

# QUICK REFERENCE STYLE GUIDE



SOUTH AUSTRALIA

*To maintain brand integrity it is vital that this style guide is always adhered to. For the more detailed version, please visit our website.*

## LOGO

U3A South Australia uses two different logos. In all situations, the coloured logo should be used if possible. The only situation in which the mono logo should be used is if printing costs do not allow for colour printing.



## USING THE LOGO

To maintain a consistent logo, consider the following rules:

- Ensure there is plenty of space around the logo.
- DO NOT reduce the logo to a size smaller than 30mm across.
- DO NOT use the logo on bright colours or photos. White or beige are a good choice of background.
- DO NOT use the logo without the "South Australia" text.
- DO NOT manipulate the logo. This rule includes but is not restricted to colours, type, rules, shadows, outlines, and embellishments. Do not rotate or stretch the logo disproportionately.

## CHOOSING A LOGO FILE

Certain file types are suitable for different usage. Please refer below for your needs.

### Suitable for print use - CMYK, 300dpi

U3A logo colour\_cmyk.jpg (*large file size*)

U3A logo colour\_cmyk\_small.jpg (*small file size*)

U3A logo mono\_cmyk.jpg (*large file size*)

U3A logo mono\_cmyk\_small.jpg (*small file size*)

### Suitable for print use - CMYK, vector

U3A logo colour\_outlines\_cmyk.pdf (*native file*)

U3A logo mono\_outlines.pdf (*native file*)

### Suitable for screen/web use - RGB, 72dpi

U3A logo colour\_rgb.jpg (*large file size*)

U3A logo colour\_rgb\_small.jpg (*small file size*)

U3A logo mono\_rgb.jpg (*large file size*)

U3A logo mono\_rgb\_small.jpg (*small file size*)

## COLOUR

### Amber

PMS 109

C=0 M=22 Y=100 K=0

R=255 G=199 B=9

### Reflex Blue

PMS Reflex Blue

C=91 M=83 Y=2 K=0

R=56 G=74 B=156

### Beige

C=0 M=0 Y=10 K=3

R=247 G=244 B=225

## ADDING YOUR LOCATION TO THE LOGO

It may be necessary for you to add your own U3A's location to the logo. In this case, do your best to replicate the examples.

- Use the font Handel Gothic BT.
- Use the colour "Reflex Blue" seen in the colour section of this document.
- Centre the text under the logo. E.g.



## TYPOGRAPHY

**Aa** Handel Gothic BT  
Logo type

**Aa** Oswald Regular  
Large headings

**Aa** Bodoni MT Regular Italic  
Pull quotes, subtitles etc.

**Aa** Bodoni MT Regular  
Logo type

**Aa** Arial Regular  
Body text

Handel Gothic BT & Oswald Regular are available free online.

## TYPOGRAPHY EXAMPLE

*Introductory paragraph is in Bodoni MT Regular Italic.*

### FIRST LEVEL HEADING

Body text is Arial Regular/Roman. Ovitatus maiorum qui quisquam.

### Second level heading

Aperios aute verro issinci liantiandae que voluptum rerenis sendebi tatiaperum.

### Third level heading

Ucipsanit laborum faces ut magnimustrum eossit earum, veleces esedion rehenda volupta tecatatiatem que velitae.

## THE STATE BRAND

U3A South Australia has approval from Brand South Australia to use the State Brand.

To use the State Brand yourself, you will need to apply online.

Brand South Australia also have their own set of guidelines, which available upon approval.

