National NAIDOC Week Brand Guidelines

Contents

Welcome

Welcome to the National NAIDOC Week Brand Guidelines. The National NAIDOC Week brand represents authenticity and cultural integrity. This document contains all you need to know about how the National NAIDOC Week brand should be used for events, social media, communications, promotions, and other activities.

Thank you for your support, we hope you enjoy getting to know our brand better!

Typography

01 Primary
02 Hierarchy
03 Incorrect Application

Our primary typeface is 'SUNN Regular' and must be used for headlines on NAIDOC materials.

SUNN Regular
Used on headlines.

Poppins Regular
Used for body copy.

Poppins Italics
Used to differentiate important and/or unique information.

Poppins Medium
Used on content sub-headlines and sub-headlines where required.

Poppins Bold
Used on headlines where required.

SUNN REGULAR
Poppins Regular
Poppins Italic
Poppins Medium
Poppins Bold

Headline
Headlines are to be set in Poppins Bold.

Sub-headline
Sub-headlines are to be set in Poppins Medium.

Content sub-headline
Content sub-headlines are to be set in bold at the same text size as the body copy it sits with.

Body copy
Body copy is to be set in Poppins regular. At a minimum the text size if to be 9pt with 14pt leading and -7 tracking.

Important information
Important information can be styled in different ways to help differentiate it from other information. Using italics and bold italics are preferred.

This is an example of a headline.

Headline example

This is an example of a sub-headline

Sub-headline examples

Content sub-headline

Content sub-headline

Ligent ut iditibusa veni volest, acest eos eum que solest harumquis eos atet ea nobit autatem a volorem lant, comnimet fugias eniipsa consect endantibus del minvendam eaec epudam ad maio coreper erferibusam qui quibusantios reptatiant aut idus renimus mossunturem as debit, ut quat. Ximpor autem comnient, utem rerrovi tisciae poreperit as dolumquis de mos quia nem etur, quis quunt qui.

Body copy example

Other important information, **can be styled in multiple ways.**

Important information

These rules apply to all other variations of this logo.

DO NOT USE ALL CAPS
DO NOT USE ALL CAPS
DO NOT USE ALL CAPS

Do not use all caps.

Do not recolour

Do not recolour typography
to colours not specified.

Do not adjust kerning or tracking

Do not adjust kerning or tracking.

Bold
Bold bold bold
Bold bold bold bold bold bold Bold bold

Do not make hierarchy levels the same weight.

**Headline
Sub-headline
Body copy**

Do not make hierarchy levels the same size.

Do not use other typefaces

Do not use any other typefaces that
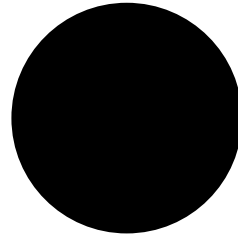aren't specified in this guideline.

Colour Palette

Colour Palette

The NAIDOC colour palette represents our brand personality. The colours are drawn from the Aboriginal and Torres Strait Islander flags bringing to mind that NAIDOC belongs to First Nations people and is for our communities.
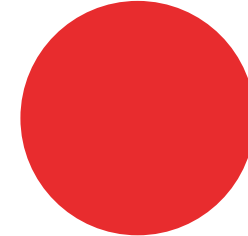
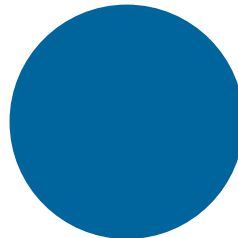Mixing colours to create a new colour is not permitted.

Black
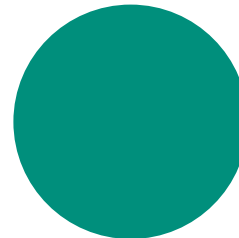C 0 | M 0 | Y 0 | K 100
R 28 | G 43 | B 57
#1C2B39
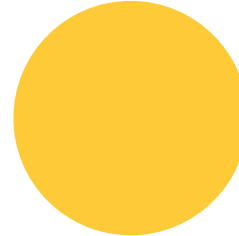
Yellow
C 0 | M 21 | Y 88 | K 0
R 255 | G 202 | B 56
#ffca38

Red
C 0 | M 96 | Y 90 | K 2
R 232 | G 44 | B 46
#e82c2e

Blue
C 100 | M 46 | Y 5 | K 18
R 0 | G 100 | B 157
#00649d

Teal
C 100 | M 3 | Y 58 | K 16
R 0 | G 143 | B 124
#008f7c

White
C 0 | M 0 | Y 0 | K 0
R 255 | G 255 | B 255
#FFFFFF

Logo

01
Introduction to the Primary National NAIDOC Logo

Introduction to the Primary National NAIDOC Logo

The primary National NAIDOC logo is a key element of our brand identity, therefore it is essential that it is always reproduced correctly.

The National NAIDOC logo is available for use under a creative commons license. The logo must be used in its entirety, is not able to be used for commercial purposes and must be attributed as the National NAIDOC logo.

02
Usage and Restrictions

Logo

The primary NAIDOC logo can be
used on any coloured background.
If you are using it on a black
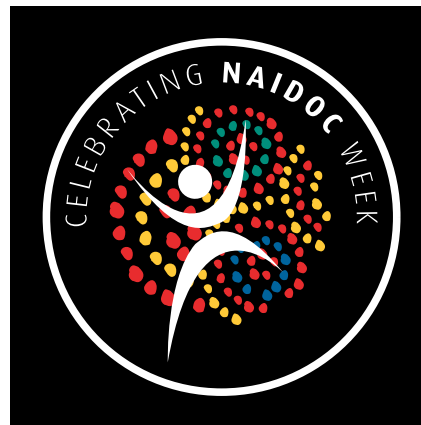background a 1mm white border
must be included.

Usage and Restrictions
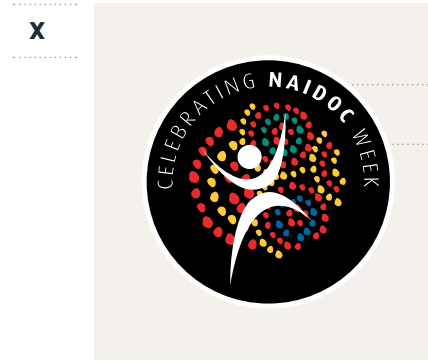
Primary

On black

1mm white
border

Logo clearance

Primary NAIDOC logo.

The clear space around the logo is determined by '**X**'. '**X**' is the height from the bottom of the circle to the first yellow centered dot.
The total amount of clear space the height of '**X**'.

Primary

X

'X'= Cap height of the bottom of circle to first yellow centered dot.
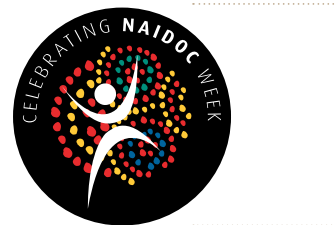
Primary
– All Variations – Print
The minimum size is measured from the baseline of the circle to the top of the circle. In total this equates to 30mm. The minimum font size is 7pt.

Primary
– All Variations – Digital
The minimum size is measured from the baseline of the circle to the top of the circle. In total this equates to 85px which is equivalent to 7pt text size.

Print

30mm high
(equivalent to 7pt text size)

Digital

85px high

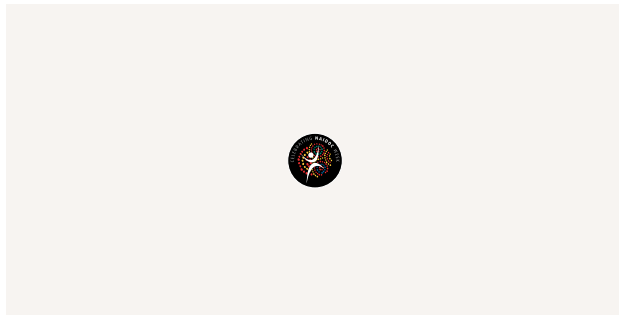These rules apply to all other variations of this logo.

Do not tilt the logo.

Do not enlarge or alter in proportion
any part of the design.

Do not rearrange any part of the logo.

Do not reduce the logo
below the specified amount.

Do not recolour the logo

Do not use the logo in a
low contrast manner.

03
Introduction to the Secondary National NAIDOC Week Logo

Introduction to the Secondary National NAIDOC Week Logo

Each year a separate logo is created to reflect that year's National NAIDOC Week Theme.

This logo is available on the National NAIDOC Website under a creative commons license. The logo must be used in its entirety, is not able to be used for commercial purposes and must be attributed as the National NAIDOC Week logo.

The secondary National NAIDOC Week logo will be announced via social media and the National NAIDOC eNewsletter and will be available for download from naidoc.org.au.

Inline - full colour

Inline - mono

Inline - reserved

Stacked - full colour

Stacked - mono

Stacked - reserved

NAIDOC
Branded Collateral

01
Branded Elements

Branded Elements

Usage
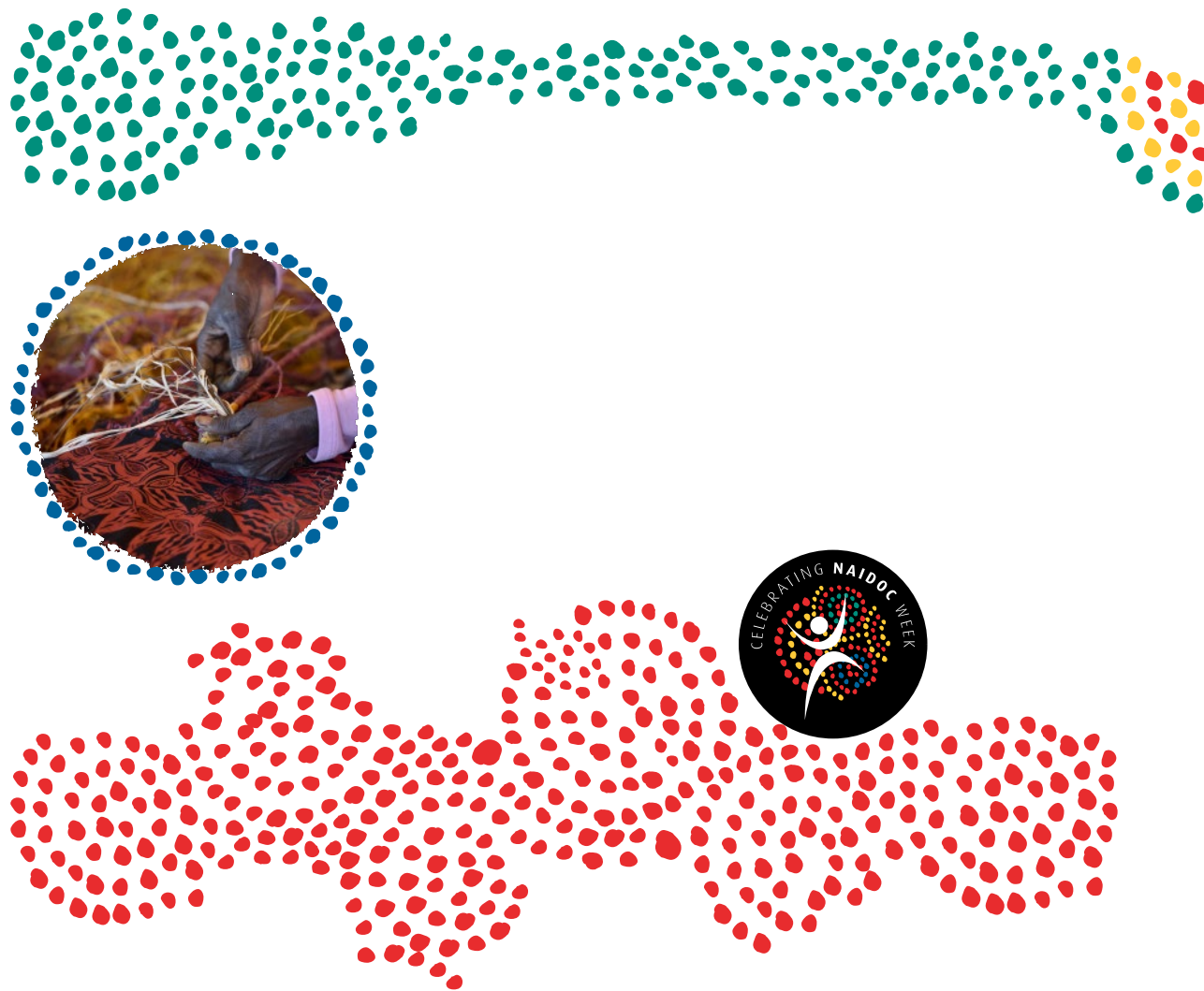
These branded elements are an extension of the NAIDOC logo. These elements cannot be used without the logo.

Elements can be extracted from the pattern, however the colours must not be altered.

02
Yearly Theme Branded Material

Yearly Theme Branded Material

To celebrate NAIDOC Week each, year theme branded materials are created and shared, primarily for use on social media. These are created using the winning poster competition artwork and are approved by the winning artist.

Text and images can be added to the frames but the design elements must not be taken apart.

Facebook Social Media Tile
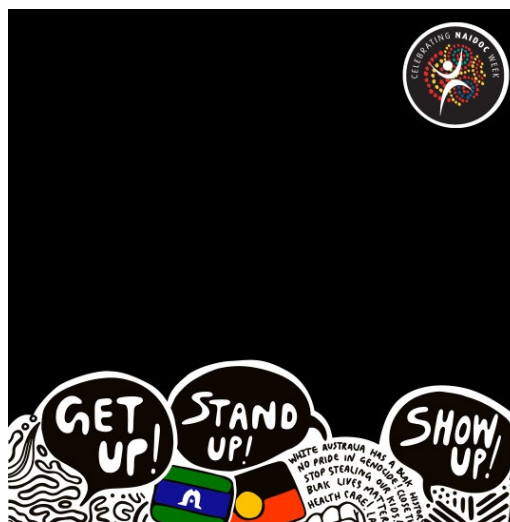
Instagram Social Media Tile

For more information regarding the NAIDOC brand guidelines, please contact:

NAIDOC Secretariat

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