

Don't DIS myABILITY

DontDISmyABILITY.com.au

STYLE GUIDELINES 2011 BRANDING AND LOGO USAGE

1.0	THE LOGO	2
1.1	Formats	2
	Stacked and horizontal versions	2
1.2	Minimum clear space	2
1.3	Minimum size	2
2.0	COLOUR USAGE	3
2.1	Full colour version	3
2.2	Mono version	3
2.3	Reverse version	3
3.0	TYPOGRAPHY	4
3.1	Fonts	4
3.2	Spacing	4
3.3	Contrast	4
3.4	Alignment	4
3.5	Line lengths	4



**Family &
Community Services**
Ageing, Disability & Home Care

1.0 THE LOGO

The Don't DIS my ABILITY logo consists of a logotype set within a shape of specific proportions and relationships.

The logotype must never be recreated in any way by either manual or electronic methods.

1.1 Formats

Two formats have been created for usage:

Stacked version

This is the preferred version and should be used wherever possible.

Horizontal version

This version may be used where only a horizontal format will fit, or where the stacked version will not fit.



1.2 Minimum clear space

When using either of the formats, a clear space area must be maintained around the logo.

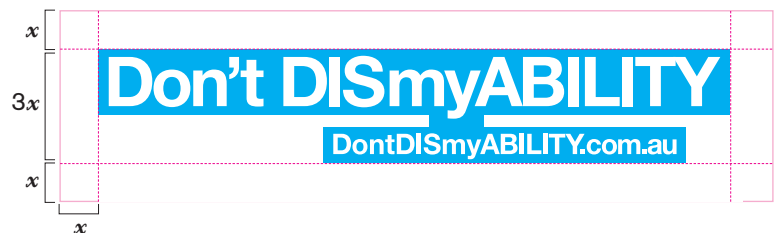
Stacked version:

This clear space on all sides of the logo should be equivalent to 1/4 of the logo height.



Horizontal version:

The clear space on all sides of the logo should be equivalent to 1/3 of the logo height.



1.3 Minimum size

The minimum recommended size for reproduction in print is as follows:

Stacked version:

40mm minimum width

Horizontal version:

70mm minimum width



40mm



70mm

2.0 COLOUR USAGE

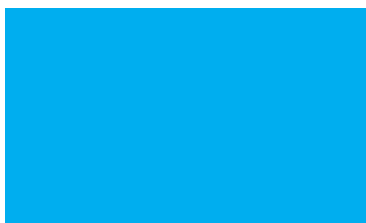
It is essential that the specified Don't DIS my ABILITY logo colours are used accurately and consistently whenever the Don't DIS my ABILITY logo is reproduced.

2.1 Full colour version

The Don't DIS my ABILITY colour logo reproduces in 2 colours only (plus white).

Whenever possible the full colour version of the logo should be used.

The colours are:



PMS Cyan (100 C)



Black (100 K)



White

2.2 Mono version

Don't DIS my ABILITY logo may also be reproduced in mono (or “black and white”) when necessary. This version of the logo may only be used in black and white publications and NOT to be used over any coloured backgrounds.



2.3 Reverse version

A reverse version of the Don't DIS my ABILITY logo is available ONLY on request and usage approval from Ageing, Disability and Home Care.

This version is most suitable when used over images or coloured and dark backgrounds.



3.0 TYPOGRAPHY

For maximum readability of text, please adhere to the following guidelines.

3.1 Fonts

The preferred font for use throughout Don't DIS my ABILITY literature is Arial at a minimum of 12pt.

Arial 12pt

abcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold 12pt

abcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMNOPQRSTUVWXYZ

3.2 Spacing

KERNING (or spacing between characters) should be set to "standard" or 0.

ie: **the quick brown fox**

Avoid tight kerning:

the quick brown fox

Avoid open or extended kerning:

the quick brown fox

LEADING (or vertical spacing between lines of text) is set at a minimum of 15pt, with an ideal setting of 18pt where space allows.

3.3 Contrast

Text should be printed with the highest possible contrast. Dark text on light background is ideal. However, light (white or yellow) letters on a dark (black) background is also acceptable.

3.4 Alignment

Text should always be aligned left.

Oreet, conum acilissed elis ea feugiam velis augait iliqui blaorpero
commolore modolobore consed exer ip eugue tie

3.5 Line lengths

For ease of legibility, line or column lengths should NOT EXCEED 160mm.

Where to find the Don't DIS my ABILITY logo

The Don't DIS my ABILITY logo is available in JPEG and EPS versions.

Visit dondismyability.com.au/events/event_organisers to obtain a copy of our logo.

For more information

For advice about applying the logo correctly contact:

Ageing, Disability and Home Care
Department of Family and Community Services
Tel 02 8270 2140



**Family &
Community Services**
Ageing, Disability & Home Care