

Corporate Style Guide

CONCISE VERSION

National Seniors
AUSTRALIA

BRAND IDENTITY – *The ‘National Seniors’ Brand Identity*

The 2018 version of the National Seniors logo has been designed to present a more contemporary look and feel for the National Seniors brand identity.

The new logo has been designed to ensure versatility across various applications and reproduction methods.

The National Seniors logos are presented in two formats: ‘Hero’ and ‘Stacked’. The ‘Hero’ logo should be the preferred version for all applications.

To achieve optimum communication of the brand, the ‘Stacked’ version can be used when the available area of the media restricts the size the logo can be used. eg: Social Media icons and badges.

Hero Logo



Stacked/Social Media Logo



BRAND IDENTITY – Logo Colour Application

National Seniors 'Hero' Logo

The National Seniors 'Hero' logo can be used in either its Colour Logo or Mono Logo versions.

Reversed versions of the logo can be used on dark backgrounds eg. Dark Navy.



Colour Logo – Dark Navy & Light Teal on White



Reversed Colour Logo – White & Light Teal on Dark Navy

Black and White Version

When it is not possible for the National Seniors 'Hero' logo to appear in colour, the mono logos should be used.



Mono Logo – Black on White



Reversed Mono Logo – White on Black

BRAND IDENTITY – Social Media Logos

National Seniors Social Media Logos

The 'Stacked' version of the logo should be used for all Social Media platform icons/tiles.

The 'Stacked' logo can be shown on a white, Light Teal or Dark navy background.

Care should be taken to ensure that there is sufficient space around the logo to avoid it looking cramped within the allocated space.

Please note the use of the colours in the logo in relation to each background colour.

The platforms existing background or chosen National Seniors cover image should determine the background colour used for each tile.



Social Media Logo – on White

Social Media Logo – on Dark Navy

Social Media Logo – on Light Teal

BRAND IDENTITY – *Business Unit Logos*

National Seniors Travel and Insurance Logos

An individual logo for of the National Senior's Travel and Insurance business units have been developed to identify the marketing and communications activities of each to their specific target markets.

These new business unit logos are based on the National Seniors 'Hero' logo: as such, the use of each of these logos are as per the parameters outlined in this Style Guide.



National Seniors Travel Logo – Dark Navy & Light Teal on White



National Seniors Travel Logo – White & Light Teal on Dark Navy



National Seniors Insurance Logo – Dark Navy & Light Teal on White



National Seniors Insurance Logo – White & Light Teal on Dark Navy

BRAND IDENTITY – *Exclusion Zones and Minimum Size*

When using the National Seniors logos, an exclusion zone must be incorporated. No typography or graphic elements are to appear within the specified area surrounding the logo.

Exclusion Zone

The correct exclusion zone is equal to the distance shown and marked 'X'. This value is specific to each logo and measures an equal distance on all sides of the logo.

Minimum size

The National Seniors 'Hero' logo can be reduced to a minimum height of 7mm.

The National Seniors 'Stakced' logo is to a minimum of 10mm.

Exclusion Zones



Minimum Sizes



BRAND IDENTITY – *The DO NOT Guide*

To maintain the integrity of the National Seniors brand identity, care must be taken to ensure the logos are always represented correctly.

Incorrect usage

- The logos must always be shown proportionately – do not distort or skew the logos.
- Never alter the proportions or the size of the individual elements that make up the logos.
- Care must be taken when using the logos over backgrounds to ensure the logos are always clearly over patterns and images.
- NEVER apply effects to the logos such as drop shadows or glows.



✓ The correct use of the Hero logo



✗ Do not distort the logos



✗ Do not skew the logos



✗ Never alter the proportions of brand elements



✗ Ensure the logo is clearly visible over images



✗ Do not place the logos over busy patterns



✗ Never apply effects such as drop shadows

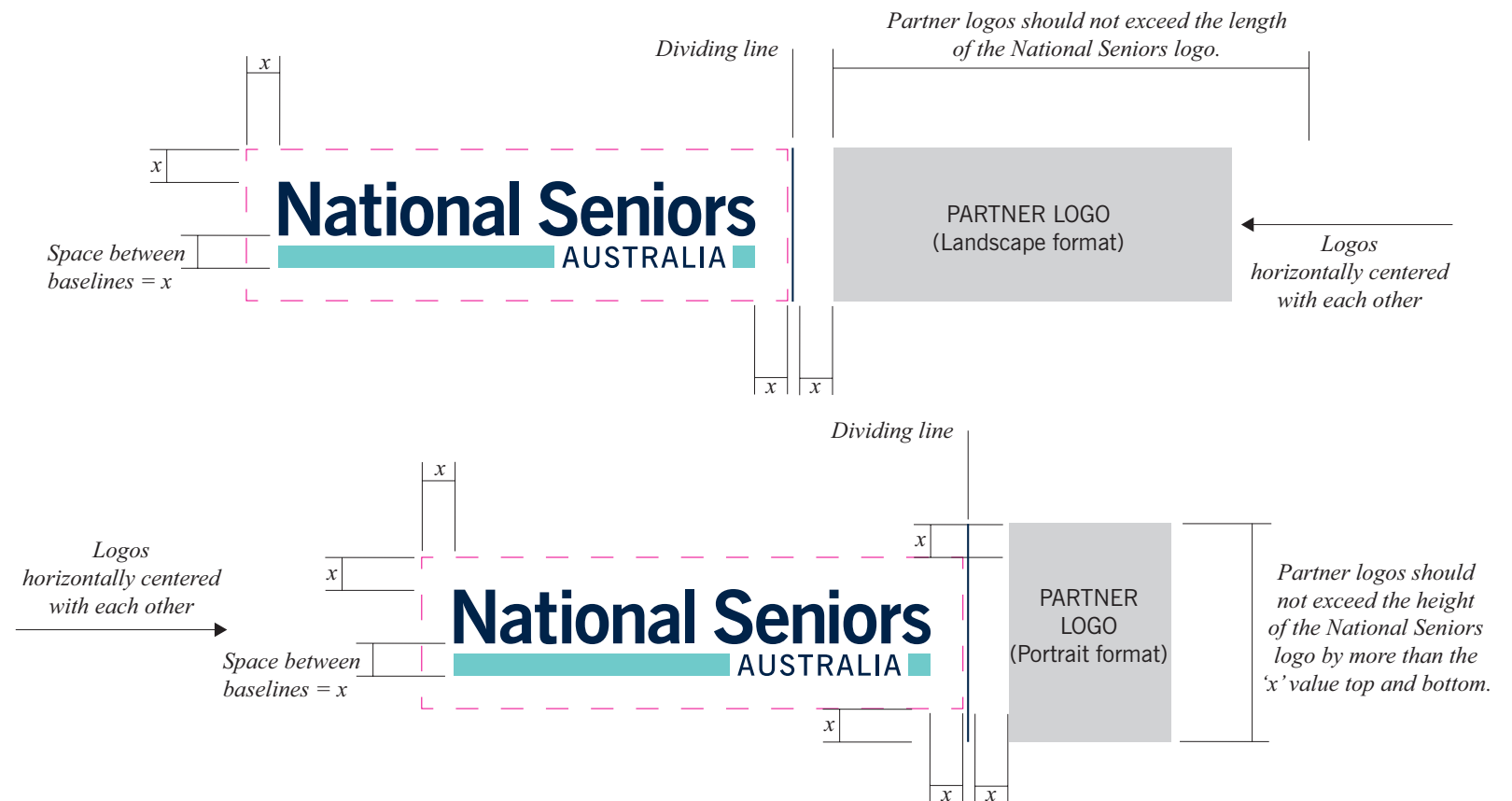


✗ Never change the colours of the logos

BRAND IDENTITY – CoBranding and Partnerships

When creating a lock-up with partner logos it's important to follow the guidelines presented here. The standard clear space surrounding the National Seniors Australia logo should be maintained. For initiatives instigated, owned and driven by National Seniors

Australia the NSA logo should be placed to the left of the partner logo. A dividing line should then be placed to separate the two logos signifying that both parties are independent entities. The visual weight of each logo should be balanced to give each equal presence.



BRAND IDENTITY – PRINT Colour Palette

The colour palette consists of a Dark Navy teamed with Teal and a Light Grey.

These colours have been chosen to reflect strength, health and trust: core aspects of the 'National Seniors' brand values and experience.

These colours form the colour palette for all National Seniors **PRINTED** communications and should be strictly adhered to.

No other colours should be used. Additional colours for communication materials should be introduced through the use of photography or illustrations only.

PMS and CMYK equivalents have been provided and should be used for all printed collateral on coated paper stocks.

Uncoated Paper Stock Alternatives

Alternative print values are also provided for printing collateral on uncoated paper stocks.

Pantone Colours should always be referenced and used as a benchmark for all print production.

DARK NAVY

Pantone+
Colour Bridge Coated

PMS 7463C

CMYK
C100, M63, Y12, K67

LIGHT TEAL

Pantone+
Colour Bridge Coated

PMS 325C

CMYK
C53, M0, Y23, K0

TEAL

Pantone+
Colour Bridge Coated

PMS 7474C

CMYK
C96, M9, Y32, K29

LIGHT GREY

Pantone+
Colour Bridge Coated

PMS 50% CoolGrey1C

CMYK
C2, M1, Y2, K4

Pantone+
Colour Bridge Uncoated

PMS 7463U

CMYK
C100, M63, Y12, K67

Pantone+
Colour Bridge Uncoated

PMS 325U

CMYK
C52, M0, Y24, K0

Pantone+
Colour Bridge Uncoated

PMS 7474U

CMYK
C86, M10, Y33, K11

Pantone+
Colour Bridge Uncoated

PMS 50% CoolGrey1U

CMYK
C2, M1, Y2, K4

BRAND IDENTITY – DIGITAL Colour Palette

The colour palette consists of a Dark Navy teamed with Teal and a Light Grey.

These colours have been chosen to reflect strength, health and trust: core aspects of the 'National Seniors' brand values and experience.

These colours form the colour palette for all National Seniors DIGITAL communications and should be strictly adhered to.

No other colours should be used. Additional colour for communication materials should be introduced through the use of photography or illustrations only.

HEX and RGB equivalents have been provided and should be used for all printed collateral on coated paper stocks.

DARK NAVY

Hex #00254a

RGB

R0 G37 B74

LIGHT TEAL

Hex #69C9BF

RGB

R105 G201 B191

TEAL

Hex #008193

RGB

R0 G129 B147

LIGHT GREY

Hex #F5F5F5

RGB

R245 G245 B245

CORPORATE TYPEFACE – PRINT Typeface

Primary Corporate Font

Using standard typefaces across all applications projects a consistent corporate image.

For all communications material the Corporate Font is the News Gothic font family.

News Gothic is a versatile open faced font and is available in a wide range of weights.

This font should be applied to all body copy, subheadings and minor headings.

NEWS GOTHIC

AaBbCcDd

1234567890

!@#\$%^&*()

NEWS GOTHIC BT – LIGHT

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

The quick brown fox jumped over the lazy sleeping dog.

NEWS GOTHIC BT – ROMAN

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

The quick brown fox jumped over the lazy sleeping dog.

NEWS GOTHIC BT – DEMI

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

The quick brown fox jumped over the lazy sleeping dog.

NEWS GOTHIC BT – BOLD

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

The quick brown fox jumped over the lazy sleeping dog.

NEWS GOTHIC BT – LIGHT ITALIC

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

The quick brown fox jumped over the lazy sleeping dog.

NEWS GOTHIC BT – ROMAN ITALIC

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

The quick brown fox jumped over the lazy sleeping dog.

NEWS GOTHIC BT – DEMI ITALIC

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

The quick brown fox jumped over the lazy sleeping dog.

NEWS GOTHIC BT – BOLD ITALIC

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

The quick brown fox jumped over the lazy sleeping dog.

Secondary Corporate Font

In addition to using News Gothic as the primary font. The font Georgia should be employed as the headline font for all National Seniors branded material.

Georgia is a commonly available font that is available in a four weights.

Headlines should utilise Georgia regular at a large enough size to be recognised as a headline.

GEORGIA

AaBb

1234567890

!@#\$%^&*()

GEORGIA – REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

The quick brown fox jumped over the lazy sleeping dog.

GEORGIA – ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

The quick brown fox jumped over the lazy sleeping dog.

GEORGIA – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

The quick brown fox jumped over the lazy sleeping dog.

GEORGIA – BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

The quick brown fox jumped over the lazy sleeping dog.

CORPORATE TYPEFACE – DIGITAL/WEB Typeface

Font Hierarchy

Not all devices or digital formats will enable the selected corporate fonts to display.

As a result the following hierarchy of fonts is provided as a guide to suitable substitutes should Georgia or News Gothic be unavailable.

Headlines

PRIMARY

GEORGIA – REGULAR

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

The quick brown fox jumped over the lazy sleeping dog.

SECONDARY

SERIF – REGULAR

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

The quick brown fox jumped over the lazy sleeping dog.

Body Copy

PRIMARY

NEWS GOTHIC BT – ROMAN

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

The quick brown fox jumped over the lazy sleeping dog.

SECONDARY

HELVETICA – REGULAR

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

The quick brown fox jumped over the lazy sleeping dog.

TERTIARY

ARIAL – REGULAR

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

The quick brown fox jumped over the lazy sleeping dog.

National Seniors Australia

Level 18, 215 Adelaide Street

Brisbane QLD 4000

GPO Box 1450 Brisbane QLD 4001

nationalseniors.com.au

National Seniors
AUSTRALIA