



BRAND TOOLKIT
FOR NATIONAL, TERRITORY & STATES



Clear space



The Rural Ambassador Award brandmark needs to be surrounded by an area of uninterrupted clear space to allow it to remain prominent in all communications.

Clear space is the non-print area surrounding the primary brandmark. A basic formula [the stroke of the outer circle] has been used to calculate the minimum 'clear space', this can be used to determine clear space for the brandmark at any size.

No other graphic elements should appear within this zone. Wherever possible, apply more clear space around the brandmark than the minimum specified.

Logo use on imagery



Where possible, use of this logo should be positioned top left or bottom right, adhering to the minimum clear space. There is no reversed out option of this logo as the background is white and gives it flexibility to be positioned on most collateral.





Clear space



The Rural Ambassador Award landmark needs to be surrounded by an area of uninterrupted clear space to allow it to remain prominent in all communications.

Clear space is the non-print area surrounding the primary landmark. A basic formula has been used to calculate the minimum 'clear space', this can be used to determine clear space for the landmark at any size.

No other graphic elements should appear within this zone. Wherever possible, apply more clear space around the landmark than the minimum specified.

Logo use on imagery



Where possible, use of this logo should ideally be positioned centre top or centre bottom of a document or where the primary version is not suitable.

The brandmark must adhere to the minimum clear space. There is a reversed out option of this logo when the background is too dark for visibility - this is to be used on a rare occasion only.

Clear space



The Rural Ambassador Award brandmark needs to be surrounded by an area of uninterrupted clear space to allow it to remain prominent in all communications.

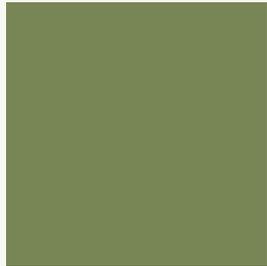
Clear space is the non-print area surrounding the primary brandmark. A basic formula has been used to calculate the minimum 'clear space', this can be used to determine clear space for the brandmark at any size.

No other graphic elements should appear within this zone. Wherever possible, apply more clear space around the brandmark than the minimum specified.

Logo use on imagery



PRIMARY COLOUR



CMYK
21, 0, 55, 49

RGB
104, 131, 59

HEX
#68833B

SECONDARY COLOUR

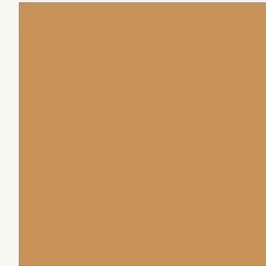


CMYK
0, 28, 70, 5

RGB
238, 176, 59

HEX
#F1AE49

TERTIARY COLOUR



CMYK
0, 32, 66, 24

RGB
193, 133, 44

HEX
#C38442

HEADING FONT

NEUTRA TEXT DEMI SC ALT [80] tracking

neutra text book sc alt [80] tracking

BODY COPY FONT

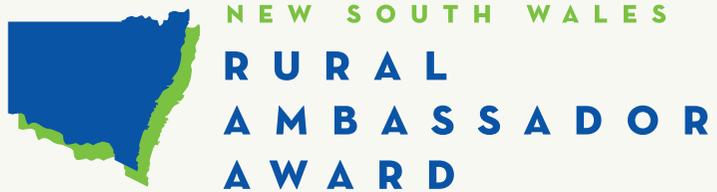
Geomanist Book [-50] tracking

Geomanist Medium [-50] tracking

Geomanist Light [-50] tracking



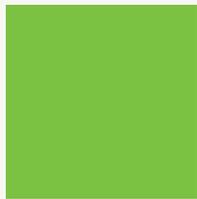
STATE & TERRITORY
BRANDMARKS

PRIMARY BRANDMARK	SECONDARY BRANDMARK - VERTICAL	SECONDARY BRANDMARK - HORIZONTAL	
			

PRIMARY COLOUR	SECONDARY COLOUR	TERTIARY COLOUR	TERTIARY COLOUR
----------------	------------------	-----------------	-----------------



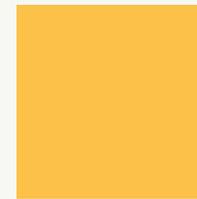
CMYK 98, 75, 0, 0
 RGB 0, 83, 155
 HEX #00539B



CMYK 56, 0, 100, 0
 RGB 123, 193, 67
 HEX #7BC143



CMYK 0, 47, 83, 4
 RGB 244, 123, 32
 HEX #F47B20



CMYK 0, 25, 81, 1
 RGB 252, 187, 46
 HEX #FCBB2E

PRIMARY BRANDMARK

SECONDARY BRANDMARK - VERTICAL

SECONDARY BRANDMARK - HORIZONTAL



PRIMARY COLOUR

SECONDARY COLOUR



CMYK 100, 93, 28, 24
RGB 34, 45, 101
PMS 280C



CMYK 3, 66, 99, 0
RGB 237, 118, 37
PMS 158C

PRIMARY BRANDMARK	SECONDARY BRANDMARK - VERTICAL	SECONDARY BRANDMARK - HORIZONTAL
		

PRIMARY COLOUR

SECONDARY COLOUR

TERTIARY COLOUR



CMYK 0, 100, 100, 39
 RGB 123, 20, 22
 HEX #711E1D



CMYK 14, 58, 99, 2
 RGB 212, 125, 41
 HEX #C8823D



CMYK 31, 22, 100, 1
 RGB 186, 176, 48
 HEX #BAB14B

PRIMARY BRANDMARK



SECONDARY BRANDMARK - VERTICAL



SECONDARY BRANDMARK - HORIZONTAL



PRIMARY COLOUR



CMYK 68, 31, 94, 20
RGB 29, 115, 64
HEX #1D7340

SECONDARY COLOUR



CMYK 60, 33, 92, 0
RGB 251, 178, 45
HEX #FBB22D

TERTIARY COLOUR



CMYK 39, 0, 94, 0
RGB 168, 207, 68
HEX #A8CF44

PRIMARY BRANDMARK

SECONDARY BRANDMARK - VERTICAL

SECONDARY BRANDMARK - HORIZONTAL



PRIMARY COLOUR

SECONDARY COLOUR

TERTIARY COLOUR



CMYK 0, 0, 0, 100
RGB 255, 255, 255
HEX #54555A
PMS BLACK C



CMYK 100, 0, 0, 0
RGB 0, 178, 226
HEX #54555A
PMS 306C



CMYK 0, 0, 0, 60
RGB 85, 86, 91
HEX #54555A
PMS COOL GREY 11

PRIMARY BRANDMARK



SECONDARY BRANDMARK - VERTICAL



SECONDARY BRANDMARK - HORIZONTAL



PRIMARY COLOUR



CMYK 99, 31, 0, 18
RGB 2, 144, 208
HEX #0290D0

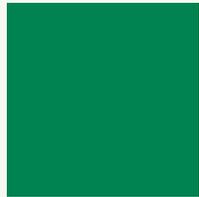
SECONDARY COLOUR



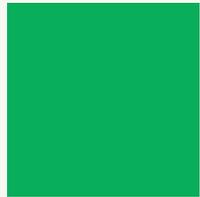
CMYK 99, 31, 0, 18
RGB 2, 144, 208
HEX #0290D0
(ALL 25% TINT)

PRIMARY BRANDMARK	SECONDARY BRANDMARK - VERTICAL	SECONDARY BRANDMARK - HORIZONTAL
		

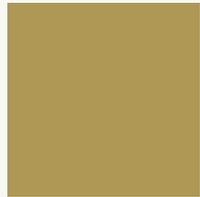
GREEN LIGHT GREEN GOLD LIGHT GOLD WARM GREY LIGHT WARM GREY EARTH LIGHT EARTH



CMYK 92, 7, 82, 25
 RGB 0, 90, 54
 PMS #3425



CMYK 86, 0, 90, 0
 RGB 0, 126, 68



CMYK 26, 31, 74, 11
 RGB 186, 159, 81
 PMS #871



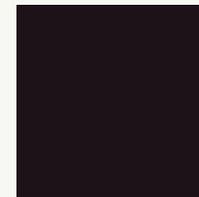
CMYK 4, 16, 60, 0
 RGB 227, 199, 108



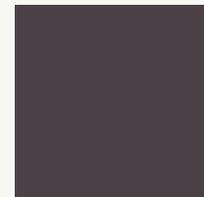
CMYK 3, 4, 11, 5
 RGB 240, 235, 224
 PMS #7527



CMYK 2, 4, 9, 0
 RGB 251, 245, 236



CMYK 53, 56, 45, 87
 RGB 38, 29, 30
 PMS #412



CMYK 53, 56, 45, 54
 RGB 75, 64, 70



THANK YOU

NEED HELP? EXECOFFICER@AGSHOWSAUSTRALIA.ORG.AU

