

BRAND GUIDELINES

IDENTITY
SYSTEMS
VERSION 1.0



About Brand Guidelines

Used properly, the guidelines found within it will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

Proprietary logos, approved typefaces, the visuals we choose and the words we use — every part of our brand is an important part of our whole brand. That's why it's extremely important that we use each very carefully. Following the guidelines and rules in this style guide will help us speak with a single, influential voice to generate bold, engaging communications, build strong bonds with our audiences, and protect our brand for years to come.

1.0 THE LOGO



1.1

Logo lock-up

These are the go-to logos for all brand communications. It’s a trademark to help viewers easily identify the brand.

It is essential that the logo is always applied with care and respect.

The horizontal logo is the primary logo and should be used in most instances. The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible.

Always use the logo files provided. Do not re-create.



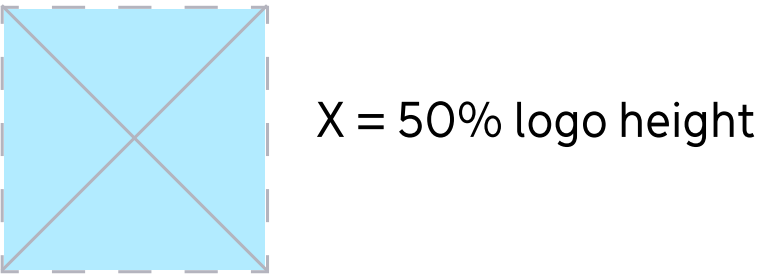
1.2

Horizontal Logo safezone

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

This area is measured using 50% of the height of the the logo, as shown.

No other graphic elements, typography, rules, or images should appear inside this clear space.



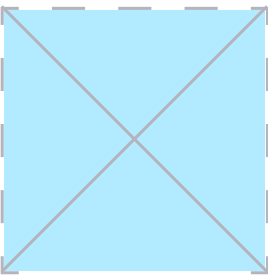
1.3

Stacked Logo Safe Zone

To ensure the prominence and legibility of the Stacked logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

This area is measured using 25% of the height of the the logo, as shown.

No other graphic elements, typography, rules, or images should appear inside this clear space.



X = 25% logo height

1.4

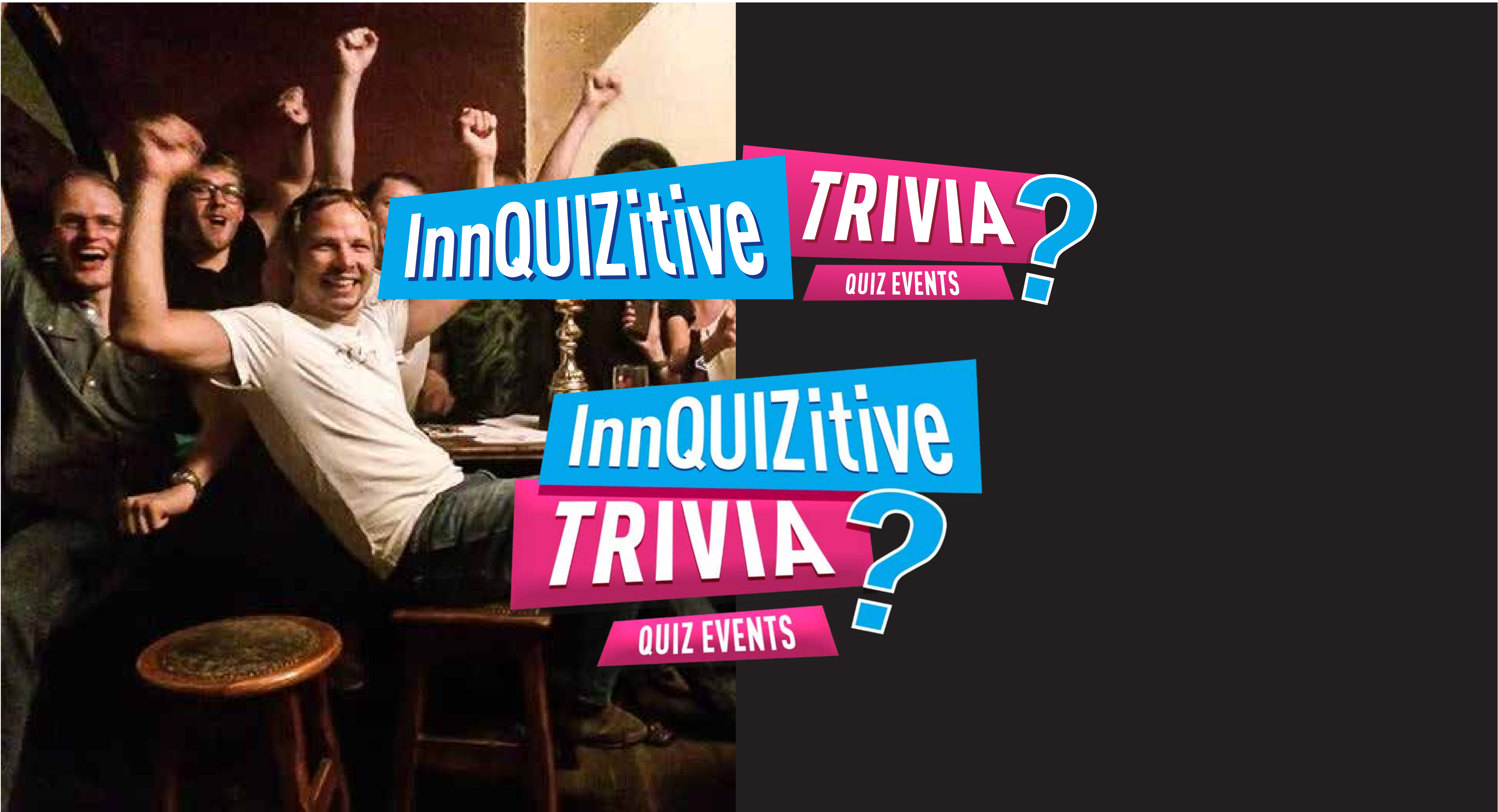
Logo lock-up on dark

Both Logo versions can be used on dark without the need for dropshadows or any other elements

Logo lock-up over images

Avoid using full colour photos for posters, for the brand posters only use elements from a photo so a main model plus remote or main character if it's themed.

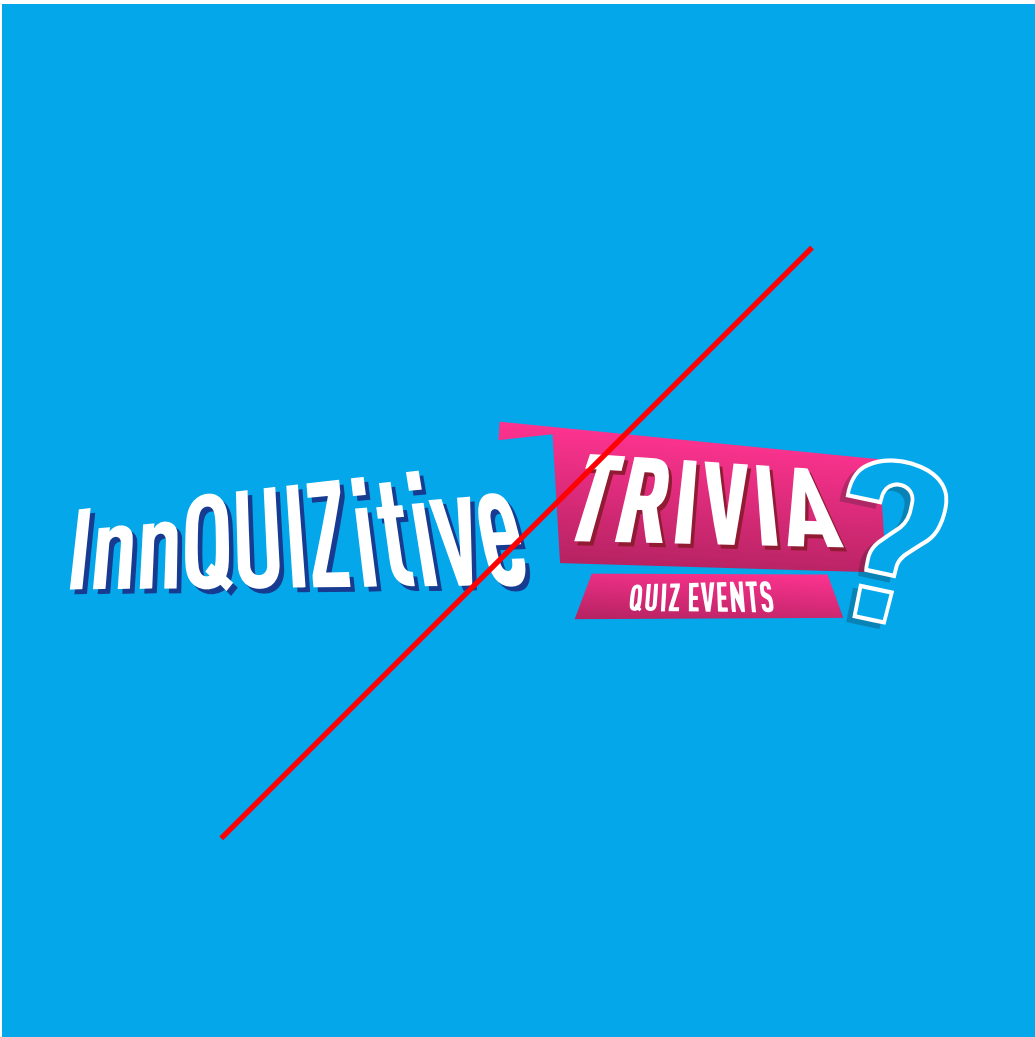
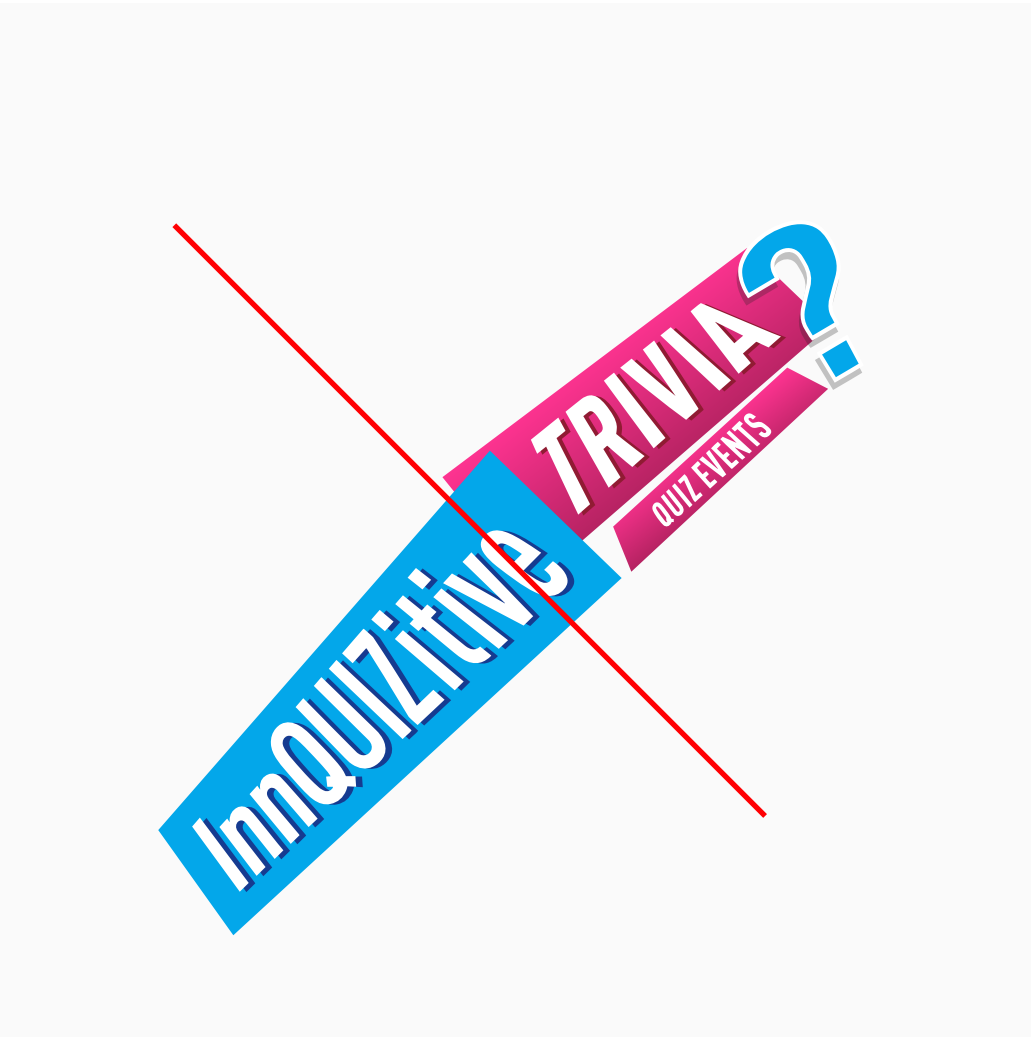
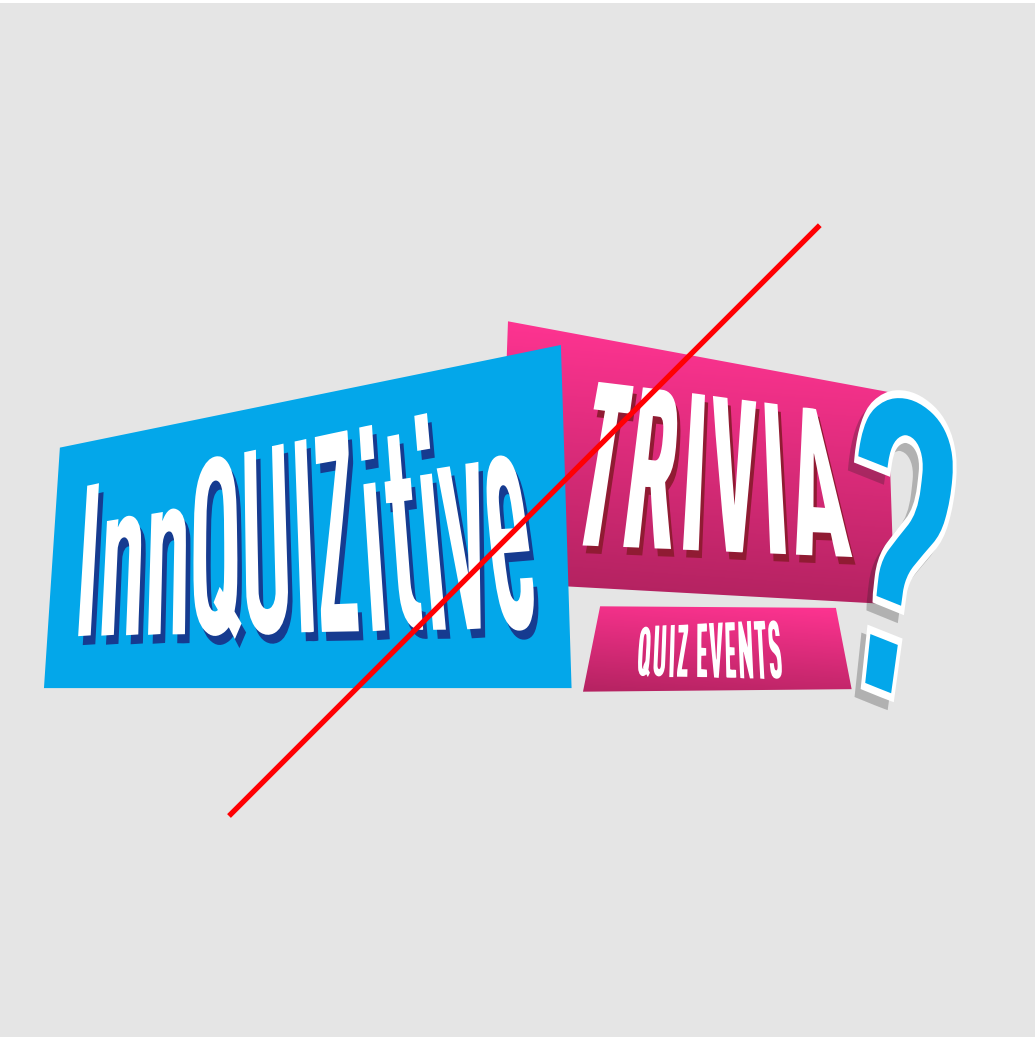
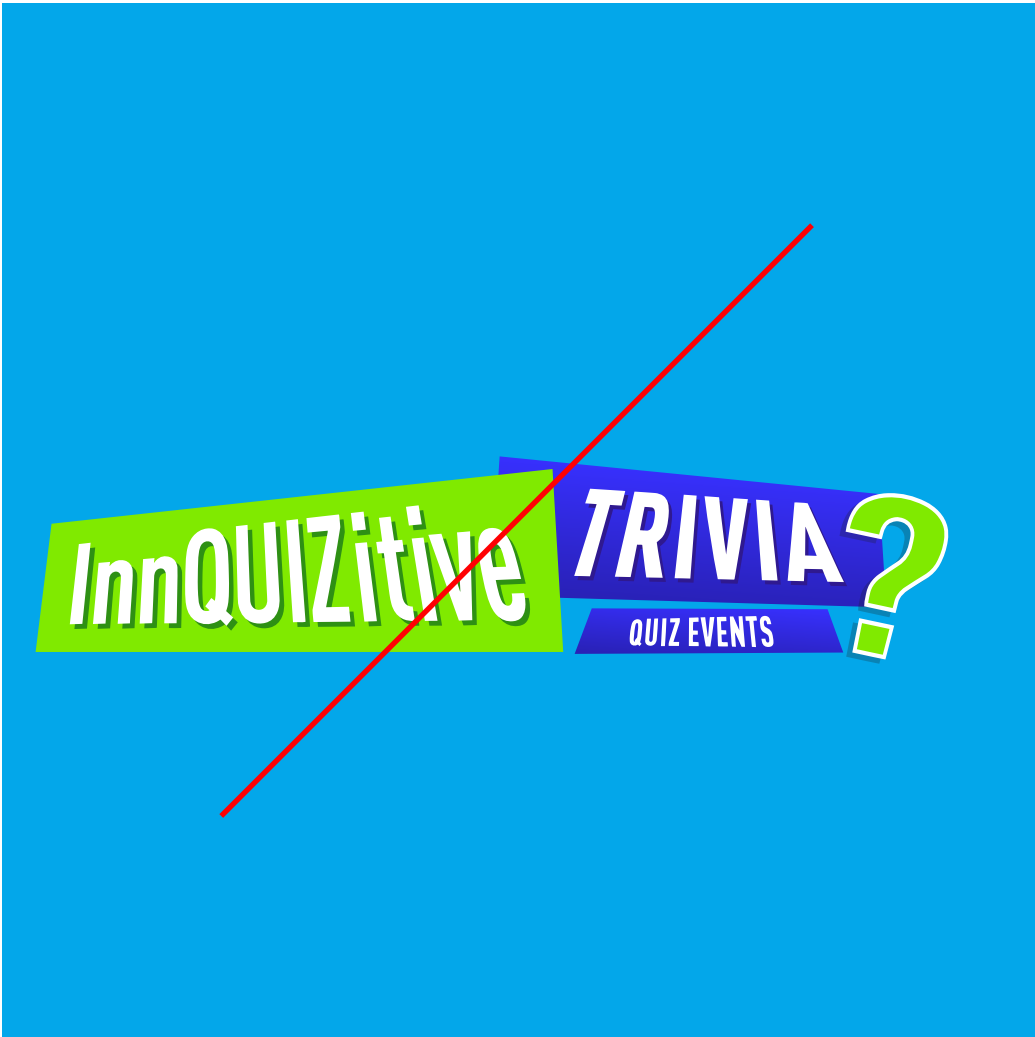
Both stacked and horizontal logos work over imagery



1.5

Usage Rules

Our logo should not be adjusted or edited in any way. Here are some examples of what not to do:



2.0 THE PALETTE



2.0

Color palette

Use these color proportions in any layout or colla - teral design. Text should always be set in black, whi - te or magenta.

RULE OF THUMB
Thoughtful consideration and restraint must be exercised to make sure we don’t lose our visual identity.

Cyan

CMYK
71,18.0,0

RGB
3,167,234

HEX
03a7ea

White

CMYK
0,0,0,0

RGB
255,255,255

HEX
ffffff

Magenta

CMYK
3,94,21,0

RGB
231,45,123

HEX
e72d7b

3.0 CONFETTI



3.0 Confetti

The Use of confetti is on all brand social and print-assets including web. Themed assets are excluded.

Only use the confetti Supplied in the Assets

Use the PDF of confetti for Print assets and the PNG confetti for Digital assets

-  7946d692a22c7b93...  
-  7946d692a22c7b93...  



4.0 *TYPOGRAPHY*



4.0 Typography

Consistent use of typography helps to make the brand identity strong and cohesive across all applications.

The typeface Menca is an Adobe Typekit font family.

This typeface is a websafe font with flexibility built in – there are a range of styles within the font family.

The 3 shown here are the 3 main fonts used on most POS & brand collateral.

Aa

Body

Menca Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AA

Sub titles

BEBAS NEUE BOLD/BEBAS NEUE LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Aa

Headlines

REFRIGERATOR DELUXE HEAVY
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

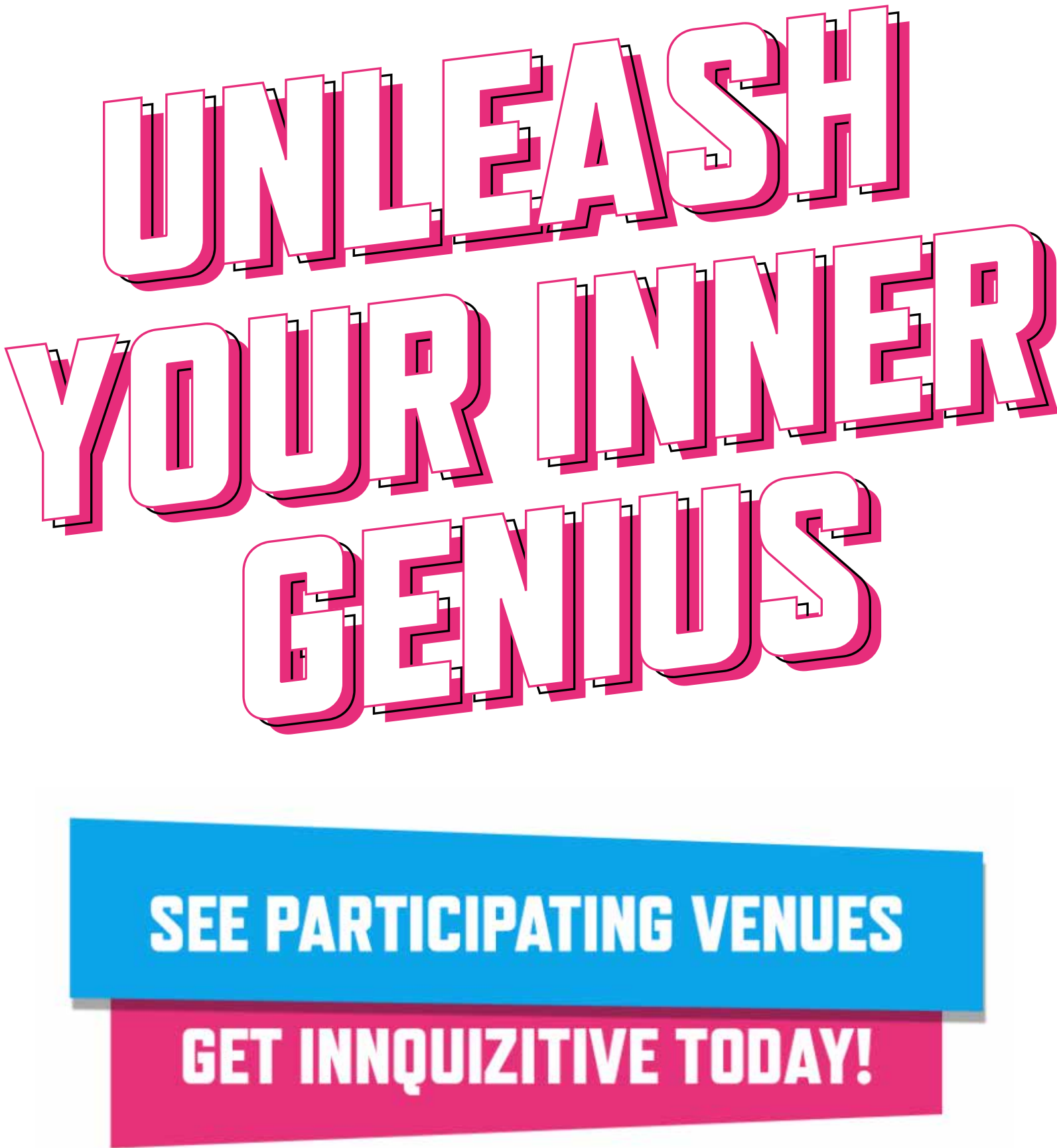
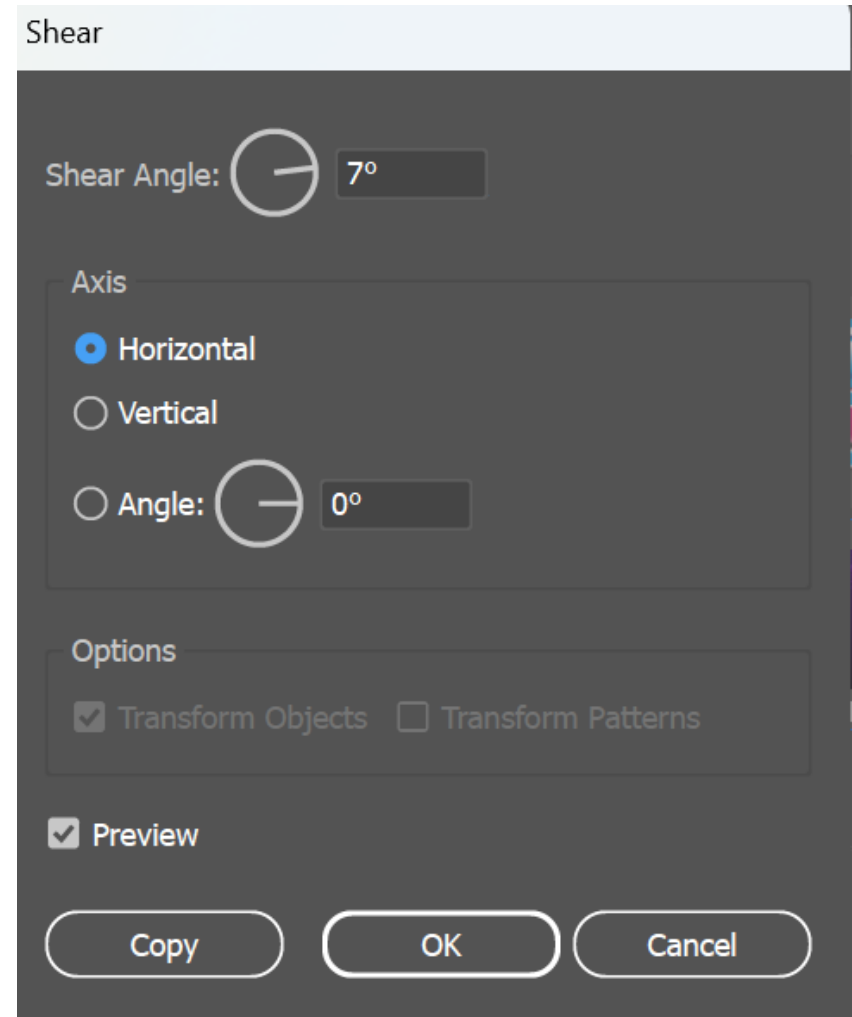
4.1

Typography in use

With the exception of the logo, fonts should be flat

The Messaging should have a 7 degree slant on the text using the Refridgerator Deluxe font and also be rotated 7 degrees.

Use polygon rectangles like the logo shapes for messages however do not overuse them generally use only one to two of these shapes to highlight dates or messaging.



5.0 ARTWORK



5.0

Artwork

Headlines(Figure A) should always be on a 7degree slant and 7 degree shear.

You should have the Headline graphic style applied. Which is supplied as Illustrator and Photoshop effects in the brand package, fromm there you just need to click on it to apply the style.

Body copy can be inside white and blue shapes, for this instance we have created a speech bubble style(Figure B)

Secondary headlines should be inside the brand coloured rectangles no shear is needed on these headlines (Figure C).

Figure A)



Figure B)



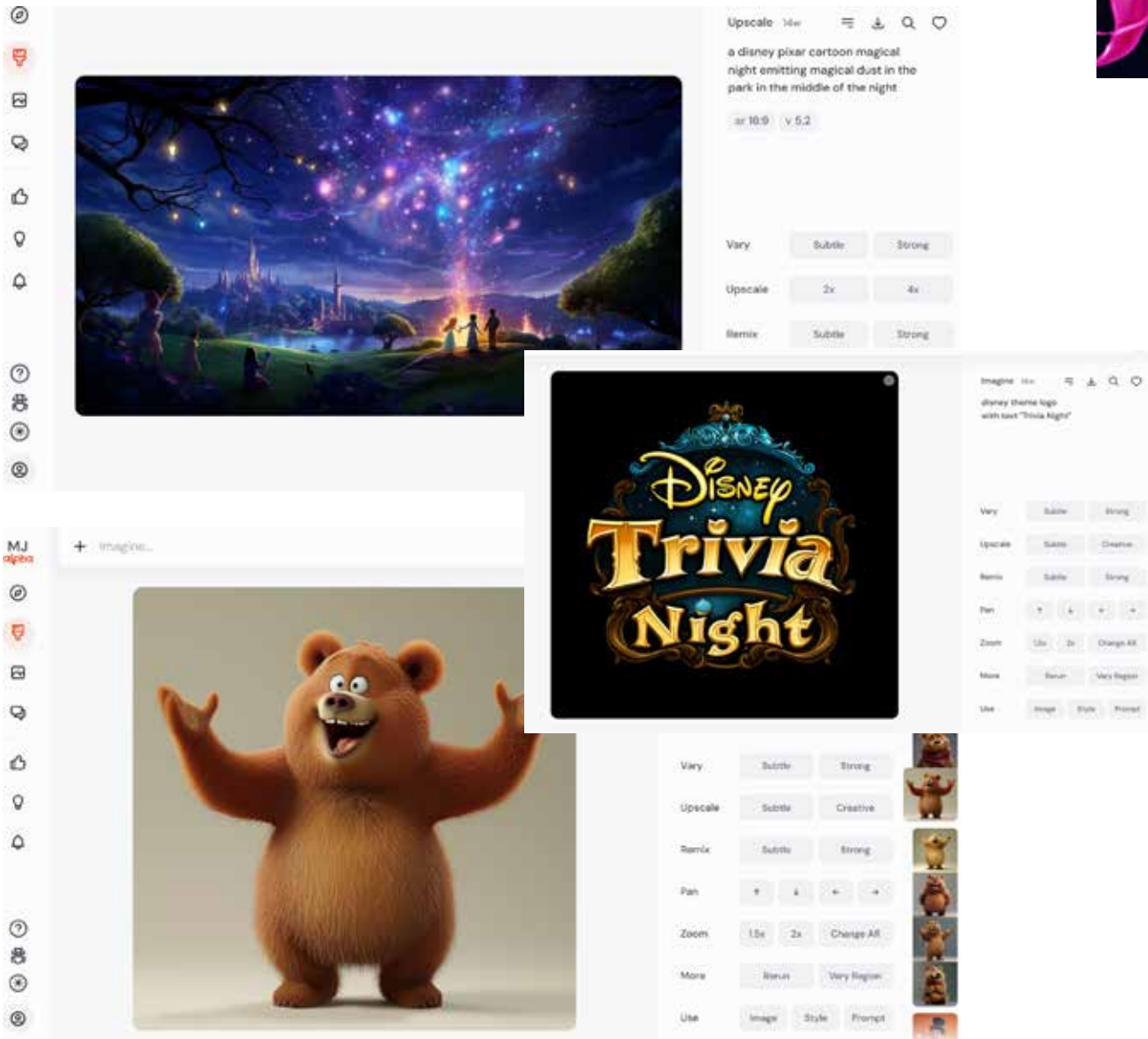
Figure C)



5.1

Artwork

For themed events, you have more leniency toward brand image and here you can use AI to generate assets like the below for usage in your poster..



5.2

Quiz Hints

Referr to the innQUIZitive Facebook page to see the Quiz Hints.



InnQUIZitive - Big Screen Trivia

April 16 at 8:00 AM · 🌐

We have cooked up some more tasty clues for you to enjoy!

Clue 1: Who directed the vid?

Clue 2: The race took him 54 years.

Clue 3: Eight surviving panels of whose work was recently reassembled?

Good luck on the booklets! [See less](#)





23

7



13

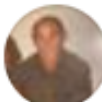


 Like

 Comment

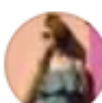
 Share

Most relevant ▼



Sylvia Fiocchetta-Shorter Hamish

3w Like Reply 



Top fan

Casey McCaskie

Mark Lynch Luke Bain Gus Troup

...

A collage of three images. The top left shows a man in a light shirt sitting on a chair. The top right shows a man in a dark suit running on a road, with the text '1912 - 1967' below him. The bottom image shows several religious art panels in a museum setting. The InnQUIZitive TRIVIA? QUIZ EVENTS logo is overlaid in the center.

A collage of two images. The top image shows a crowd of people gathered around a large orange ball. The bottom image shows a city skyline with a flag. The InnQUIZitive TRIVIA? QUIZ EVENTS logo is overlaid in the center. The date 'Feb 13 2024' is in the bottom right corner.

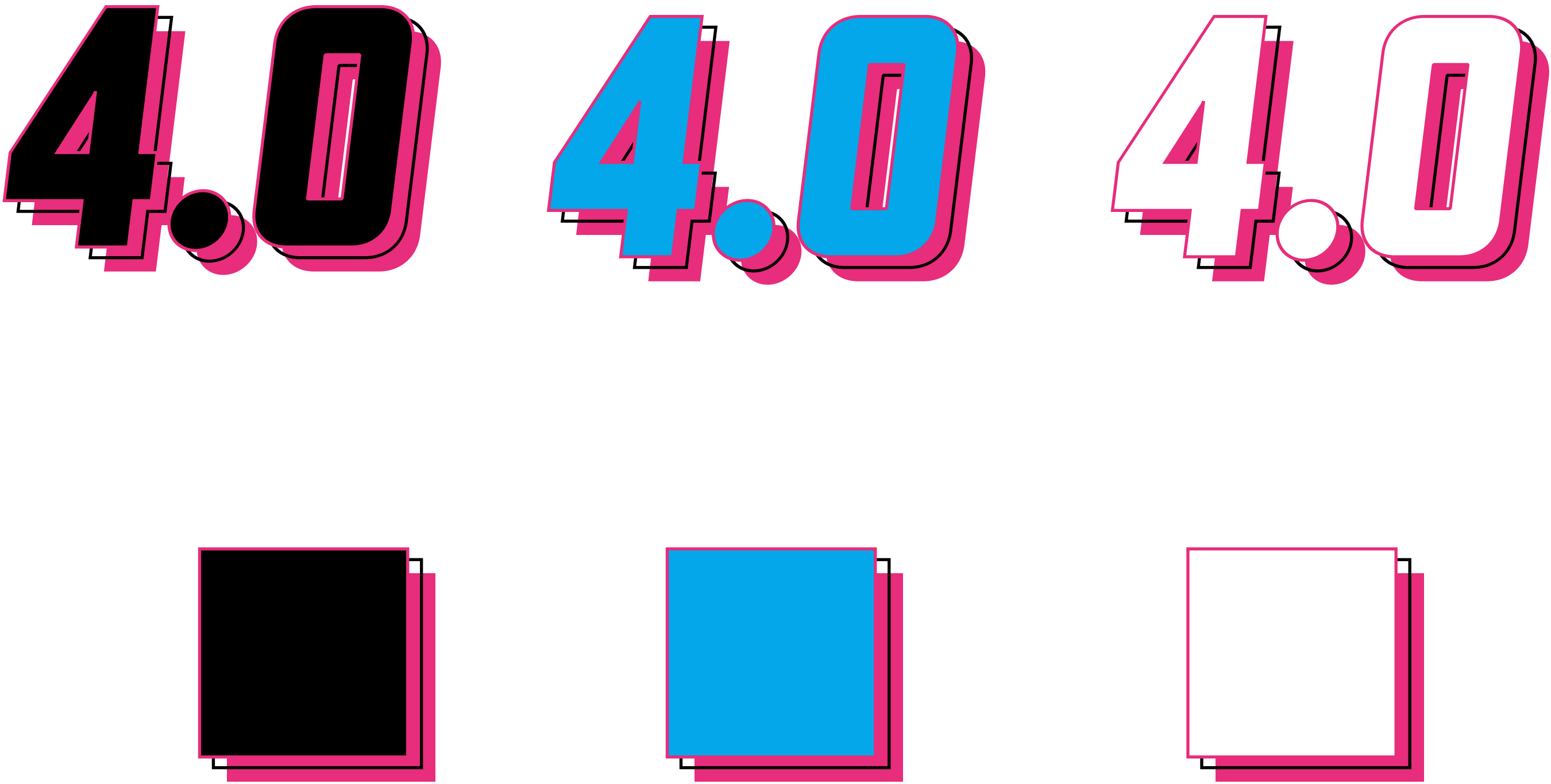
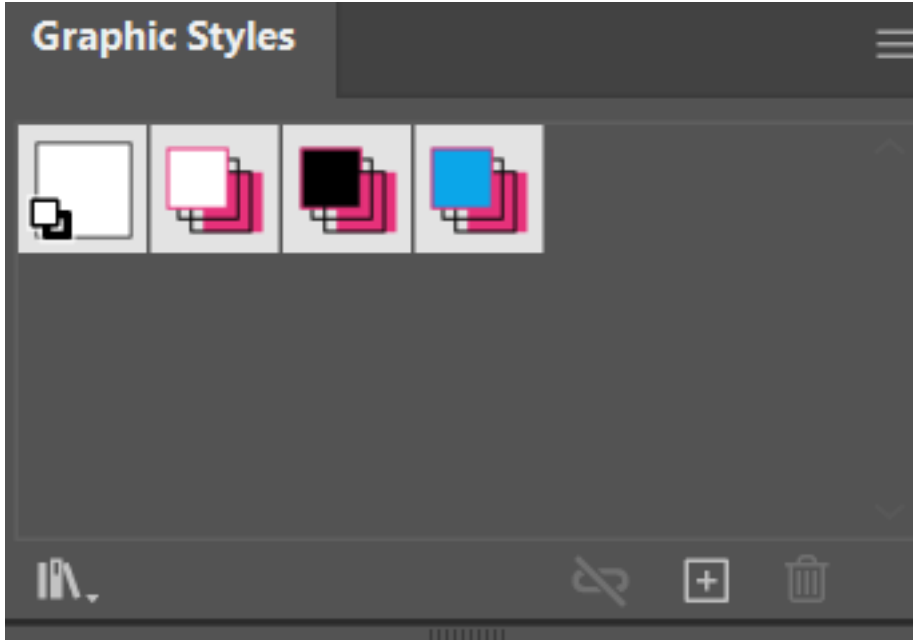
A collage of two images. The top image shows a man's face with the text 'PERFECT DARK' and 'N' next to it. The bottom image shows a band performing on stage. The InnQUIZitive TRIVIA? QUIZ EVENTS logo is overlaid in the center. The date 'March 22 1984' is in the bottom left corner.

A collage of two images. The top image shows a map of Australia. The bottom image shows a plate of food. The InnQUIZitive TRIVIA? QUIZ EVENTS logo is overlaid in the center. The text 'SPIRIT OF THE ANZACS' is at the bottom.

InnQUIZitive!

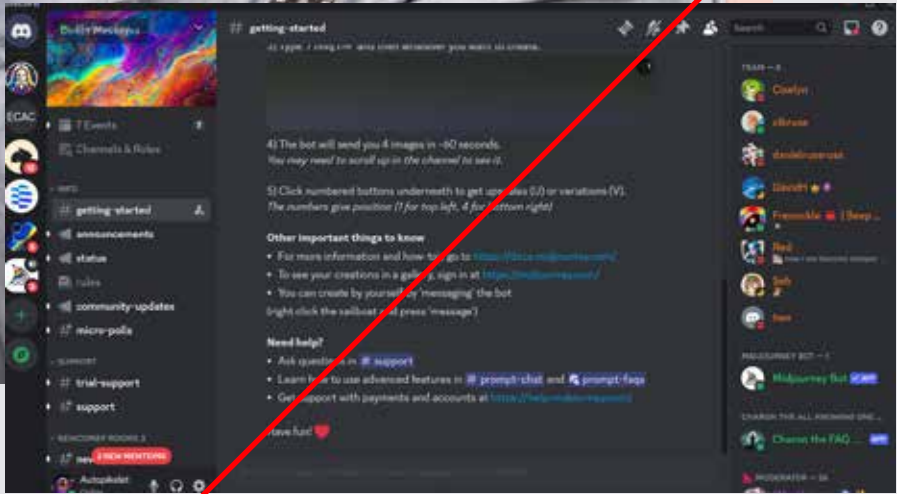
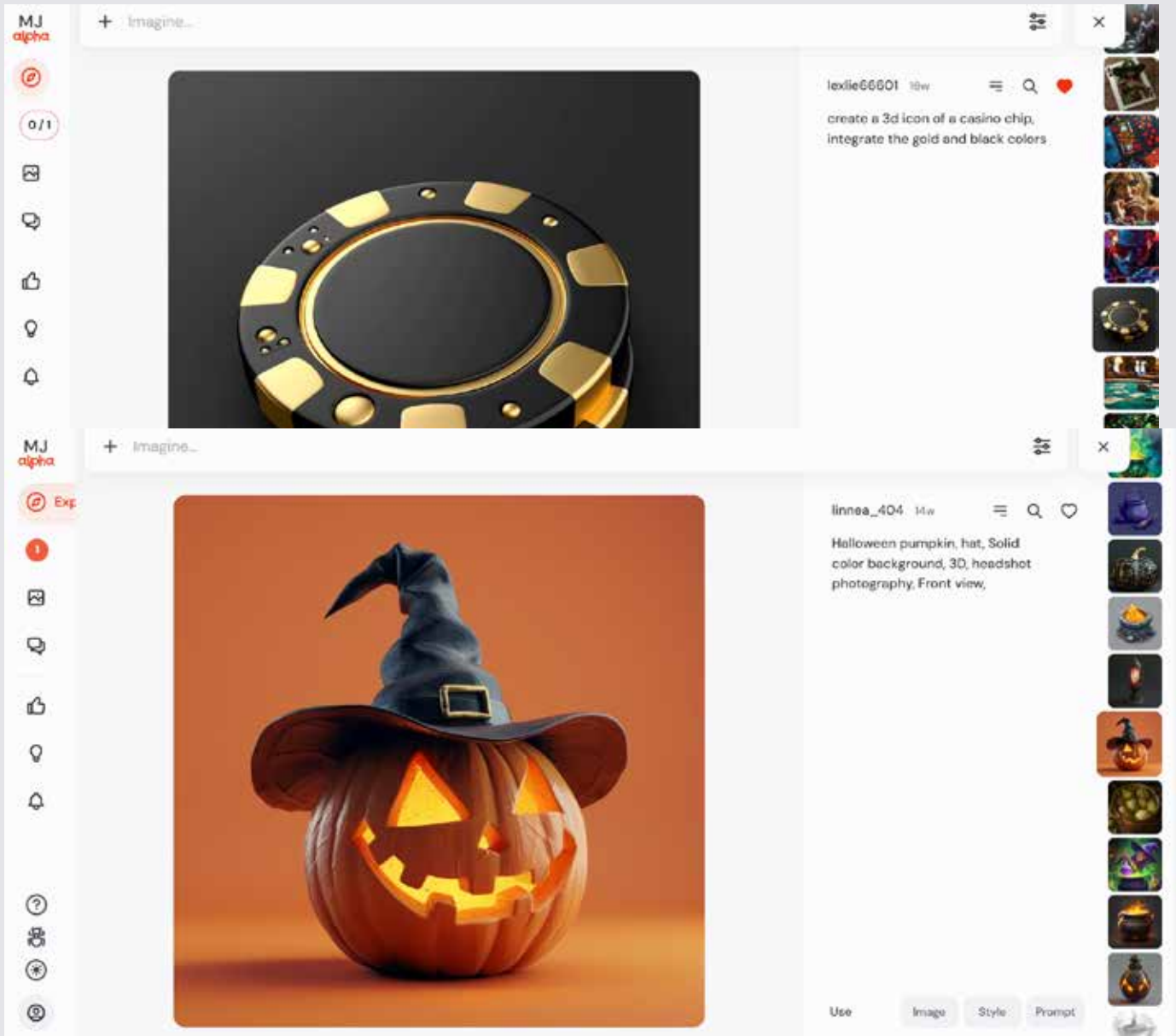
5.3 Styles

Styles are available in photoshop and illustrator formats, clicking these on the dialog will turn any regular text into the graphic styles seen here.



5.4

Photography



Acceptable uses for AI include:
Themed Poster Assets.
Do not generate an entire poster lockup in AI these generally do not look good,
Only generate little assets that you can use in a lockup - as if you were looking for stock imagery or graphics.

DO NOT USE AI PHOTOS

4.0 Artwork

Ai usage can be permitted with holiday event posters as well, using elements and then putting a poster together, you can also use gradients on some font elements like here with the “XMAS TRIVIA”

