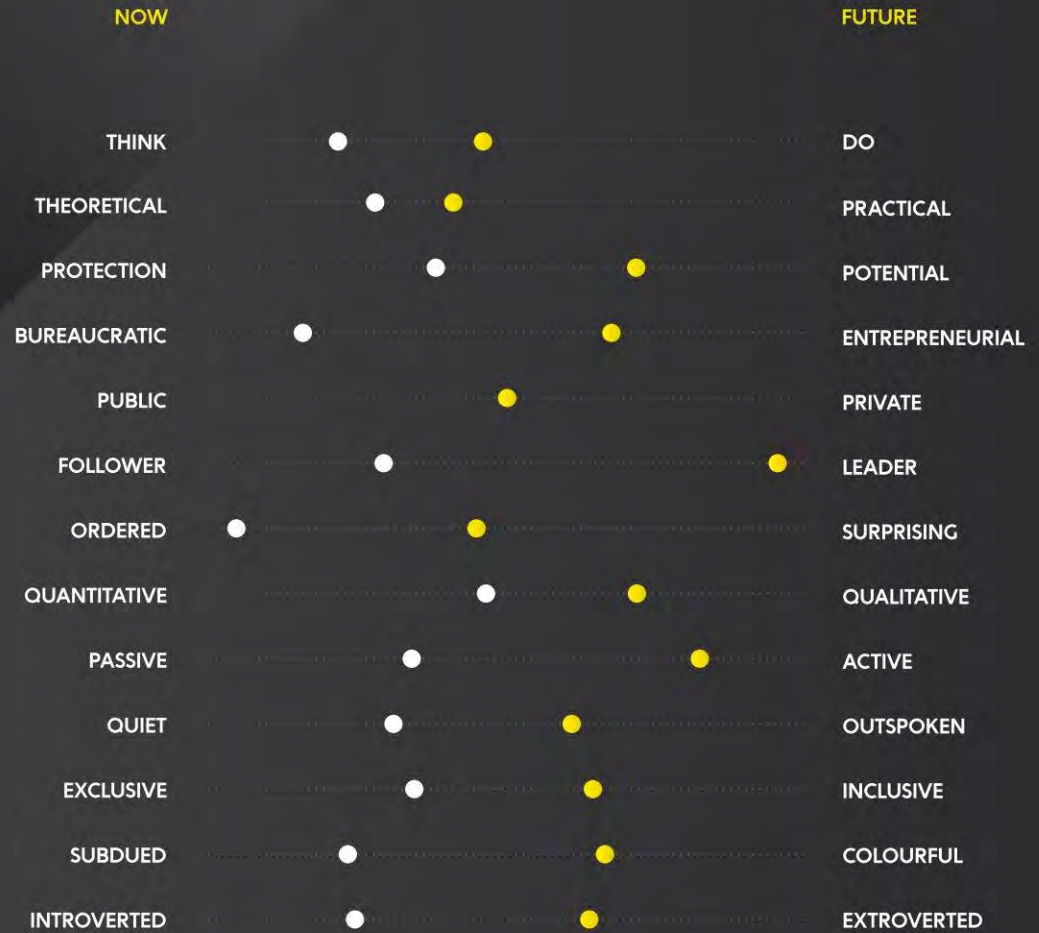
As our capital city, Canberra is built on the collective spirit and potential of Australia's people. Our great institutions tell the stories of our nation and our open and connected community encourages innovation.

We have a proud past, a vibrant and exciting present and most of all, we're ready to embrace the future.



HOW DOES OUR BRAND SOUND?

Research tells us we need to change our tone of voice when we talk about Canberra, to reflect a more active, vibrant city. Here are some transitions we need to keep in mind when we write or talk about our city.



WHAT DOES OUR BRAND SAY?

CANBERRA IS ABOUT CONNECTEDNESS AND EXCHANGE OF IDEAS

That's our unique selling proposition. Nowhere else can you find the same opportunities to connect with important people, ideas and opportunities. Here there is unrivalled access to government and a unique interaction between science, research, education and business. These connections benefit everyone who lives in, works in or visits the city and let us realise the brilliant possibilities Canberra offers.

CANBERRA IS A CITY THAT HAS COME OF AGE

Our centenary year has helped us reflect on what we've achieved, but now we need to come together and look towards what we can achieve in the future. It's time to re-imagine what Canberra can be.

BIG THINGS HAPPEN IN CANBERRA

Canberra has a leading role in finding solutions to local, national and global challenges. It's the place where a culture of innovation and creativity leads to extraordinary achievements in science, research, education and business. It's where people come to collaborate on big ideas that can be shared with the nation and the world.

CANBERRA IS FOR ALL AUSTRALIANS

As the national capital, Canberra is the keeper of Australia's story, a place to discover who we are, where we have come from and where we are going as a nation. It is a focus for our biggest ideas, our national pride and collective spirit. We welcome new people, new ideas and new ways of doing things. Our national institutions represent Australia's collective soul.



HOW DOES OUR BRAND FEEL?

While brilliant possibilities is the essence of our brand we need to find a compelling way to communicate that thought. A way that uses simple, everyday language and that links to a memorable graphic.

We've settled on three words. Their initial letters combine as a shorthand for Canberra – the shorthand you see on every boarding pass and airline luggage tag.

CBR. Confident. Bold. Ready.

In these three words we sum up the new Canberra – our new tone of voice, our belief in ourselves.

The emphasis is on ready.

This conveys that sense of possibility, of looking forward, embracing challenges and making new discoveries.

It's a powerful word grounded in a profound truth about Canberra. We are ready. Ready for our second century. Ready for the next stage in our growth as a city. Ready to abandon old stereotypes and march proudly into the future.



HOW DOES OUR BRAND LOOK?

THE BRAND MARK

A powerful brand needs a powerful graphic expression. While the CBR brand mark is contemporary in tone and appearance, it also draws from history. Its geometric shapes are inspired by the Burley Griffin plan for Canberra, with its triangles and circles.

The brand mark is flexible and can be used in solid colours or as a window into imagery that portrays aspects of Canberra. A comprehensive style manual will be produced to show how the brand mark can work in various situations. It will include co-branding guidelines.



THE COLOUR PALETTE

What could be more brilliant than yellow? Bright yellow was the identifying colour for our centenary year and will continue to be the signature colour for Canberra's brand. Paired with dramatic black, it perfectly conveys our bold, confident approach. However, a wider colour palette will also be available, so you can tailor brand communications to suit your needs.

PANTONE BLACK
C0 M0 Y0 K0
R35 G31 B32
HEX #231F20

PANTONE 3955
C09 M04 Y100 K0
R242 G223 B0
HEX #EFE000

90% 80% 70% 60% 50% 40% 30% 20% 10% 05%



SECONDARY COLOUR PALETTE

PANTONE 605
C15 M13 Y100 K0
R224 G204 B33
HEX #E1CD00

PANTONE 1585
C0 M72 Y98 K0
R243 G108 B35
HEX #F36C23

PANTONE RED 032
C0 M93 Y76 K0
R239 G55 B66
HEX #EF3742

PANTONE 226
C11 M100 Y31 K0
R216 G0 B108
HEX #D8006C

PANTONE PURPLE
C35 M88 Y0 K0
R172 G76 B153
HEX #AC4399

PANTONE VIOLET
C89 M100 Y01 K02
R71 G45 B140
HEX #472D8C

PANTONE BLUE 072
C100 M98 Y02 K03
R43 G50 B140
HEX #2B328C

PANTONE 638
C81 M07 Y09 K0
R0 G173 B215
HEX #00ADD7



WHERE CAN OUR BRAND GO?

Almost anywhere. And, we hope, everywhere. We want everyone to be talking the brand language, with a bold, confident tone of voice. And the idea of being ready translates into compelling messages across every sector of our city – business, education, science, tourism and government.



OUR BRAND IN ACTION

THE CANBERRA BRAND CAN GO WAY
BEYOND THE PRINTED PAGE OR THE TV
SCREEN. IT CAN BECOME PART OF THE
FABRIC OF OUR CITY.

TIME TO GET READY

▶ **WE CAN'T DO THIS WITHOUT YOU. THE BRAND NEEDS TO LIVE IN YOUR MIND AND IN YOUR HEART SO WE CAN SPREAD THE WORD TO OTHER CANBERRANS, OTHER AUSTRALIANS AND THE WORLD.**

Here's what you can do.

First, you need to believe it, feel it.

Then, think about all the ways you share your thoughts about Canberra. Keep our mantra of 'confident, bold and ready' in mind as you do.

Get a copy of the style manual. It will be available online at (website). Start to weave the new brand language into all your communication. Think about co-branding. Collaborate with others inside and outside your sector to drive the Canberra message home.

Together, we can turn our brilliant possibilities into brilliant reality.

THE BRAND
NEEDS TO LIVE
IN YOUR MIND
AND IN YOUR
HEART SO WE
CAN SPREAD THE
WORD TO OTHER
CANBERRANS.



MESSAGE FROM THE CHIEF MINISTER

One of the greatest things to come from our centenary year celebrations has been the unearthing of community and city pride.

Nine out of ten Canberrans feel a sense of pride in our city and the overwhelming majority believe that there is more to Canberra than people know.

We all share pride in our past and in our city today, and Canberrans this year, more than ever before, want to tell that to others.

We need to make sure others know what a great city Canberra is - proud to be the capital of Australia and the centre of government, but also a confident and bold city. A city that is ready.

And that is what 'Brand Canberra' is all about.

It's not just a new logo. A city brand is a collective idea - and a collective advocacy - about who we are and what we have to offer - a brand which truly represents what Canberra is all about.

It gives us the tools we need to tell our story.

For those of us who live here, we know that we are not only a city of achievement and progress, but that we are a city with big ideas and a place where the collective spirit and potential of Australia's people resides.

And as we near the end of our centenary year, I call on each of you to put your voice behind our brand - Canberra - a place we already know and love as our home, but also a city with brilliant possibilities.

Katy Gallagher
ACT Chief Minister

Bringing the **Canberra brand** to life

GUIDELINES FOR
PROMOTING THE
CITY OF CANBERRA

VERSION 2.2 FEBRUARY 2021

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QUICK REFERENCE GUIDE

Use this guide to quickly understand how to craft messages to best showcase Canberra.

Deeper insights are available throughout this guide.

→ MISSION / P9

To attract active, participatory and innovative people to Canberra, to make a difference to our city and to experience the benefits of life in Canberra.

→ BRAND ESSENCE / P10

AUSTRALIA'S LEADING CITY

Our brand essence is not a tagline.
It's a guiding principle.

→ KEY MESSAGES / P11

- **WHOLE OF CITY** Quality of life / Progressive / Leading
- **DO BUSINESS** Open / Resourceful / Intelligent / Connected
- **VISIT** Diverse / Engaging / Easy
- **WORK** Balanced / Open / Progressive
- **STUDY** Outstanding quality / Responsive experience / Warm welcome / Opportunities

→ VALUES / P7

INNOVATION

A city that nurtures new ideas.

INFLUENCE

A city that takes an active role in shaping the nation's future.

PROGRESSIVENESS

A city that moves the country forward.

INTERESTING

A city of endless possibilities.

WELCOMING

A city that offers an outstanding quality of life.

→ LOGO USAGE / P19



MINIMUM SIZE
Total height 5.3mm or 25px



NOTE: LOGO MUST BE BLACK OR WHITE, HOWEVER IT CAN BE USED ON ANY COLOUR FROM THE COLOUR PALETTE BELOW

→ TYPOGRAPHY / P27

Aa FreightSans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()_+:"<>?

NOTE: USE CALIBRI IF FREIGHTSANS PRO IS UNAVAILABLE

→ WRITING STYLE / P30

- Be concise
- Aim for a reading level of 9 to 12
- Show don't tell
- Stand tall
- Share the spotlight
- Talk about Canberra now, and Canberra into the future

→ COLOUR PALETTE / P23

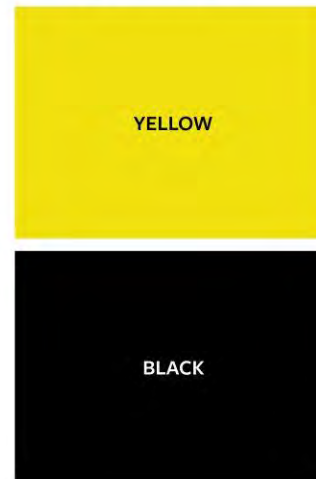
EXTENDED PALETTE AND GRADIENTS

— For use on **detailed** promotional materials such as posters.

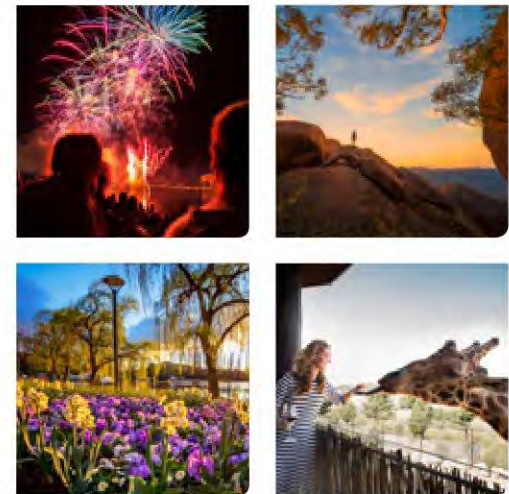


BASIC PALETTE — For use on

basic promotional materials such as t-shirts and waterbottles.



→ PHOTOS AND VIDEOS / P35



**THE
BRAND**

10

1.1 INTRODUCTION

In 2014, following Canberra's centenary celebrations, Canberra set out to make its mark as a city ready for anything with the introduction of Brand Canberra. Today, the brand is evident right across our city. It is present alongside creative, surprising, innovative, diverse, opportunity-rich and unique experiences.

To optimise the strong brand awareness, we've sought to further define the brand's elements. Simplifying them in places, emboldening their impact in others, but ultimately enhancing their strength.

In this book you will find guides for how to craft your messages, how to best promote the city, and the **technical guidelines** for **using Canberra's brand** elements from logos, colours and fonts to tone of voice and style.

1.2 CANBERRA'S VALUES

Everything that makes a brand strong starts with values. These are ours.

They are at the core of who we are and what we do, and are what drives us every single day.

INNOVATION

A city that nurtures new ideas.

Canberra was designed to be a city unlike any other.

Rather than evolving randomly, it was custom-designed to foster collaboration, communication and creative interaction. This spirit of invention continues to thrive today. We have enabled Nobel Prize winners. We have Australia's largest population of university graduates. We're home to world-conquering inventions and businesses. Canberra is an exciting and stimulating place to create and reinvent.

INFLUENCE

A city that takes an active role in shaping the nation's future.

Canberra is a place where things happen. From within homes and offices, to within the Houses of Parliament, ideas, movements, resolutions, strategies, policies and dreams take flight. Canberrans thrive in academia, politics, business, sport and the arts. Our impact is felt well beyond our nation — and reverberates around the world.

PROGRESSIVENESS

A city that moves the country forward.

Great cities never stand still.

They iterate, they initiate and they instigate change. Canberra is one such place. We are agile: always exploring, always looking for imaginative and innovative ways to address challenges and develop opportunities. We are solid in our role as the political centre of our nation while remaining flexible in our willingness to adapt to and accept the changing world around us — socially, ethically and practically.

INTERESTING

A city of endless possibilities.

What shapes Canberra's identity is our renowned cultural attractions, world leading universities, the nation's Parliament, national galleries and museums. Yet there's magic in the shadows too — award-winning restaurants and bars, state-of-the-art design and architecture, a thriving entrepreneurial community, and the energy, ideas and ambition of the youngest population in Australia.

WELCOMING

A city that offers an outstanding quality of life.

Work-life balance is the real deal here, evidenced by more people being engaged in sports than any other Australian city. Canberra has more volunteers, more university graduates and a lower average age than the rest of the nation. What's more, it is surrounded by stunning natural beauty, which is a breeze to access thanks to the well-planned roads and public transport. Canberra is welcoming, diverse, accessible, optimistic and energetic.

1.3 THE CANBERRA BRAND'S PURPOSE

A city's brand is its process of telling the world the story of our city.

By telling the story of Canberra well we will grow tourism, business, innovation, community engagement, academic prowess, diversity, investment, and more.

Canberra is consistently found to be one of Australia's most liveable cities. It is rapidly becoming a premier destination according to many of the world's leading indexes. Reaching this status is one thing. Maintaining it, communicating it and optimising it for the benefit of residents is another.

We are competing with the best cities in the world for businesses, visitors, students and residents. Success means strong economic growth and a lifestyle that is the envy of all.

We have what it takes.

We simply need to tell our story in a uniquely Canberran way. Together we can showcase our city to the world. .

1.4 BRAND CANBERRA'S MISSION

To attract active, participatory and innovative people to Canberra, to make a difference to our city and to experience the benefits of life in Canberra.

1.5 CANBERRA'S BRAND ESSENCE

A brand essence is not a tagline or an exact phrase that must be used in content.

— **It's a guiding principle;** an anchor to base communication efforts around. It should be implicit rather than explicit. Utilising this principle as a guidepost allows you to craft messaging, campaigns and communications in a variety of ways.

**AUSTRALIA'S
LEADING
CITY**

— **We think beyond ourselves and our bubble.** We are not only shaping change for our people, but setting the benchmark for our country.

— **We stand at the forefront of tomorrow.** We take bold steps to discover new territories. We stand for progress in all manner of fields. Canberra leads by ability, passion, and example.

— **We shed the small-town mentality.** We have grown beyond our beginnings and now own our identity. We're proud of our past and are clear on what we want to become — a vibrant, connected and future-forward city.

1.6 CANBERRA'S BRAND — KEY MESSAGES

→ WHOLE OF CITY

- / Quality of life
- / Progressive
- / Leading

→ DO BUSINESS

- / Open
- / Resourceful
- / Intelligent
- / Connected

→ VISIT

- / Diverse
- / Engaging
- / Easy

→ WORK

- / Balanced
- / Open
- / Progressive

→ STUDY

- / Outstanding quality
- / Responsive experience
- / Warm welcome
- / Opportunities

1.6 CANBERRA'S BRAND — KEY MESSAGES



WHOLE OF CITY

QUALITY OF LIFE

Canberra is one of the most liveable cities in the world. In Canberra, there's time to enjoy life.

Everything you need to enjoy your experience is in easy reach.

We have plenty to share and for you to take part in: we're rich in cultural events, intellectual capital and natural beauty.

PROGRESSIVE

We're a city in motion: ambitious for the future, and with a clear plan for how we'll get there.

We're a city of inclusion: everyone is welcome to make a home and build success here.

LEADING

We bring the best of Australia together.

We show what Australia is, and what we could become.

CANBERRA'S BRAND — KEY MESSAGES

→ DO BUSINESS

OPEN: WELCOMING NEW PEOPLE AND NEW IDEAS

Anyone with a drive to contribute can make their mark here. Canberrans aren't attached to perceived status or where you've come from. What counts is the strength of your ideas. We're welcoming and transparent. People come from all over Australia, and around the world, to build their future here. Our government is one of the most progressive and transparent in the world. That means being honest about their direction, easy to get in touch with and ready to help make connections.

RESOURCEFUL: MAKING IT HAPPEN

Canberrans are innovators: ready to make the most of opportunities that arise.

Ready to try new ideas.

We're rich in economic resources, with access to capital, a thriving innovation ecosystem and high-quality infrastructure.

But we're also rich in cultural heritage, community cohesion and natural beauty.

All this adds up to an environment where new ideas can thrive and businesses grow.

INTELLIGENT: BEING THE INTELLECTUAL CAPITAL

Our city is brimming with ideas and the skills to make them happen. We're at the forefront of emerging technologies and innovative applications.

Canberra has a thriving knowledge economy: a highly educated workforce and ready access to research collaborations.

We put all of that to good use: making smart decisions about the direction we take, backed by evidence and a desire to do good.

CONNECTED: FOSTERING RELATIONSHIPS

Canberrans succeed because they come together. Our region is a place where you can build a world-class network through business connections, and by sharing your life with smart, driven people.

In Canberra, it's easy to build partnerships that solve a problem. Many of our best ideas emerge from these relationships.

We're globally connected through trade links and direct international flights.

And we're part of the conversations that matter. Through our proximity to Federal Government, we contribute to the decisions that are shaping Australia.

CANBERRA'S BRAND — KEY MESSAGES



→ VISIT

DIVERSE: COLLECTING ALL GOOD THINGS

There is always more to discover. Come to Canberra for one experience, and find many others to enrich your time here.

We're a region of contrasts. Fine dining on Saturday; climbing Mt Ainslie on Sunday. The National Folk Festival over Easter; Summernats after Christmas. A national attraction in the morning; wineries in the afternoon.

In Canberra, there is a season for everything.

ENGAGING: SPARKING YOUR INTEREST

Iconic attractions ready to explore.

From the National Gallery of Australia to the Australia War Memorial; from riding Mount Stromlo's bike trails to flying in a hot air balloon; from sipping our cool-climate Shiraz to tasting our award-winning coffee, Canberra offers the peak experience. It's the best of Australia, brought together for you.

We hold the story of Australia in our national attractions but we are also very local. Even in the heart of the city, the character of the region is always on show.

A natural wonderland, our city is built around lakes and weaves between mountains.

Canberra is spectacular and a beautiful place to unplug.

EASY: BEING OPEN

You feel at ease here. Unhurried, uncongested: there is space for you here. In other cities, you need to fight through complexity to reach your destination. In Canberra, the experiences are all easily accessible.

We welcome people from all walks of life. Many Canberrans have come from elsewhere in Australia the world: we reflect and embrace every colour of the rainbow.

CANBERRA'S BRAND — KEY MESSAGES

BALANCED: GETTING LIFE BACK ON TRACK

When you work in Canberra, there's time to do more than just work. You spend less time navigating the complexities of big cities, so you have more time to do what's important to you.

There's plenty for you here. We offer the ideal blend of city and country, sports and arts, energy and relaxation.

OPEN: BEING WELCOME

People with a drive to contribute can make their mark here. Canberra isn't attached to perceived status or where you've come from. What counts is the strength of your ideas.

It's easy to make connections here. With everyone close by, you'll live and work with interested and engaged people.

PROGRESSIVE: BUILDING SOMETHING GREAT

Whatever your field, Canberra has opportunities to translate your skills and values into outcomes that move Australia forward. We're a city of innovators: people with brilliant ideas, and the drive to make them happen.

Our government is also creating the conditions for people to succeed: supporting world-class research facilities and collaborating across sectors to unlock value.

Our government is raising the bar for social inclusion and strengthening communities.



WORK

1.6 CANBERRA'S BRAND — KEY MESSAGES

→ STUDY

**OUTSTANDING QUALITY:
STUDYING WITH THE BEST**

Our institutions are internationally renowned: regularly ranked in the top tier.

We are also known for the quality of the learning experience we offer.

Being located in the nation's capital, you'll study alongside some of the best minds in Australia and the world.

**RESPONSIVE
EXPERIENCE: DESIGNING
YOUR LEARNING**

If you're looking for a quiet environment, with fewer distractions, Canberra delivers.

If you're looking for an interesting, diverse lifestyle, Canberra has options in easy reach.

**WARM WELCOME:
MAKING A PLACE FOR YOU**

We welcome people from all walks of life, and all corners of the world.

Our government and education institutions help you get settled, and new friends can be found wherever you look.

**OPPORTUNITIES:
SUPPORTING YOU TO DO
SOMETHING GREAT**

Studying in Canberra exposes you to brilliant, innovative ideas. You will connect with leading research bodies at the forefront of a nation's intelligence.

A rich blend of vocational learning and academic instruction means Canberra graduates are ready to take on the best employment prospects.

1.7 CANBERRA'S BRAND — PERSONALITY AND VOICE

All brands have personalities. This personality impacts experience, drives tone of voice, message and appearance, and should be apparent in all that the brand says and does.

Think of Canberra's personality as you would your own — it's inately who you are.

OUR PERSONALITY

Canberra is a city that people are catching up with. We're **confident** in who we are and proud of what we have to share with Australia and the world.

We're **interested** in the issues of today. We bring people together and lead the conversation.

We're **engaging** and warm. Open, **easy to approach** and connect with. But the more you get to know us, the more you encounter our depth and our substance. There is always more to discover.

OUR VOICE

Our voice is active and positive while remaining considered and thoughtful.

We choose language that is clear and light, letting our personality and our values shine through.

→ **We're proud but not** *arrogant*

→ **We're intelligent but not** *elitist*

→ **We're warm but not** *indulgent*

→ **We're multi-faceted but not** *complicated*

THE IDENTITY SYSTEM

Canberra's brand has a number of key visual assets and distinctive features which enable us to communicate in a unique and memorable way. This identity system is collectively known as Brand Canberra.



2.1 THE LOGOS There are three logo versions available as visual assets.

Each plays a distinct role in promoting the city.

THE MASTER LOGO

The Canberra brandmark is contemporary in tone and appearance yet draws on our history. The geometric triangles and circles are inspired by Walter Burley Griffin's original plan for Canberra.



To see how the logo works with the colour palette, go to page 23.

THE SUB-LOGOS

The sub-brand logos are variations on the master brand with a more distinct call-to-action added. They give specific instruction to a target audience. They are not to be used to symbolise an organisation or used as a corporate identity.



THE PEOPLE'S BRAND

This is the brand for the people of Canberra — individuals, community groups, businesses and more. It is designed to connect proud Canberrans with the city, and vice versa; to demonstrate the city's pride in all those who choose to call Canberra home.

2.1.1 THE LOGOS — CLEAR SPACE AND LOCKUPS

Clear space refers to the zone around the logo into which **no other graphic elements (type, logos, imagery, etc.) can intrude**. It allows for maximum presence.

These guidelines apply to all Brand Canberra logos.

It is preferred that Brand Canberra logos not be locked up with another brand logo.

For ease, the height of the letter 'A' is used as the measure for 'x-height'.



2.1.2 THE LOGOS — MINIMUM SIZE

To maintain legibility and clarity the ‘CBR’ letters in our logos should have the following minimum heights:

- 4mm for print applications
- 18px for digital applications



2.1.3 THE LOGOS — USE ON BACKGROUNDS

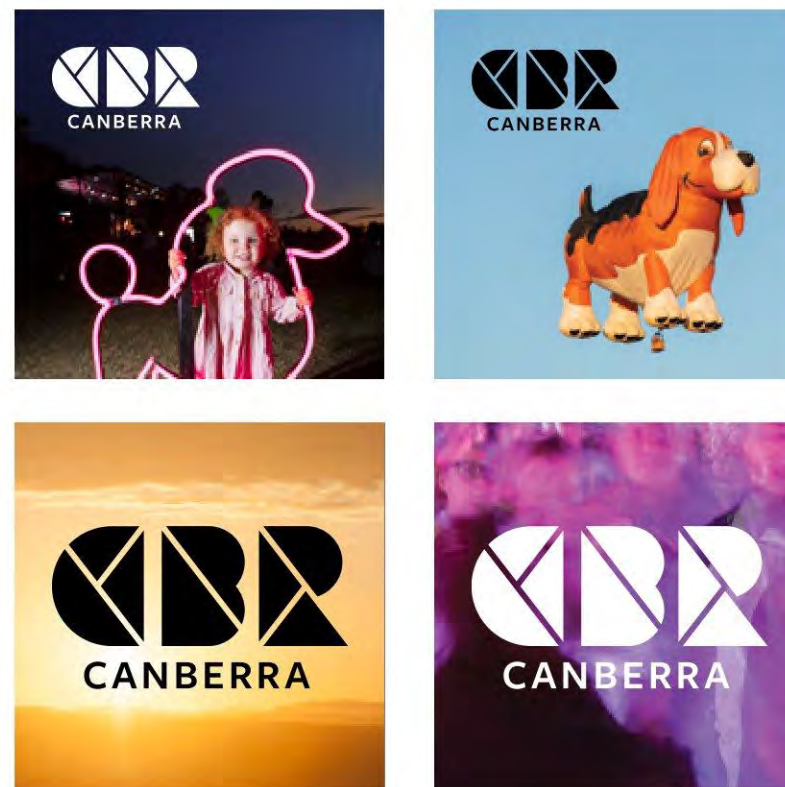
MASTER LOGO ON APPROVED COLOUR PALETTE

The master logo can appear on any solid colour or gradient from the colour palette, however the logo itself must always appear as either black or white and contrast against the background colour. This ensures it is clearly recognisable.



MASTER LOGO ON PHOTOGRAPHY

In application over photography, ensure the logo provides the best possible legibility.



2.2 COLOUR PALETTE — EXTENDED AND BASIC

A bold colour palette has been selected to reflect Canberra's energy and vibrancy.

The collection includes solid colours and gradients.

EXTENDED COLOURS

As more brand elements are included, such as imagery and messaging, such as a promotional poster, the **extended range** of colours may work better.

A way to best utilise the colours is to take cues from the other colours in your piece of communication.



Orange
PANTONE 1585
CMYK C0 M72 Y98 K0
RGB R243 G108 B35
HEX #f36c23



Red
PANTONE 032
CMYK C0 M93 Y76 K0
RGB R239 G55 B66
HEX #ef3742



Pink
PANTONE 226
CMYK C11 M100 Y31 K0
RGB R216 G0 B108
HEX #d61772



Purple
PANTONE PURPLE
CMYK C35 M88 Y0 K0
RGB R172 G76 B153
HEX #ac4399



Violet
PANTONE VIOLET
CMYK C89 M100 Y1 K2
RGB R72 G45 B140
HEX #472d8c



Blue
PANTONE 072
CMYK C100 M98 Y2 K3
RGB R43 G50 B140
HEX #2b328c



Light Blue
PANTONE 638
CMYK C81 M7 Y9 K0
RGB R0 G173 B216
HEX #00add8



Light Green
PANTONE 369
CMYK C65 M0 Y100 K0
RGB R120 G190 B32
HEX #78be20



Green
PANTONE 355
CMYK C91 M0 Y100 K0
RGB R0 G150 B57
HEX #009639

BASIC COLOURS

In situations where there are limited brand elements that can be incorporated, such as t-shirts and waterbottles, the brand's **basic colours** work best.



Yellow
PANTONE 3955
CMYK C9 M4 Y100 K0
RGB R242 G223 B0
HEX #efe000



Black
PANTONE BLACK
CMYK C0 M0 Y0 K100
RGB R0 G0 B0
HEX #000000

2.2.1 COLOUR PALETTE — GRADIENT COLOURS

The **gradient colours** are made by blending two colours from the palettes.

Only use the gradient combinations shown on this page.

Other gradients, even if using two colours from the palettes, should not be used.



YELLOW-ORANGE



ORANGE-RED



RED-PURPLE



LIGHT GREEN-GREEN



LIGHT BLUE-LIGHT GREEN



LIGHT BLUE-BLUE



PINK-PURPLE



PURPLE-VIOLET



PURPLE-BLUE

2.2.2 COLOUR PALETTE — USE WITH SUB-BRAND LOGOS

THE SUB-BRAND LOGOS

If the sub-brand logos are to be used in colour they can only be used in the colours shown here, which have been selected from the extended colour palette. The sub-brand logos can also be used in black or reversed applications.

In broader applications, beyond logo use, the **extended colours remain available** for the sub-brand logos should they be appropriate.

The gradient should only apply to the 'CBR' letters and not the adjacent words.



LIGHT BLUE



LIGHT BLUE-BLUE



PINK



PINK-PURPLE



ORANGE



ORANGE-RED

2.3 INCORRECT APPLICATIONS

Our brandmarks
should not be edited or
distorted in any way.

They can be used on colours or photographs that provide good contrast and legibility.

These examples apply to all of the logos shown in these guidelines.

NO EDITING OR DISTORTING OF OUR BRANDMARKS



Do not alter proportions



Do not skew or mirror



Do not resize or alter proportions of any element



Do not use without the word Canberra underneath



Do not use on an angle without approval

USE SUITABLE COLOURS AND BACKGROUNDS



Do not use on colours with poor contrast



Do not reverse out on colours with poor contrast



Do not use on photos with poor contrast



Do not use on photos or patterns with complicated backgrounds



Do not alter the colour of any individual element without approval

2.4 TYPOGRAPHY — PRIMARY TYPEFACE

An agreed typeface helps to build consistency between communications.

PRIMARY TYPEFACE — FREIGHTSANS PRO

Its contemporary and clean style, excellent legibility, and multiple weight options make FreightSans Pro well suited to a wide range of visual mediums.

FreightSans Pro should be used for all communications where possible, including online and electronic applications.

Where a licensed font is not available, as in government departments, a default system font Calibri can be used. However, please ensure FreightSans Pro is maintained for marketing and designed collateral.

FreightSans Pro can be activated through an Adobe Creative Cloud subscription or purchased directly from Phil's Fonts.

→ fonts.adobe.com

→ philsfonts.com

Aa

FreightSans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()-+:"'<>?

PREFERRED WEIGHTS

LIGHT
LIGHT ITALIC
BOOK

BOOK ITALIC
SEMI BOLD
SEMI BOLD ITALIC

BOLD
BOLD ITALIC

2.4.1 TYPOGRAPHY — USING THE PRIMARY TYPEFACE

HEADINGS

FREIGHTSANS PRO SEMIBOLD SHOULD BE USED FOR HEADINGS AND UPPERCASE LETTERS SHOULD BE USED WHEN APPROPRIATE → FREIGHTSANS PRO LIGHT CAN BE USED IN HEADINGS TO ESTABLISH EMPHASIS

SUB-HEADINGS AND HIGHLIGHTED TEXT

FreightSans Pro Semibold can also be used for subheadings, standfirsts and introductory paragraphs. Adding colour can be a suitable way to enhance emphasis.

BODY TEXT

Use FreightSans Pro Light for body text. Other styles and weights, such as *Italic* or **Semibold** may be used where emphasis is required. For example, with certain words, quotes or important paragraphs.

FreightSans Pro Book can also be for body text, particularly where smaller font sizes are required.

CAPTIONS AND PAGE NUMBERS

FreightSans Pro Book may also be best suited to smaller applications, such as captions and page numbers.

DEFAULT FIGURE STYLE

0123456789
x-height

PROPORTIONAL LINING

0123456789
x-height

The default figure style for FreightSans Pro uses non-lining numbers, also known as oldstyle figures. Based on the x-height of lower case letterforms, they are best suited for use in body text.

If numbers are to be used in headings, diagrams or infographics, use the Open Type menu in Adobe Software to select Proportional Lining figures.

2.4.2 TYPOGRAPHY — SECONDARY TYPEFACE

When FreightSans Pro is not possible, use the secondary typeface, Calibri, generally available across current Apple and Windows operating systems.

Aa

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+:"<>?

PREFERRED WEIGHTS

LIGHT
LIGHT ITALIC

REGULAR
REGULAR ITALIC

BOLD
BOLD ITALIC

**THE
WRITING
STYLE**



3.1 TIPS

A consistent writing style helps build an image of our city in our audience's mind. Our writing style should be reflective of our brand personality and voice.

Be concise. Shorten sentences and remove any information that doesn't serve your main message.

Aim for a reading level of 9 to 12. Find your content's reading level by using [Hemingway](#), a tool available to assess writing style.

Show don't tell. Use stories, examples and quotes to show ideas in action. Give evidence. Avoid making flat statements, especially in sequence (for example: 'Canberra is innovative, dynamic, exciting and progressive').

Stand tall. Don't apologise, or sound surprised that people like Canberra. Using humour is fine, but avoid playing to stereotypes or negative ideas about Canberra.

Share the spotlight. Share our story by featuring Canberrans from all walks of life whose experiences support our message. That may not always be the person with the most status or power.

Be generous in shining a light on Canberra's individuals and organisations. Show pride in our people.

Talk about Canberra now, and Canberra into the future. Being confident means that we own Canberra's strengths. We've grown past the point where we need to talk about Canberra as a city that has come of age, or is emerging.

We are already here.

3.2 EXAMPLE — WRITTEN IN BRAND STYLE

This is a media release that's been rewritten with the brand writing style and voice applied. The brand essence is also evident though not explicitly expressed.

REWRITTEN VERSION → Readability grade: 11

STUDENTS CHOOSE WORLD-CLASS EDUCATION IN CANBERRA

Canberra has once again earned its status as a world-class education destination, as 16,000 students started their tertiary studies in the nation's capital this year.

The new local, national and international students will call Canberra home for the next few years. Many are expected to stay after they graduate.

Chief Minister Barr welcomed students at a ceremony at the National Museum today.

“Canberra is uniquely placed to offer you career opportunities in emerging industries such as space, health, agriculture, and renewable energy,” said Minister Barr.

Minister for Higher Education, Research and Training, Meegan Fitzharris added that the world knew Canberra was a great place to live and study.

“Canberra is recognised as one of the top 25 cities in the world to study by QS World. We have some of the world's best universities and an unbeatable lifestyle,” Minister Fitzharris said.

The new students are settling into Canberra with the help of Study Canberra's Student Ambassadors. The Ambassadors came to Canberra from 17 countries. They represent five institutions and ACT Government schools.

Student Ambassador and Masters student Josephine, originally from regional Queensland, said she saw Canberra as an ideal city to build her future.

“Canberra also appealed to me for its excellent services and facilities, like great public transport, festivals and community groups,” she said.

“I love studying in Canberra because no matter how busy or stressful your day is, Canberra has hundreds of beautiful spots for you to step away and enjoy the serenity.”

Chief Minister Barr said that Canberra's relaxed lifestyle yet dynamic economy helped to attract talented people from across the world.

“People choosing to study in our vibrant city not only help make Canberra a more diverse and vibrant city, they also contribute enormously to the local economy,” he said.

“We wish you all well in your studies and look forward to sharing our city with you.”

Imagine yourself in Australia's most educated city. Visit www.studyctr.com.au or follow the Study Canberra social pages.

Key facts: Education in Canberra

- **Canberra is home to six major tertiary education institutions: Australian Catholic University, The Australian National University, Canberra Institute of Technology, Charles Sturt University, University of Canberra and University of New South Wales.**
- **The Australian National University is Australia's top-ranked university, and number 29 in the world, according to the QS World University Rankings.**
- **The University of Canberra is on a rapid rise, ranked as 34th in the world in the Times Higher Education Young University Rankings.**
- **Surrounded by national parks and only two hours from the beach and snow, Canberra offers many options to unwind on weekends.**
- **International education brings \$786 million to the ACT economy, and is Canberra's largest export.**

3.2 EXAMPLE — ORIGINAL TEXT BEFORE REWRITE

An example of how to use the Brand Canberra writing style, voice and essence is show on the previous page. The original text is shown here, for comparative purposes only.

ORIGINAL VERSION → Readability grade: 16

CANBERRA OFFICIALLY WELCOMES NEW STUDENTS

Canberra has marked the start of the academic year by welcoming over 16,000 new students from Canberra, interstate and from countries around the world into our world-class tertiary education institutions and into our community at a ceremony at the National Museum this morning.

Canberra educates over 64,000 tertiary students each year and around 1 in 6 people either work or study at a tertiary institution in Canberra. These students make an enormous contribution to the cultural life of our city and are an important contributor to our local economy.

International education is Canberra's largest export at \$786 million and is growing rapidly, accounting for 40 per cent of the ACT's total export activity in 2016–17.

As our number one export, the tertiary education and research sector remains a key focus for the ACT Government, as we continue to build on our strengths to diversify the local economy.

At today's welcome event I assured students that Canberra's strong growth is creating job opportunities in future industries including space, health and sports, agriculture and the environment, and renewable energy.

Minister for Higher Education, Research and Training, Meegan Fitzharris said one of our ambitions for Canberra is to attract and retain talented people and she hopes many of the students we're welcoming today will decide to make Canberra their home.

"Study Canberra's 2018 Student Ambassadors have been helping the new students settle into the Canberra community, with a welcome desk at the airport and attendance at campus O-weeks. This year's Student Ambassadors include local, interstate and overseas students from 17 countries, representing five institutions and ACT Government schools.

"Word is already out that Canberra is one of the best places in the world to visit, and with Study Canberra and the Canberra community giving students a welcoming and inclusive experience, Canberra is recognised as one of the top 25 cities in the world to study by QS World."

**THE
VISUAL
LANGUAGE**



4.1 PHOTOGRAPHY AND VIDEO STYLE

Our brand personality and values should shine through in the photos and videos we select or create.

Generally, visual media, should capture authentic moments, a sense of connection and openness.

SUBJECT MATTER

Real life: not staged, posed or unnatural.

Show a broad range of people:

Show Canberra's multicultural, diverse, inclusive and welcoming people. Include a range of people of different abilities where appropriate and possible.

Remain natural: No extensive photo-retouching.



4.2 PHOTOGRAPHIC GUIDELINES

Use this to brief a professional photographer to get the right photography.

DO

- **Photograph the experience and subject from a first-person perspective.** Show what it's like to be there or as an active part of the experience.
- **Be unobtrusive, observational and allow events to unfold as they would naturally.** When posing talent remember minimal direction and interference will always give authentic results.
- **Consider images that show a broad range of people** that shows Canberra's multicultural, diverse, inclusive and welcoming people through healthy and active participation (remember to include a range of people of different abilities where appropriate and possible).
- **Images will be used in a variety of aspect ratios.** Be sure you provide both landscape and portrait formats of each set up or scene. If in doubt, follow the old film principle, 'shoot wide to crop later'. Ensure your framing and composition allows flexibility for multiple aspect ratios and cropping to suit online, mobile, print, display and multiple screen formats.
- **Provide untreated, unfiltered, colour accurate images** with correct levels (use your histogram to ensure an accurate file).
- **The only treatment to apply to an image is basic tone and contrast adjustments.**

DON'T

- Saturate or desaturate colours.
- Apply any filters, presets or effects. You may have a signature look or style, however that is not necessarily the Brand style.
- Use obvious HDR treatment or excessive use of clarity settings.
- Provide any monochrome (black and white, toned or false coloured) images. We don't and won't use any.
- Apply hue shifts, tints or replace colours
- Use any post-production focus effects, blurring, tilt shift effects.
- Apply vignettes.
- Use any watermarks, trademarks or text or graphic overlays.
- Provide us multiple shots of the same scene for us to choose. Provide landscape and portrait options and if in doubt, leave it out. It is your job to select the best, not ours to trawl through the rest.

4.2 PHOTOGRAPHIC TECHNICAL GUIDELINES

GENERAL

- ALWAYS shoot in both portrait and landscape aspect ratios.
- If in doubt, shoot wide and allow us to crop later.
- No talent to be outside the image safe area.
- Please crop talent above or below major joints (elbows, knees, shoulders).
- Do not crop shins — if in doubt, leave feet in frame with border and keep talent in 'safe' area.
- Do not crop faces — use full faces only. Bleeds for print and screen may prevent your in-camera crop from translating to print.
- Ensure eyes are in sharp focus.

LIGHTING

- Natural lighting is first preference. The light source in frame is acceptable with flare and backlit subjects provided people's faces or the key subject or object of the image are properly exposed.
- Fill flash and supplemental lighting for video are acceptable where appropriate (i.e. sun guns or strobes) for low light conditions such as interiors, press conferences, launches and awards, action and night scenes.

SHOT LISTS

- Cover the brief you will be provided for every shoot.
- Always include additional images of backgrounds that reflect details of the venue or location and season. For example, in autumn, shoot leaves. This provides designers with additional graphic elements to complement designs and layouts.
- Consider that photos will often be used in layouts where mastheads and text will need to run over the image: where possible incorporate 'clear space' for this.
- If you shoot against a backdrop, where practical, ensure you have a frame of just the background (minus talent).

4.2 PHOTOGRAPHIC TECHNICAL GUIDELINES

PROCESSING TREATMENT

- Please shoot for a neutral light balance (around 6500K), or ensure that grayscales are neutral in post production.
- If shooting at sunrise or sunset allow the white balance to favour the natural colour temperature.

ALL IMAGES MUST BE PROVIDED AS

- 8bit TIFFs (uncompressed) at sensor pixel dimensions.
- 300dpi resolution.
- Adobe RGB colour space.
- 300dpi jpeg versions.

METADATA

- Please ensure you embed IPTC (International Press Telecommunications Council) metadata to include date, name of photographer, copyright status, rights management, keywords and captions.
- Keywords and search terms will be provided with each job, if you are not supplied with keywords and captions or if in doubt, leave keywords and captions fields blank.
- A job is incomplete without metadata and even worse, you may not be credited if we cannot find the correct metadata.

4.3 VIDEO GUIDELINES

Use this to brief a professional videographer or production house.

GENERAL

We source video footage to supply library material to third parties, broadcast, production houses and TV networks.

Ensure video material you provide us is HD and broadcast safe. We prefer 1920x1080 and our minimum accepted format is 1280x720 HD.

Please shoot in 16:9 aspect ratio. We require video in an industry standard codec, with black and white levels graded to broadcast safe levels.

Please avoid custom LUTs or effects to video and provide colour accurate source files.

Please provide sufficient clip duration 'handles' for editing and provide clips as discrete files, not compiles or edits.

AUDIO

Audio should be recorded to broadcast standard levels. Please correctly synch any audio to video prior to delivery. For ENG or library vision please ensure you record atmos or buzz tracks to make audio post continuity easy for everyone.

EDIT

For productions we will provide briefs for scripts at preproduction stage, which will ensure adequate requirements for editors. Where possible, please provide an EDL (edit decision list) for the edit, so we can archive projects and log clip use in our library.

END SCREEN AND LOGO

The minimum duration on screen for the landmark symbol and end screen is two seconds. Please factor this into your script and edit as the two-second rule applies for all clips (including clips for social media channels and formats).

4.3 VIDEO GUIDELINES

SUPERBARS AND LOWER THIRDS

If required, ensure supers maintain legibility at intended viewing size and fit within the title-safe area.

Please ensure any text is legible and meets minimum contrast requirements for ease of reading. You may use gradients or boxes to make copy easier to read onscreen.

We prefer a neutral colour gradient, but if you must use colour, please ensure it conforms to the colour palette in this guide.

Do not apply harsh drop shadows to text or the brandmark logo.

If in doubt, refer to the brandmark logo usage guidelines.

DISTRIBUTION

We distribute video across TV advertisements, online (e.g. YouTube and social media), for playing at venues (big screens), display screens and on mobile devices.

Video may also be provided to third parties for BrandCanberra and allied promotion activities.

It is vital that source and library vision provides a standard reference grading and style (untreated) to permit flexibility and options to suit a potential variety of production styles and finishes. In other words, basic, corrected, broadcast standard file vision and clips are what we need.

RESOURCES AND MORE INFORMATION

For more information, contact:



Brand Canberra
Chief Minister, Treasury and Economic
Development Directorate
canberra@act.gov.au



Which brand to use when

A decision tool for
brand communication
and logo application

02 FEBRUARY 2020

INTRODUCTION

This interactive tool will help you decide which brand should apply to your **communications**: the Canberra brand, an ACT Government brand or both.

TAKE ME STRAIGHT TO
THE DECISION TOOL

[→ TAKE ME TO /P7](#)

INTRODUCTION

1. WHY WE NEED THESE GUIDELINES

Both **Brand Canberra** and the **ACT Government** brand will be stronger if everyone knows which brand to use and when. This tool aims to make this clear.

BRAND CANBERRA



ACT GOVERNMENT



2. MAXIMUM NUMBER OF ACT BRANDS IN ONE SPACE

Brands are strongest when they have a distinct identity and are not competing for attention. We want to avoid situations where too many core ACT brands are applied.

To help achieve this, we have set a rule:

No more than two core ACT brands can be used in one space, such as a page in a piece of collateral.

Core ACT brands are:

- **Brand Canberra**
- **Sub-brands of Brand Canberra (Visit Canberra, Study Canberra, Do Business Canberra)**
- **ACT Government brand**
- **Variations on the ACT Government brand (including funding, partnership and initiative brand marks)**

This does not include campaign or event brands, such as **NoWaste** or **Floriade**.

3. MORE THAN ONE CORE ACT BRAND CAN APPLY

Sometimes you will need to make several decisions for different parts of one piece of collateral, or different pieces of collateral in a campaign. For example, a brochure for a festival may feature the CBR logo on the cover and the ACT Government logo in the funding acknowledgements section. It's fine to treat these as separate scenarios. **You don't always need to display logos together.**

INTRODUCTION

4. YOU MAY NOT NEED TO USE ALL ELEMENTS OF A BRAND

We present a brand using a range of identifying elements. The logo is only one element. Brands also often include colour schemes, tone of voice and font choices, among other things. This means that if this tool tells you to apply a brand, you may not need to use every element. The Brand Canberra Guidelines and [ACT Government Brand Guidelines](#) will tell you which ones to use.

5. HOW TO USE THESE GUIDELINES

We'll ask you a few simple questions, starting with who you are. Based on your answers, we'll tell you which brand to apply.

Key Concepts are outlined on the following page.

If you need to apply an [ACT Government Brand](#), read the [ACT Government Brand Guidelines](#).

6. HOW TO APPLY TO USE BRAND CANBERRA

We want to encourage people to use Brand Canberra, so you are welcome to apply. You can do this by emailing canberra@act.gov.au. In your email, tell us:

1. **Who you are**
2. **The audience your communication is aimed at**
3. **The purpose of your communication**
4. **Why you believe that your communication will help:**
 - a. **attract people to Canberra OR**
 - b. **inspire Canberrans' pride or sense of satisfaction in our region**
5. **Anything else you think will help us make a decision**
6. **Your contact details**

We'll make a decision based on the criteria set out in this tool, and whether we see the communication as reflecting Canberra's brand values (defined in **Key Concepts**). In our decision, we may ask that you use one of the sub-brands, or Brand Canberra itself.

We'll be in touch if we have any questions, and we'll let you know our final decision by email.

7. KEY CONCEPTS

→ **Brand values:** The essential aspects of what makes Canberra a leading city:

- **Innovative**
- **Influential**
- **Progressive**
- **Interesting**
- **Welcoming**

KEY CONCEPTS

- **ACT Government Brand Guidelines:** these define how ACT Government brands must be used. You can read the [ACT Government Brand Guidelines](#) online.
- **ACT Statutory Authority or Corporation:** a body set up by legislation to perform a particular function for the ACT Government.
- **Attracting people to the Canberra region:** this includes encouraging people to visit, study, work, live or do business here. It also includes perceiving the Canberra region in a way that's in line with our values.
- **Canberra region:** this includes any place within a 200 kilometre radius of Canberra's CBD.
- **Deed:** the contract that sets the conditions of government funding.
- **Initiative:** a thing that the ACT Government decides to do. Read the [ACT Government Brand Guidelines](#) for details.
- **Inspiring pride or satisfaction in our region:** encouraging people who live in the Canberra region to appreciate living here.
- **Elected representative:** an elected representative in any state, territory or federal Australian government.
- **Organisation:** any organisation that is not a part of government. This includes businesses, peak bodies, institutions, not-for-profits and community groups.
- **Program, service or campaign:** please read the definition in the [ACT Government Brand Guidelines](#).
- **Service provider:** a business that delivers a service to government or organisations in an outsourcing arrangement. This includes graphic design for government agencies. It does not include delivering programs or initiatives on behalf of government.
- **Sub-brands:** Canberra brands that are specific to aspects of our city.
Our sub-brands are:



EXAMPLES

1. GOVERNMENT

Sandra works in the Transport and City Services Directorate. She is asked to create a new bus timetable.

1. Sandra starts by going to the **‘ACT Government’ Category**
2. Using this tool, she decides that this fits the **‘anything else’ category**
3. Bus timetables don’t relate to visiting, studying or doing business in Canberra
4. Bus timetables don’t advance Brand Canberra’s values
5. Buses don’t have their own brand

Based on this, Sandra decides that the bus timetable should use the ACT Government Brand.

2. ORGANISATION (ONE APPLICATION)

Duc is a marketing coordinator at Vines and Wines – a Canberra-based wine tour company. She’s redesigning the company website. While her company operates mainly in Murrumbateman, she feels a strong connection to the Canberra region.

1. Using this tool, Duc realises that Vines and Wines plays a part in **attracting people to Canberra**. She applies for permission to use Brand Canberra.

3. ORGANISATION (MULTIPLE APPLICATIONS)

Peter works as a marketing coordinator for the National Folk Festival, which is owned by a not-for-profit association. The National Folk Festival receives ACT Government funding. Peter is asked to create a printed program for the festival. Peter realises that the program has two places that could feature a brand: in the sponsor acknowledgements section and the rest of the brochure.

Peter starts by going to the **Organisation** category of this tool.

1. For the sponsors section, he decides that the **‘acknowledging funding from the ACT Government’ section applies**. He reads the ACT Government Brand Guidelines for more direction.
2. For the rest of the program, he decides that **‘showing connection to Canberra’ is relevant**. He applies to use Brand Canberra.

WHO AM I?

This decision tool is tailored for different audiences, so we'll need to start by finding out who you represent and what you need to communicate.

I REPRESENT **GOVERNMENT**

→ TAKE ME TO /P9

I REPRESENT AN **ORGANISATION**

→ TAKE ME TO /P20

WHO AM I? > GOVERNMENT

AS A REPRESENTATIVE OF THE GOVERNMENT

I AM AN...



ACT GOVERNMENT
EMPLOYEE

→ GO TO / P10



ACT STATUTORY AUTHORITY
OR CORPORATION EMPLOYEE

→ GO TO / P18



ELECTED
REPRESENTATIVE

→ GO TO / P19

OR AM I AN ORGANISATION?

→ TAKE ME TO / P20

WHO AM I? > GOVERNMENT > **ACT GOVERNMENT EMPLOYEE**

DECIDING WHICH BRAND LEADS

In some situations you will only need to apply one brand, but in others you will need to apply both Brand Canberra and an ACT Government brand.

This section will help you decide which brand to feature more prominently across your communications. There are no hard-and-fast rules for brand prominence. **You are free to make a decision based on what's best for your audience.**



This section applies to you if: you're an employee of the ACT Government, from any Directorate.

WHO AM I? > GOVERNMENT > ACT GOVERNMENT EMPLOYEE > **WHAT AM I COMMUNICATING ABOUT?**

WHAT AM I...

COMMUNICATING ABOUT?



**ACT
GOVERNMENT
POLICY**

→ TAKE ME TO /P12



**VISITING,
STUDYING OR
DOING BUSINESS
IN CANBERRA**

→ TAKE ME TO /P13



AN EVENT

→ TAKE ME TO /P15



ANYTHING ELSE

→ TAKE ME TO /P17

I'M NOT AN ACT
GOVERNMENT EMPLOYEE

→ TAKE ME TO /P9

WHO AM I? > GOVERNMENT > ACT GOVERNMENT EMPLOYEE > WHAT AM I COMMUNICATING ABOUT? > **ACT GOVERNMENT POLICY**

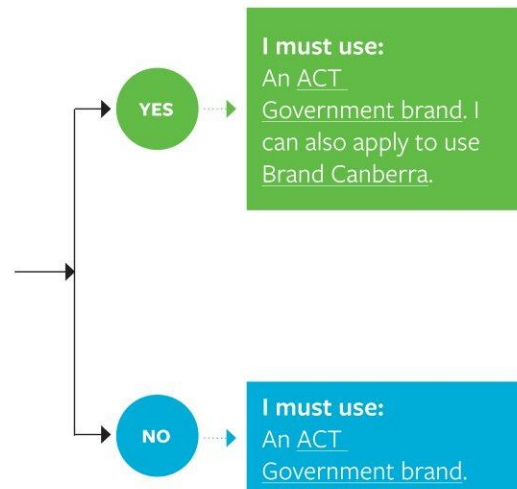
ACT GOVERNMENT POLICY



DOES MY POLICY:

1) **ATTRACT** PEOPLE TO CANBERRA
OR

2) **INSPIRE** CANBERRANS TO
FEEL PRIDE OR SATISFACTION
IN OUR CITY?



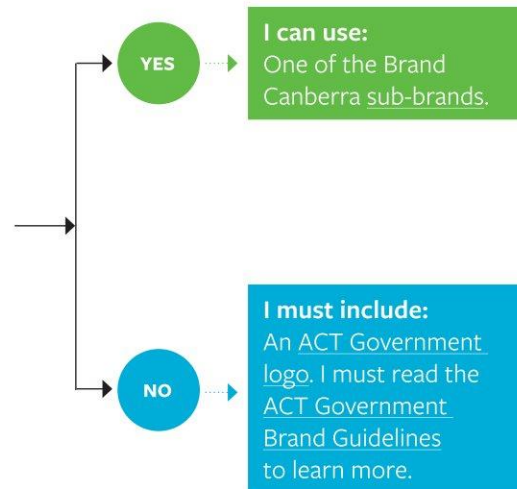
WHO AM I? > GOVERNMENT > ACT GOVERNMENT EMPLOYEE > WHAT AM I COMMUNICATING ABOUT? > VISITING, STUDYING OR DOING BUSINESS IN CANBERRA

VISITING, STUDYING OR DOING BUSINESS IN CANBERRA



IS MY COMMUNICATION
DESIGNED TO:

- 1) ATTRACT PEOPLE TO CANBERRA
OR
- 2) INSPIRE CANBERRANS TO
FEEL PRIDE OR SATISFACTION
IN OUR CITY?



WHO AM I? > GOVERNMENT > ACT GOVERNMENT EMPLOYEE > WHAT AM I COMMUNICATING ABOUT? > **AN EVENT**

WHO...

OWNS, MANAGES AND PRODUCES THE EVENT?



ACT GOVERNMENT

[→ TAKE ME TO /P15](#)



**ANOTHER ORGANISATION,
WITH ACT GOVERNMENT
FUNDING**

[→ TAKE ME TO /P15](#)

**I WANT TO COMMUNICATE
SOMETHING ELSE**

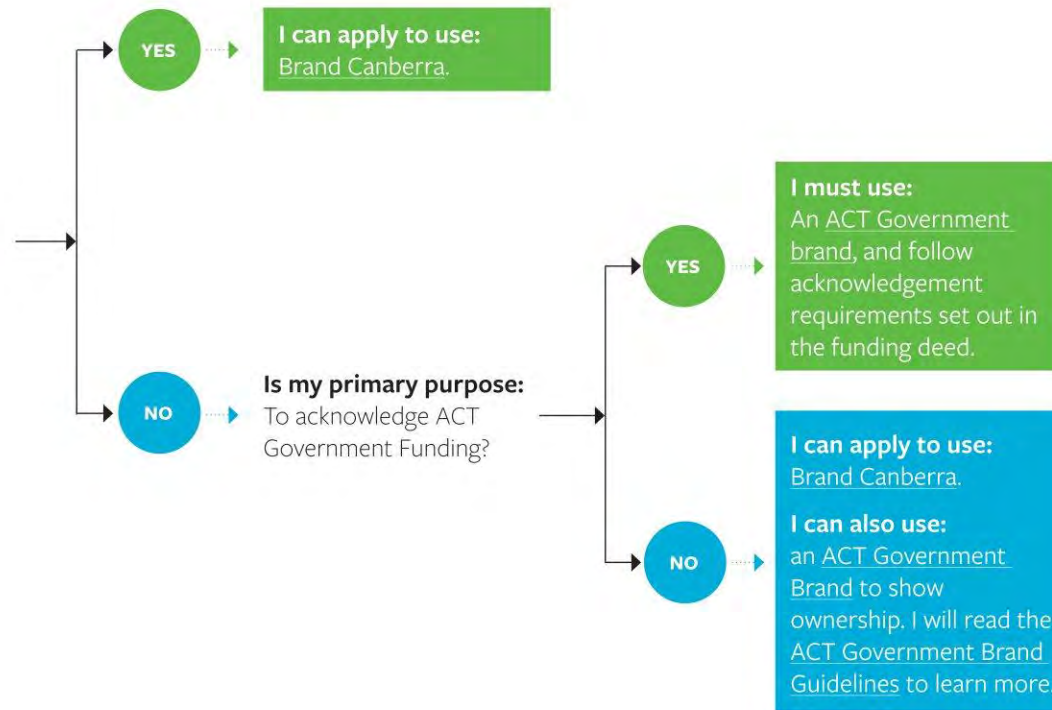
[→ TAKE ME TO /P11](#)

WHO AM I? > GOVERNMENT > ACT GOVERNMENT EMPLOYEE > WHAT AM I COMMUNICATING ABOUT? > AN EVENT > WHO OWNS, MANAGES AND PRODUCES THE EVENT? > **ACT GOVERNMENT**

ACT GOVERNMENT EVENT

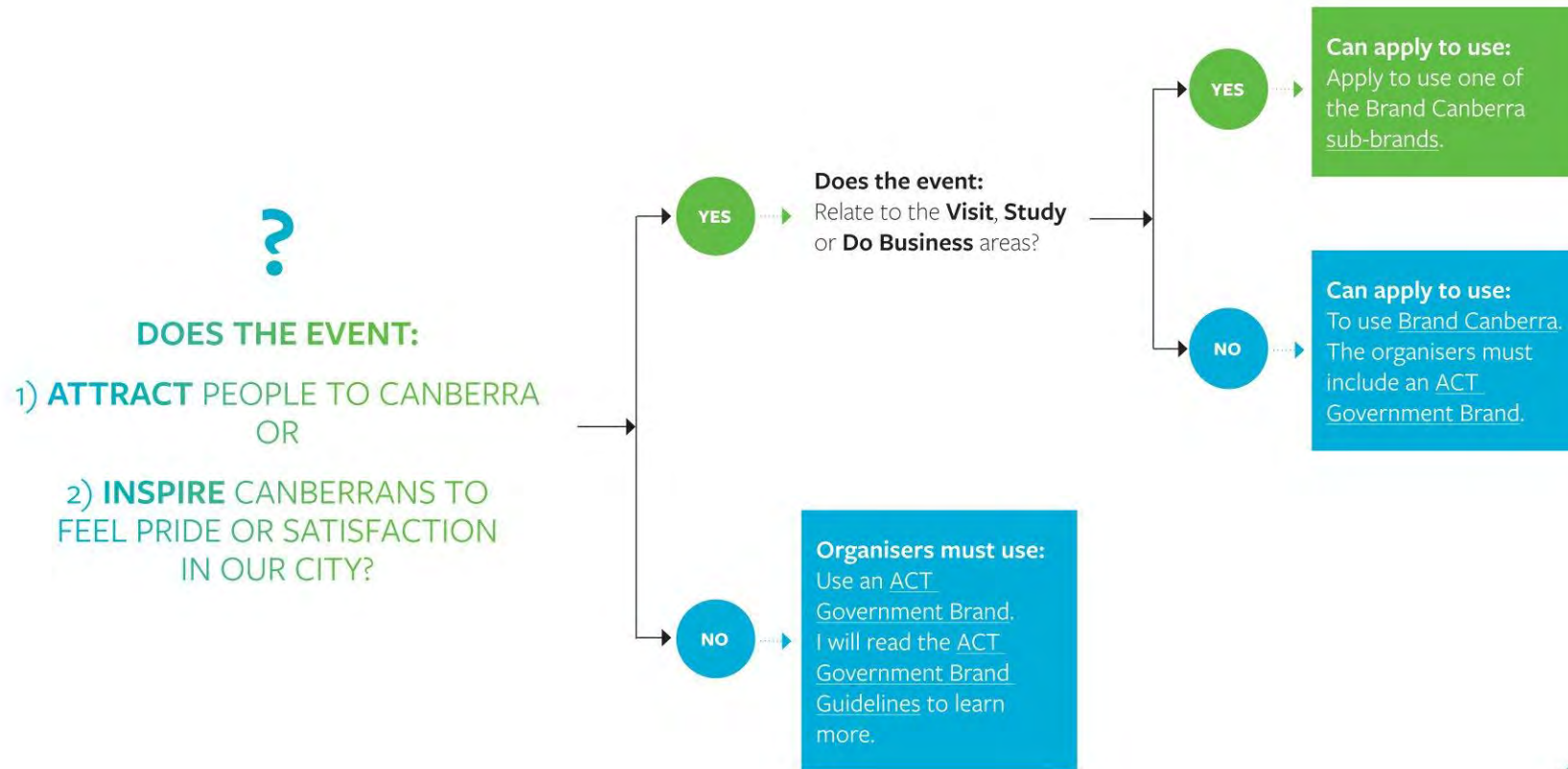
?

WILL MY COMMUNICATION
BE SEEN BEFORE THE EVENT?



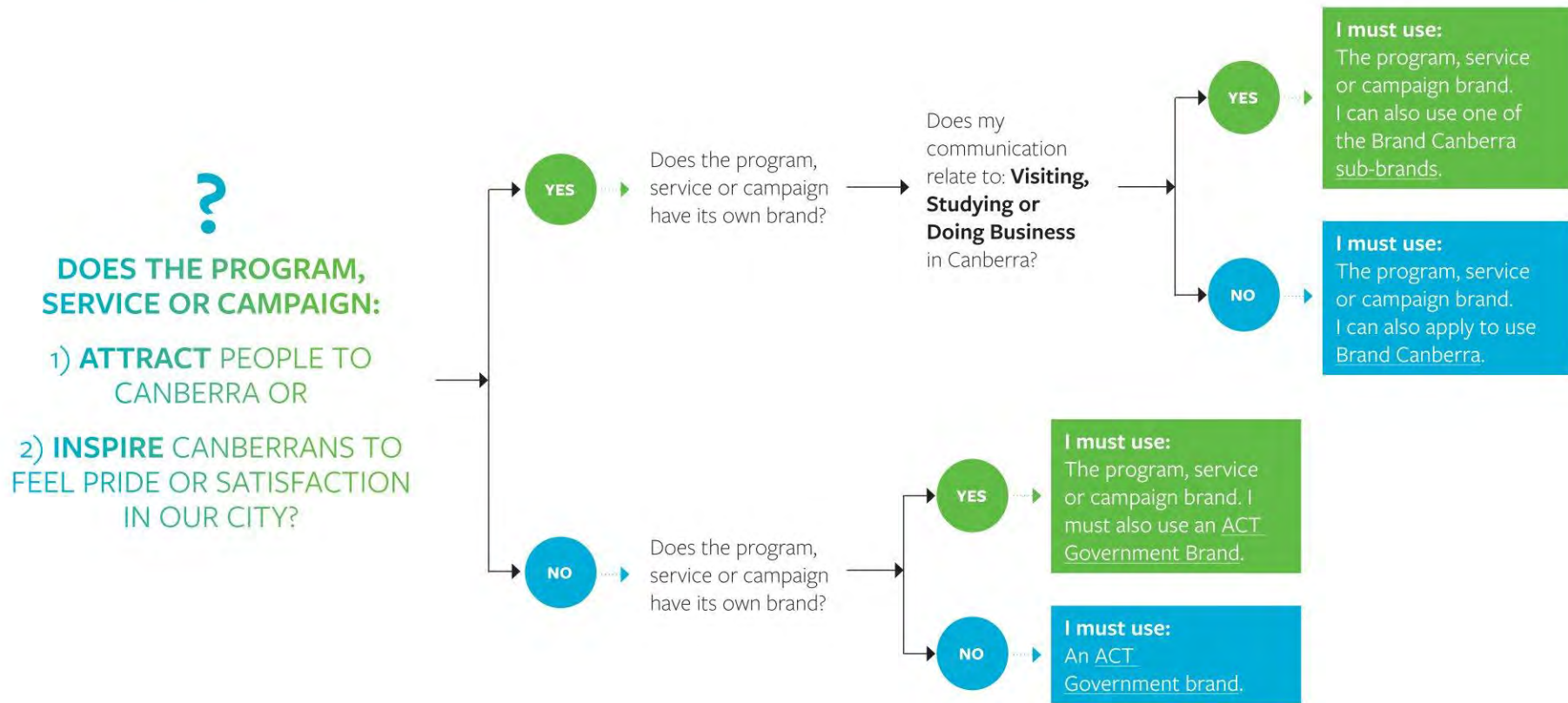
WHO AM I? > GOVERNMENT > ACT GOVERNMENT EMPLOYEE > WHAT AM I COMMUNICATING ABOUT? > AN EVENT > WHO OWNS, MANAGES AND PRODUCES THE EVENT? > **ANOTHER ORGANISATION**

ANOTHER ORGANISATION'S EVENT, WITH ACT GOVERNMENT FUNDING



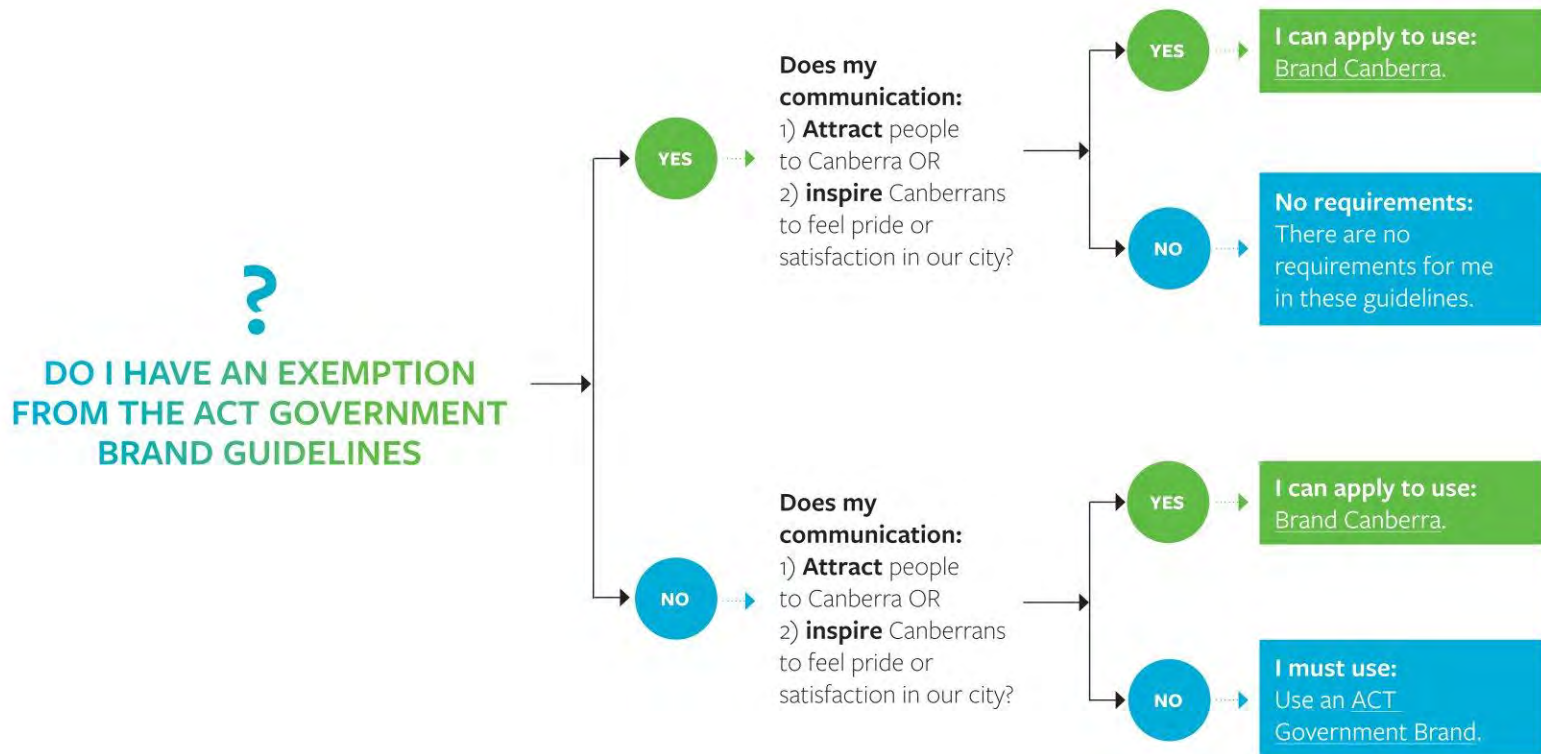
WHO AM I? > GOVERNMENT > ACT GOVERNMENT EMPLOYEE > WHAT AM I COMMUNICATING ABOUT? > **ANYTHING ELSE**

ANYTHING ELSE



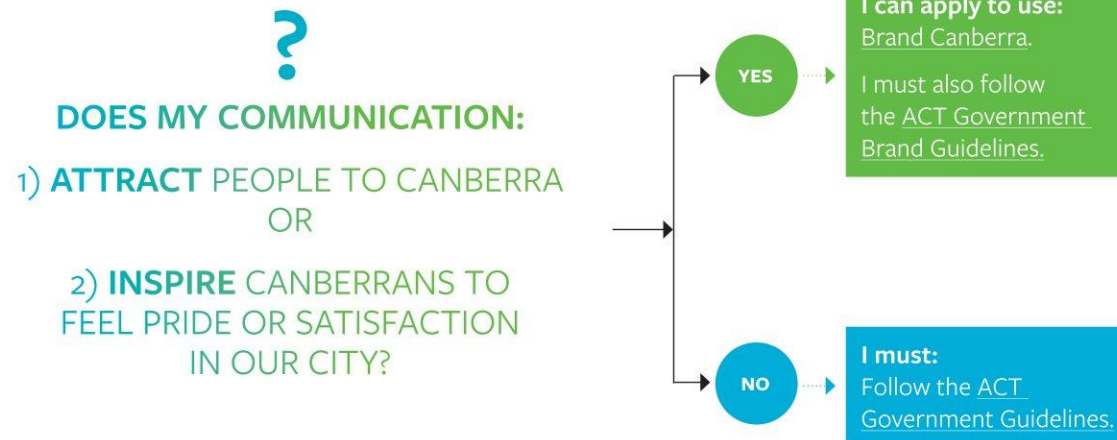
This category includes: ACT Government programs, services and campaigns. It does not include events.

ACT STATUTORY AUTHORITY OR CORPORATION EMPLOYEE



WHO AM I? > GOVERNMENT > **ELECTED REPRESENTATIVE**

ELECTED REPRESENTATIVE



WHO AM I? > ORGANISATION

AS A REPRESENTATIVE OF AN ORGANISATION

I AM...



**BASED IN
THE CANBERRA REGION**

→ [GO TO / P21](#)



**BASED OUTSIDE THE
CANBERRA REGION**

→ [GO TO / P22](#)



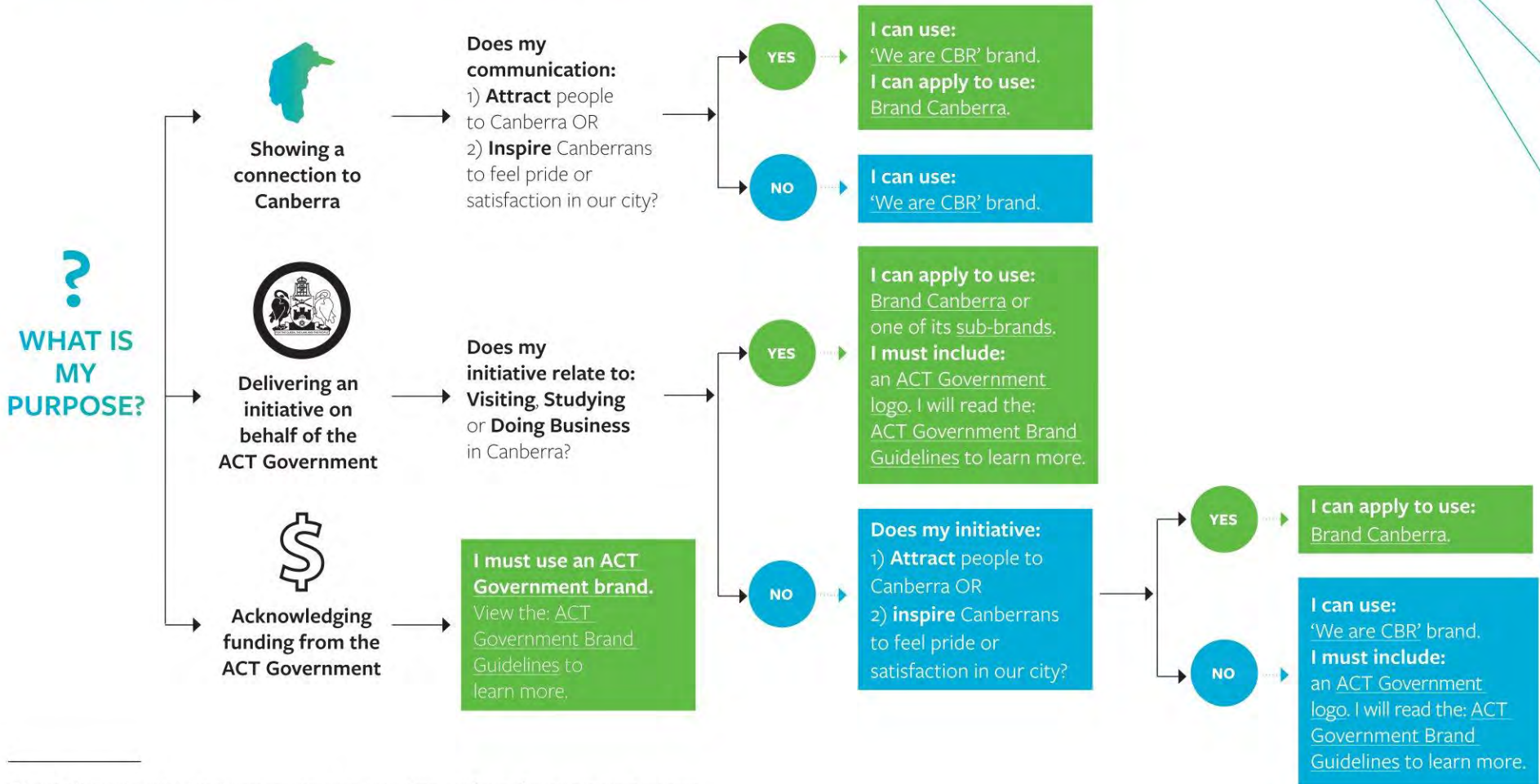
**A SERVICE PROVIDER TO
GOVERNMENTS/ORGANISATIONS**

→ [GO TO / P23](#)

OR AM I A GOVERNMENT REPRESENTATIVE?

→ [TAKE ME TO / P9](#)

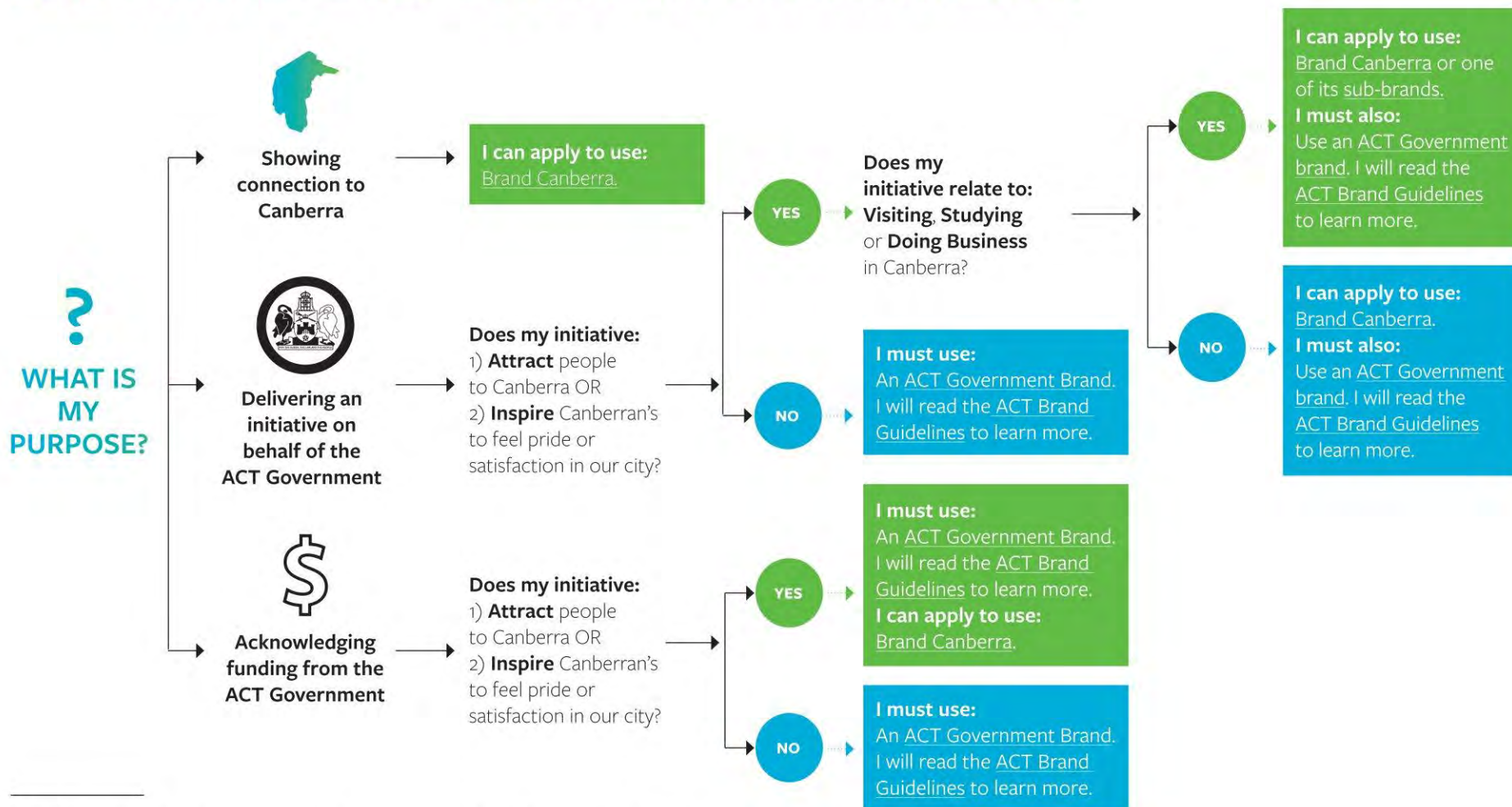
ORGANISATION BASED IN THE CANBERRA REGION



Organisation: this includes businesses, peak bodies, institutions, not-for-profits and community groups.

Canberra Region: this includes any place within a 200-kilometre radius of Canberra's CBD.

ORGANISATION BASED OUTSIDE THE CANBERRA REGION



Organisation: this includes businesses, peak bodies, institutions, not-for-profits and community groups.

Canberra Region: this includes any place within a 200-kilometre radius of Canberra's CBD.

WHO AM I? > ORGANISATION > **SERVICE PROVIDER TO GOVERNMENTS/ORGANISATIONS**

SERVICE PROVIDER TO GOVERNMENTS/ORGANISATIONS

Service provider: a business that delivers a service to governments or organisations in an outsourcing arrangement. This includes graphic design for government agencies. It does not include delivering programs or initiatives on behalf of government.

Please use this tool as if you were an employee of the government department or organisation that has contracted you to do the work.

RESOURCES AND MORE INFORMATION

For more information, contact:



Brand Canberra

Chief Minister, Treasury and Economic
Development Directorate

canberra@act.gov.au



BRAND CANBERRA TECHNICAL GUIDELINES

JANUARY 2014, **VERSION 02**

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BRAND
JOURNEY

OUR BRAND JOURNEY

- ▶ **THIS BOOK IS A STYLE MANUAL, BUT IT'S MORE THAN THAT. IT TALKS ABOUT THE THINKING BEHIND THE NEW CANBERRA BRAND.**

In the following pages, we'll talk about the why, how, what and where of our new brand.

What you'll see here is the culmination of a long process that involved many individuals and organisations in Canberra. We hope you'll embrace it. Because, if you do, you'll help create the momentum that will take us forward. And that will bring benefits to every Canberran.

Why now, you might ask.

Talking to Canberrans from every walk of life, there's a feeling that Canberra has reached a tipping point. We've come of age.

Celebrating our centenary has helped us focus on what's special about our city, and given us a sense that there's an exciting future ahead. A new generation of bright young people have grown up here and are ready to embrace that future.

Our city is growing, and our society is one of the youngest, best educated and most inclusive in Australia. That's a great foundation to build on. We need to seize the day and make our city everything it can be.

Having a powerful brand will help us do that.

CELEBRATING OUR
CENTENARY HAS HELPED
US FOCUS ON WHAT'S
SPECIAL ABOUT OUR CITY,
AND GIVEN US A SENSE
THAT THERE'S AN EXCITING
FUTURE AHEAD.

WHAT IS A BRAND?

▶ A BRAND EXISTS IN PEOPLE'S MINDS

Brands are not logos or taglines. Brands represent a whole set of ideas formed by every experience people have with an organisation, a product, a service – or a city.

The objective for our brand is to get people to think about Canberra in a positive and powerful way.

A consistent visual approach is an important aspect of the brand – but it's not the only one. The tone of voice and the language we use to talk about Canberra, to tell our stories, is just as important.

Being consistent creates a positive loop. Each message reinforces the previous one. A whole-of-city brand should embrace business, education, tourism, investment and government. It's a collaborative affair, where the strengths of each sector can benefit the others.

Our new approach to the Canberra brand will help us all to focus our thinking. Of course, that thinking can't be based on a fairytale. It has to have its foundation in the real attributes and benefits of our city.

A WHOLE-OF-CITY
BRAND SHOULD
EMBRACE BUSINESS,
EDUCATION, TOURISM,
INVESTMENT AND
GOVERNMENT.



WHY CITIES NEED BRANDS

▶ CITIES MAY OR MAY NOT HAVE LOGOS, VISUAL IDENTITIES OR SYMBOLS, BUT THEY STILL HAVE BRANDS.

Brands create themselves. International place-branding authority Simon Anholt puts it this way:

"Unless you've lived in a particular city or have a good reason to know a lot about it, the chances are that you think about it in terms of a handful of qualities or attributes, a promise, some kind of story. That simple brand narrative can have a major impact on your decision to visit the city, to buy its products or services, to do business there, or even to relocate there.

"Paris is romance. Milan is style. New York is energy. Washington is power. Tokyo is modernity. Barcelona is culture. Rio is fun."

Increasingly, cities are taking more control of their brands, developing symbols and language that build on what they have and help shape what they can be.

Here's Simon Anholt again:

"In today's globalized, networked world, every place has to compete with every other place for its share of the world's consumers, tourists, businesses, investment, capital, respect and attention."

Put simply, having a strong brand makes good business sense. Our aim is to attract more people and more money to Canberra. That means more skills, more jobs, more services, more prosperity and a better way of life.

I amsterdam.



CITY OF MELBOURNE



LISBOA
CÂMARA MUNICIPAL



NYC



TREASURE AWAITS



VIENNA
NOW OR NEVER



DEVELOPING THE BRAND

- ▶ **THE CANBERRA BRAND STRATEGY IS THE RESULT OF MANY MONTHS OF WORK, CONSULTATION, AND RESEARCH WITH EVERYDAY CANBERRANS.**

The brand development process was driven by a Brand Council, with representatives from the business, education, tourism, government and research sectors. We talked to hundreds of people from all walks of life, asking them for their points of view. What we found presented some challenges. Canberrans can often be their own worst enemies, knocking themselves and the city.

But the good outweighed the bad. People saw our community as close, generous, open and supportive. They saw a depth and complexity to Canberra that allowed amazing things to happen here. They saw a degree

of collaboration and connection that made our city a great place to do business. And while they saw Canberra as much more than politics, they valued the city's unique position as national capital and the seat of government.

Of course, a brand needs to be based on reality. Fortunately, we've identified real strengths. Now we need to communicate those strengths to the world in a way that expresses the 'soul' of our city. There's still a level of aspiration about the brand structure – the values, personality, vision and essence – but we have set an agenda, a series of achievable goals to work towards over the coming years.

PEOPLE SAW A
DEPTH AND
COMPLEXITY
TO CANBERRA
THAT ALLOWED
AMAZING THINGS
TO HAPPEN HERE.





BRILLIANT POSSIBILITIES

▶ **CANBERRA IS THE MEETING PLACE FOR AUSTRALIA'S BIGGEST IDEAS AND IS THE CUSTODIAN OF NATIONAL PRIDE AND COLLECTIVE SPIRIT.**

"Brilliant possibilities" is the essence of the Canberra brand. It reflects the energy and excitement of a city filled with great ideas. It also gives a sense of a city ready to move confidently into the future.

To communicate that thought in a compelling way, we settled on three words. Their initial letters combine as a shorthand for Canberra – the shorthand you see on every boarding pass and airline luggage tag.

CBR. Confident. Bold. Ready.

In these three words we sum up the new Canberra – our new tone of voice, our belief in ourselves.

The emphasis is on ready.

This conveys that sense of possibility, of looking forward, embracing challenges and making new discoveries.

It's a powerful word grounded in a profound truth about Canberra. We are ready. Ready for our second century. Ready for the next stage in our growth as a city. Ready to abandon old stereotypes and march proudly into the future.

CONFIDENT. BOLD.
READY. IN THESE
THREE WORDS WE
SUM UP THE NEW
CANBERRA.





BRAND VALUES

WE LOOK TO THE
FUTURE, NOT THE
PAST, AND WE
ACTIVELY PURSUE
OUR DREAMS.

BRAND VALUES

▶ THESE ARE THE INTANGIBLE THINGS THAT DRAW US TOGETHER AS A COMMUNITY.

IDEAS

Canberra has a record of invention, from wifi to Aerogard, from solar hot water to gene shears. The city has nurtured poets, philosophers and Nobel prize-winners and has the most highly educated population in Australia. No wonder we're a thinking, entrepreneurial bunch.

FREE SPIRIT

Embracing those ideas, we have the confidence to take them to the nation. We look to the future, not the past. And we actively pursue our dreams, whether it's on the sporting field, in business, or in other fields of endeavour.

CHALLENGE

We're always exploring. We pay attention to the big issues in our nation and in the world and we look for imaginative ways to solve problems.

DISCOVERY

Canberra has the power to surprise people – with food and wine, with art and culture, with heritage and with our warm welcome. And, as the home of the Australian story, Canberra can help people discover more about themselves.

QUALITY OF LIFE

We're open to the good things of life. Our natural surroundings, outdoor lifestyle and a supportive community help us find that important work/life balance.





BRAND PERSONALITY

IT'S A YOUTHFUL
OUTLOOK AND A
WILLINGNESS TO EMBRACE
THE NEW THAT KEEPS US
AHEAD OF THE TIMES.

BRAND PERSONALITY

► **JUST LIKE PEOPLE, CITIES HAVE PERSONALITIES. WHAT'S THE 'VIBE' YOU FEEL WHEN YOU VISIT OR DO BUSINESS IN CANBERRA?**

COLLABORATIVE

We're not afraid of competition, but we understand that the best results are often gained by collaboration. Sharing knowledge can improve the outcome for everyone.

CONTEMPORARY

Canberra is youthful. The median age here is well below that of Australia in general. But it's a youthful outlook and a willingness to embrace the new that keeps us ahead of the times.

GENUINE

While we're constantly breaking new ground, we don't define ourselves by the latest fad or fashion. We look below the surface, to discover what is of enduring value.

THINKING

The life of the mind is important in Canberra. With five universities represented here, ideas flourish and debate can take place at a higher level. We look for right solutions, not easy ones.

VIBRANT

We know when to be serious, but we also know how to have fun. There's more happening in Canberra than ever before. Our city has come alive.

INFLUENTIAL

It's not just the power of politics. The power of thought-leaders in science, research, education and business means that what happens in Canberra matters to the nation.

The background is a complex, abstract composition of overlapping shapes and colors. A central circular graphic is divided into several segments by dark lines, with colors ranging from red and orange to green and blue. The overall palette is dark, with deep blues, purples, and blacks, punctuated by the vibrant colors of the central graphic. The text 'OUR BRANDMARK' is positioned in the upper right quadrant, with 'OUR' in a smaller, white, sans-serif font and 'BRANDMARK' in a larger, bold, white, sans-serif font. A thin, light-colored diagonal line runs across the upper right portion of the image.

OUR
BRANDMARK

OUR BRANDMARK

A powerful brand needs a powerful graphic expression. While the CBR brand mark is contemporary in tone and appearance, it also draws from our history.

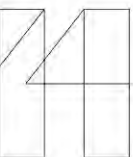
The geometric triangles and circles are inspired by the Burley Griffin plan for Canberra.

The brand mark is flexible. It can be used in solid colours or as a window framing imagery that portrays aspects of Canberra.

OUTLINE
VERSION



SOLID
VERSION



PRIMARY BRANDMARK VARIATIONS

OUTLINE - BLACK



OUTLINE - REVERSED/YELLOW/WHITE



OUTLINE - REVERSED/WHITE



OUTLINE - REVERSED/YELLOW



SOLID - BLACK



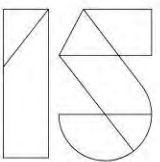
SOLID - REVERSED/YELLOW/WHITE



SOLID - REVERSED/WHITE



SOLID - REVERSED/YELLOW



SECONDARY BRANDMARK VARIATIONS

There are several coloured versions of the brandmark. The colours have been taken from the brand colour palette, see page 26.

OUTLINE - VIOLET/PINK GRADIENT



OUTLINE - PINK/RED GRADIENT



OUTLINE - ORANGE/RED GRADIENT



OUTLINE - BLUE/LIGHT BLUE GRADIENT



SOLID - VIOLET/PINK GRADIENT



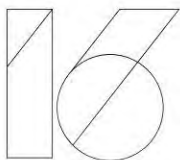
SOLID - PINK/RED GRADIENT



SOLID - ORANGE/RED GRADIENT



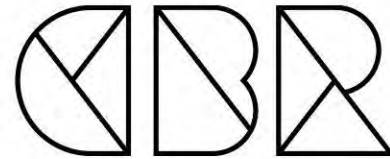
SOLID - BLUE/LIGHT BLUE GRADIENT



DEFINITIONS

SYMBOL

The CBR element in outline and solid mono and colour versions



TYPE

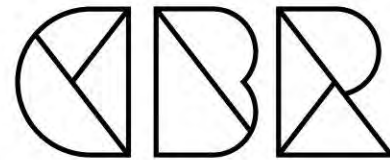
The word 'Canberra'

CANBERRA

CANBERRA

BRANDMARK

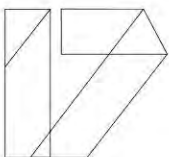
Combination of Symbol + Type



CANBERRA



CANBERRA



PROPORTION AND CLEAR SPACE

Clear space refers to the zone around the brandmark into which no other graphic elements (type, logos, imagery etc) can intrude.

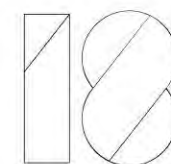
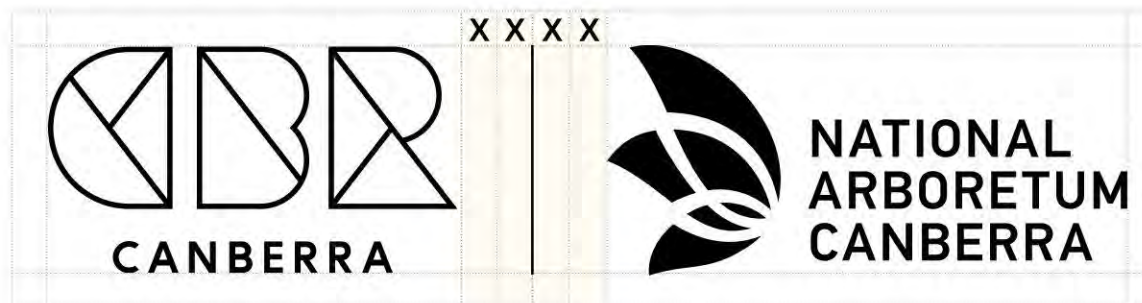
The allowance of clear space surrounding the brandmark allows for maximum presence.

The distance marked 'x' represents space between the 'CBR' symbol and the 'CANBERRA' type.

When used in conjunction with another logo, it is recommended the clear space be doubled ((x2) per logo) as shown in the logo lockup example below.



LOGO LOCKUP



BRANDMARK LOCKUPS

When using the brandmark in conjunction with other logos, size, placement and relevance need to be considered.

The CBR brandmark should always be placed to the right of the ACT Government and/or Government Sub-Agency logos. In all other instances, the CBR brandmark should appear on the left.

When the CBR brandmark is used alongside single or multiple logos, adequate clear space must be applied. Each and every brandmark must be of equal proportional size.

ACT GOVERNMENT
BRANDMARK
LOCKUP



ACT GOVERNMENT +
SUB-AGENCY
BRANDMARK
LOCKUP



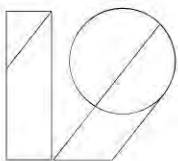
SINGLE BRANDMARK
LOCKUP



MULTIPLE
BRANDMARK
LOCKUP



Floriade



MINIMUM SIZE

Minimum size refers to the smallest size the brandmark can appear.

The CBR brandmark must never be applied smaller than 25mm wide in print (13.832 mm height).

BLACK BRANDMARK AT MINIMUM SIZE

Width is 25mm



YELLOW BRANDMARK AT MINIMUM SIZE

Width is 25mm



REVERSED BRANDMARK AT MINIMUM SIZE

Width is 25mm



YELLOW BRANDMARK AT MINIMUM SIZE

Width is 25mm



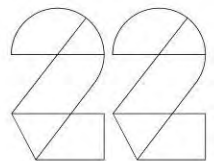


BRANDMARK
APPLICATION

BACKGROUND APPLICATION

The CBR landmark should only ever be placed on backgrounds that provide good contrast and legibility. This will ensure that it is always clearly recognisable.

Especially in application over photography, ensure landmark variation provides the best possible legibility.



INCORRECT APPLICATION

NO BLURRING THE BRANDMARK



NO HARSH DROP SHADOWS



NO PLACEMENT OVER COMPLEX IMAGES



NO SKEWING OR DISTORTING THE BRANDMARK



NO COLOUR VARIATION UNLESS SPECIFIED



NO PLACEMENT OVER A SIMILAR COLOUR



NO TILTING OF BRANDMARK



NO RESIZING OF SYMBOL/TYPE RATIOS





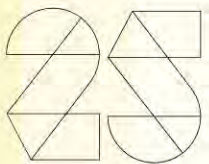
**BRAND
ASSETS**

PRIMARY COLOUR PALETTE

PANTONE BLACK
C0 M0 Y0 K0
R35 G31 B32
HEX #231F20

PANTONE 3955
C09 M04 Y100 K0
R242 G223 B0
HEX #EFE000

90% 80% 70% 60% 50% 40% 30% 20% 10% 05%



SECONDARY COLOUR PALETTE

PANTONE 605
C15 M13 Y100 K0
R224 G204 B33
HEX #E1CD00

PANTONE 1585
C0 M72 Y98 K0
R243 G108 B35
HEX #F36C23

PANTONE RED 032
C0 M93 Y76 K0
R239 G55 B66
HEX #EF3742

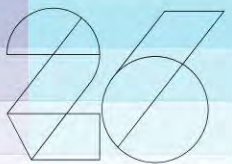
PANTONE 226
C11 M100 Y31 K0
R216 G0 B108
HEX #D8006C

PANTONE PURPLE
C35 M88 Y0 K0
R172 G76 B153
HEX #AC4399

PANTONE VIOLET
C89 M100 Y01 K02
R71 G45 B140
HEX #472D8C

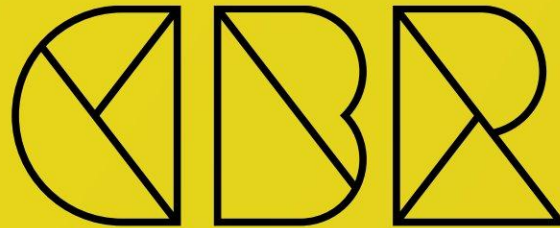
PANTONE BLUE 072
C100 M98 Y02 K03
R43 G50 B140
HEX #2B328C

PANTONE 638
C81 M07 Y09 K0
R0 G173 B215
HEX #00ADD7

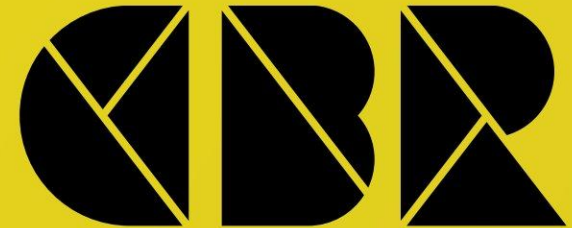


LOGO COLOUR VARIATIONS

BLACK LOGOS ON PRIMARY YELLOW +
SECONDARY YELLOW GRADIENT BACKGROUND



CANBERRA



CANBERRA



LOGO COLOUR VARIATIONS

WHITE LOGOS ON PINK + RED GRADIENT BACKGROUND



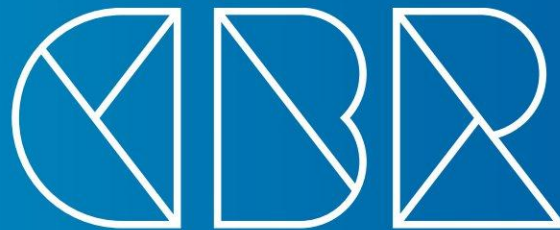
LOGO COLOUR VARIATIONS

WHITE LOGOS ON PURPLE + VIOLET GRADIENT BACKGROUND

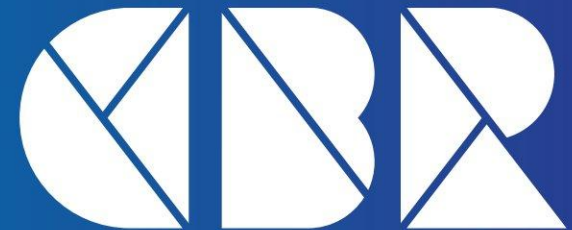


LOGO COLOUR VARIATIONS

WHITE LOGOS ON LIGHT BLUE + DARK BLUE GRADIENT BACKGROUND



CANBERRA



CANBERRA



LOGO COLOUR VARIATIONS

WHITE LOGOS ON PINK + PURPLE GRADIENT BACKGROUND



TYPOGRAPHY

Brand Canberra's primary typeface is Baufra. Contemporary, clean and legible, Baufra is uniquely suited to a wide range of visual mediums. Multiple levels of typographic hierarchy are defined to have both impact and clarity in communication material.

Baufra is used for all printed communications where possible, and in rendered form for online and electronic applications.

When use of Baufra is not possible, use the recommended secondary typeface, Helvetica (Mac) or Arial (Microsoft).

If you would like to use Baufra, a license can be purchased from:

fontspring.com

myfonts.com

youworkforthem.com

thenorthernblock.co.uk

BAUFRA

BAUFRA

BAUFRA



PRIMARY TYPEFACE

BAUFRA

BAUFRA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()_+:"<>?

BAUFRA DEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()_+:"<>?

BAUFRA SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()_+:"<>?

BAUFRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%^&*()_+:"<>?

BAUFRA LIGHT

0123456789

BAUFRA REGULAR

0123456789



ALTERNATE TYPEFACE

HELVETICA / MAC ARIAL / MICROSOFT

HELVETICA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()_+:"<>?

HELVETICA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()_+:"<>?

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()_+:"<>?

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*()_+:"<>?

HELVETICA LIGHT

0123456789

ARIAL ITALIC

0123456789



BRAND
APPLICATION

PHOTOGRAPHY

When selecting images for an application, consider the various typographic and graphic components that will coexist with the image.

Subject matter of imagery should be:

- ▶ Real life (not staged, posed, or un-natural)
- ▶ Confident and bold
- ▶ Singular concept/subject per image
- ▶ Advancing progress/positive change

Style of imagery should be:

- ▶ Natural (no extensive photo-retouching)
- ▶ Bright tonal range
- ▶ Clear/sharp focus on subject matter
- ▶ Contemporary and interpretive

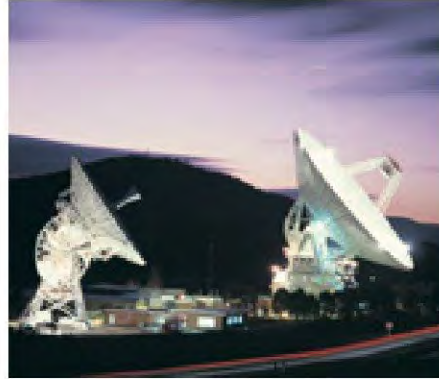
FULL COLOURED IMAGERY

At it's best, photography is a narrative that elicits emotion and mirrors our brand essence 'brilliant possibilities'.



GRADIENT TREATED IMAGERY

The use of colour gradients can enhance photography. Create this application by applying the 'Luminosity' effect to an image then place it over a brand coloured gradient background.



CBR WINDOW

The CBR symbol may also be used to house imagery. Images should be textural or abstract, as they will be divided by the intersecting lines of the symbol.

The Window device is available as a separate file from the logo.



CBR WINDOW APPLICATION

These examples show the window device as a mask, encapsulating an image. Both examples work well as the intersecting lines of the symbol are not interfering with the image content.



BRAND
CANBERRA
**GET ON
BOARD**

We're all responsible for shaping and telling Canberra's story, for building and delivering on our promise of a city full of brilliant possibilities.

We invite you to explore our new identity but more importantly to consider how you can play a role in helping to tell that story.

If we all embrace this positive and confident view of Canberra, we won't be trapped by the old stereotypes and the negatives we've heard in the past. It's time to re-imagine what Canberra can be.

Find out more about the new Canberra brand and the thinking behind it on the Brand Canberra website at brandcanberra.com.au. Then get ready to make it happen.

BRANDCANBERRA.COM.AU




FACIAS
UPTAQUI.

Dolendi bla cupitum restrumquas evelit qui nonsequant et utata dendis et re parciis sa consent otatem excerptat es dit volupta quaspero pratio. Uolletisepro mimio, lunciamet que nobis se opturectotal et eus re officia cor adictio in misibiluoci autates imos expliti berisso icatilis volupta ex eum fugiam quam, quat asinici umquod, es sit dolorio, erferna temporispid es cupia doluvel biogendas et qui fugit, tem elestrumquia nemodio. Nam fugit rectatias dolupti anturro.

Dolendi bla cupitum restrumquas evelit qui nonsequant et utata dendis et re parciis sa consent otatem excerptat es dit volupta quaspero pratio.



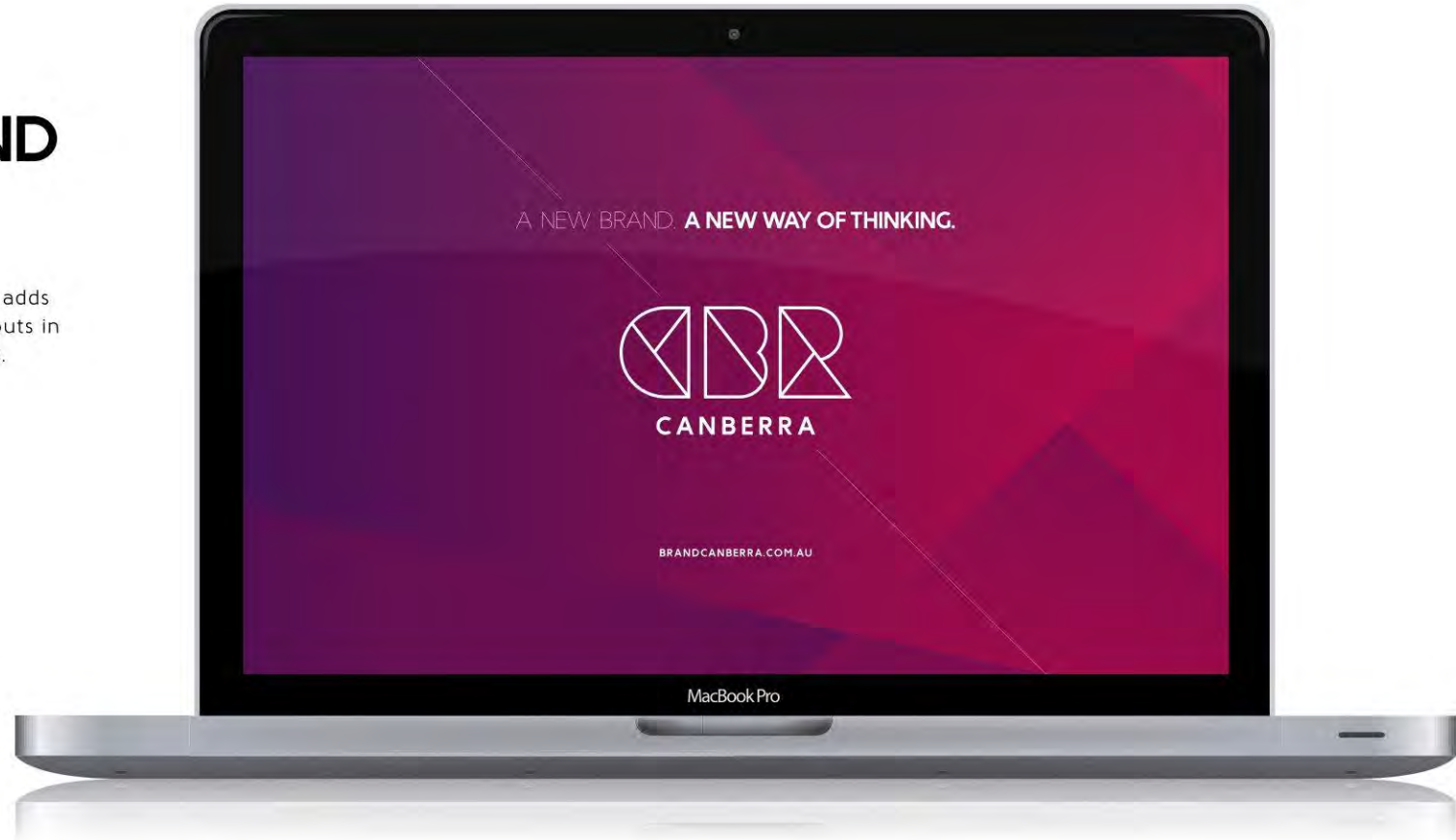
ANGLED GRADIENT BACKGROUND

The angled gradient background is suitable for both print and online applications. The colours used for the gradients have been taken directly from the brand's primary and secondary colour palette.



ANGLED GRADIENT BACKGROUND APPLICATION

The angled gradient background adds textural dimension to design layouts in both print and digital applications.

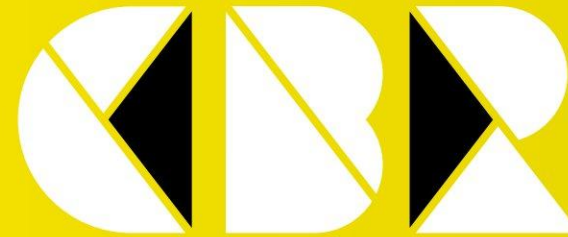


CBR ARROW DEVICE

The arrow device has been taken directly from the CBR symbol. It can be used to frame text and images.

The arrow device may also be used as a bullet point or as a typesetting feature.

The angle and shape of the arrows must be maintained, but the colour can change. It should be scaled proportionally to suit the individual application.



◀ **CONFIDENT. BOLD. READY.** ▶

CBR DISPLAY TYPEFACE

The CBR geometric display typeface has been incorporated into the brand to add a contemporary look and feel.

While the typeface is flexible, it is recommended that it be used sparingly. Headings, page numbering and pull quotes are the most suitable application.

CBR LIGHT

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

CBR REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

CBR BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

CBR SOLID

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

CBR DISPLAY TYPEFACE APPLICATION

This poster application demonstrates the flexibility of the CBR typeface. Here, the geometric letters have been crafted with hairline strokes, solid gradients and image masks. Be as creative and as innovative as you like with the typeface and customise it to suit your individual requirements.



ADVERTISING APPLICATIONS PRINT

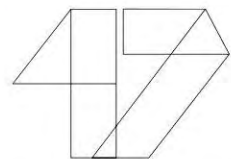
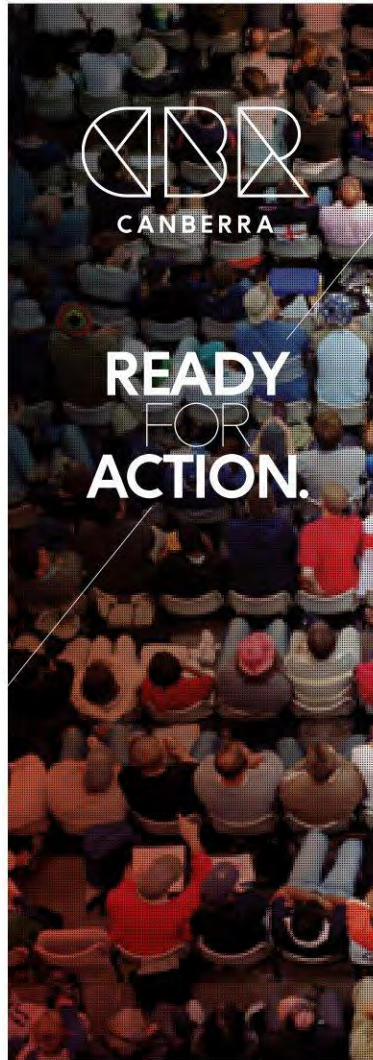
These advertising examples show how simple layout, clean typesetting and strong images can be combined to create striking advertising. It is important to consider text placement, making sure that it is legible with strong contrast against background images.



CBR BANNER EXAMPLES

Pull up banners are an effective way of promoting a brand.

These are examples of how the brand could be applied to a banner. You may choose to customise your own banner to suit a specific event or function.



CBR CITY DRESSING EXAMPLES

City dressing allows for high impact, temporary advertising and promotion. It can appear in relation to an event and be removed after the event ends.

City dressing may include any of the following:

- ▶ Flags
- ▶ Lighting projects
- ▶ Banners
- ▶ Street media
- ▶ Bus signage



CBR SIGNAGE EXAMPLES

The CBR brandmark works best in horizontal signage applications. Use any colour from the brand's palette.

The following examples demonstrate how the CBR brandmark can be applied in various signage applications.



DIGITAL ADVERTISING EXAMPLES

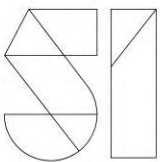
The following examples show the flexibility of the CBR brand when used in digital advertising applications.

Vibrant colours and imagery make a bold impact on screen. This is why digital applications are a great way to showcase the vibrancy of the brand.



CBR MERCHANDISING EXAMPLES

The diversity of the CBR brand allows for a range of creative merchandise applications. Use the brandmark alone or utilise the CBR typeface to create a custom design for your specific requirements.



BRANDCANBERRA.COM.AU



THE PEOPLE'S BRAND

This is the brand for the people of Canberra — individuals, community groups, businesses and more. It is designed to connect proud Canberrans with the city, and vice versa; to demonstrate the city's pride in all those who choose to call Canberra home.

LOGO STYLE SHEET

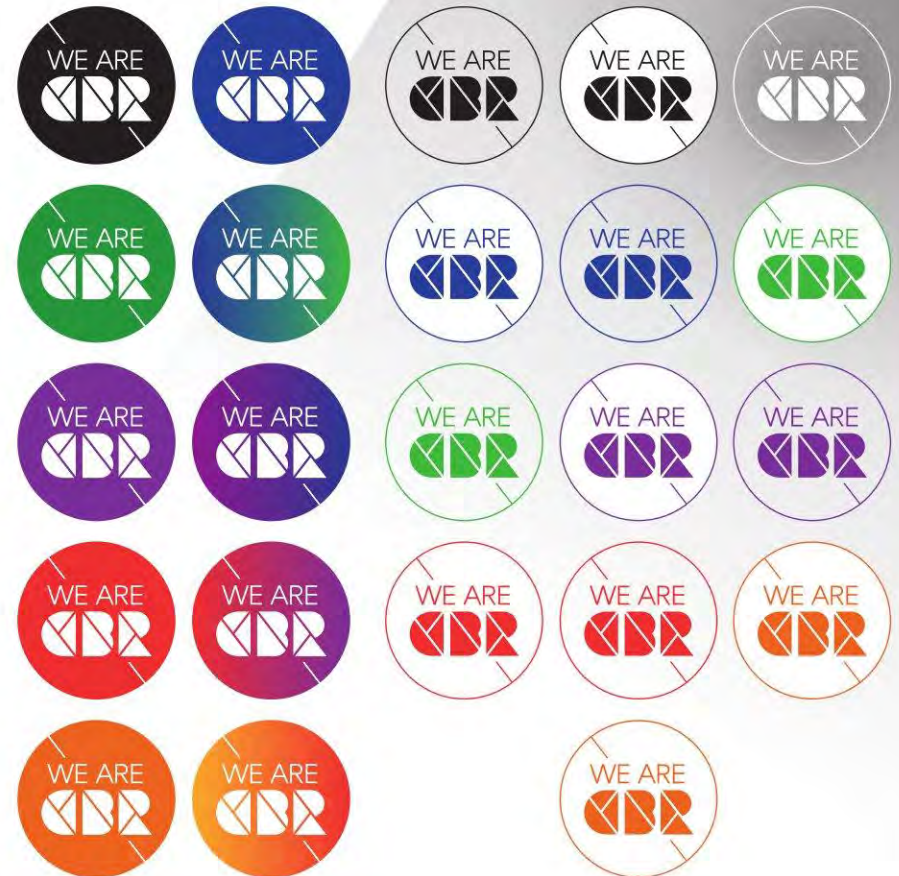
→ LOGO GUIDELINES

- › **Do not place the WE ARE CBR logo as a lock-up to your logo.**
It should be placed separately as a secondary supporting/endorsing logo.
- › **Do not incorporate elements of the WE ARE CBR logo into your logo.**
It cannot be used to form, create or be incorporated in your logo. It must be clearly separate from your logo.
- › **The WE ARE CBR logo must be smaller than your logo.**
In all cases it should be smaller than your logo, not of equal or greater size, while still being legible (where possible the logo should be 25mm/95 pixels in diameter or larger for clear legibility)
- › **Do not change or modify the WE ARE CBR logo.**
- › **Consider which version of the WE ARE CBR logo you should use.**
There are a range of WE ARE CBR logo variations — in different colours and transparencies. Select a version of the logo that best compliments the colour scheme of your design and is most legible.
- › **Consider which file type of the WE ARE CBR logo to use.**
The .EPS and .PNG files can be used on all colour backgrounds, including white. The .JPG files must only ever be used on white backgrounds.

→ LOGO VARIATIONS

Solid

(versions with white fill & transparent)



Lines

(versions with white fill & transparent)