



STYLE GUIDE

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To maintain brand integrity it is vital that this style guide is always adhered to.

LOGO

As the primary graphic identity, the logo must appear on all communications, including the website, flyers, and stationery.

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.

COLOUR LOGO



SOUTH AUSTRALIA

MONO LOGO



SOUTH AUSTRALIA

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

SUITABLE FOR PRINT USE

All the following files are CMYK or PMS colours, suitable for use in printed materials. Use CMYK for Process printing, and PMS colours for Spot Colour printing. Vector files can also be saved out as other file types/sizes with the right software - printers may request these in certain circumstances.

RASTER - non scalable (300dpi)

U3A logo colour_cmyk.jpg (*large file size*)

U3A logo colour_cmyk.tif (*no background*)

U3A logo colour_cmyk_small.jpg (*small file size*)

U3A logo mono_cmyk.jpg (*large file size*)

U3A logo mono_cmyk.tif (*no background*)

U3A logo mono_cmyk_small.jpg (*small file size*)

CMYK VECTOR - scalable (native files)

U3A logo colour_outlines_cmyk.eps

U3A logo colour_outlines_cmyk.pdf

U3A logo mono_outlines.eps

U3A logo mono_outlines.pdf

PANTONE VECTOR - scalable (native files)

U3A logo colour_outlines_pms.eps

U3A logo colour_outlines_pms.pdf

SUITABLE FOR SCREEN/WEB USE

All the following files are RGB colour and 72dpi, suitable for use in screen and web applications.

U3A logo colour_rgb.jpg (*large file size*)

U3A logo colour_rgb.png (*no background*)

U3A logo colour_rgb_small.jpg (*small file size*)

U3A logo mono_rgb.jpg (*large file size*)

U3A logo mono_rgb.png (*no background*)

U3A logo mono_rgb_small.jpg (*small file size*)

LOGO USAGE

MINIMUM SPACE AROUND THE LOGO

The minimum clear space around the logo should be equal to the height of the "U3A" text. To create even greater impact, give the logo even more space.

Be aware that placing any element too close to the logo diminishes its importance. These elements include photos, text and shapes.



U3A
SOUTH AUSTRALIA



U3A
SOUTH AUSTRALIA
University of the third age

MINIMUM LOGO SIZE

To ensure the logo text is legible at all times, the logo is not to be reduced to a size smaller than 30mm across.



U3A
SOUTH AUSTRALIA
47mm



U3A
SOUTH AUSTRALIA
30mm



U3A
SOUTH AUSTRALIA
20mm

LOGO USAGE (continued)

BACKGROUND BEHIND THE LOGO

The logo is suitable for use on a white background. In addition to this, the logo can be used on the 'Beige' colour (which can be seen in the colour section of this document).

Do not put the logo on any other background including coloured backgrounds, patterns or photography.



LOGO TEXT

Do not use the logo without the text.



LOGO USAGE (continued)

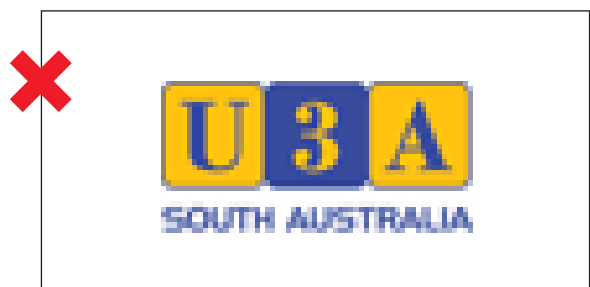
DO NOT MANIPULATE THE LOGO

This rule includes but is not restricted to colours, type, rules, shadows, outlines, and embellishments. Do not rotate or stretch the logo disproportionately.



LOGO QUALITY

When using the U3A South Australia logo, please ensure that it is sharp, clear, and well produced. Both a pdf and a scalable vector file of the logo are available for use.



LOGO USAGE (continued)

USING THE LOGO WITH YOUR LOCATION

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 below.

- 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.



CAMPBELLTOWN



PORT ADELAIDE



TEA TREE GULLY



YORKE PENINSULA

TYPO GRAPHY

Typography is as effective as a logo when used correctly and consistently.

Aa

HANDEL GOTHIC BT

This is the font for the logo type.

Handel Gothic is available for download here: www.ffonts.net/Handel-Gothic-BT.font

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&@*/) 0123456789**

Aa

OSWALD REGULAR

This font should primarily be used for headings. In large headings, use all caps. For another level of in-text headings, use sentence case.

Oswald is available for download here: www.fontsquirrel.com/fonts/oswald

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&@*/) 0123456789**

Aa

BODONI MT REGULAR ITALIC

This font should be used for eye-catching pieces of text. For example, pull-quotes, first paragraphs and sub-headings.

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&@*/) 0123456789*

Aa

BODONI MT REGULAR

This font should be used for less significant eye-catching pieces of text. For example, info text, web links, and low level in-text headings. Bodoni MT is the font used in the logo.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&@*/) 0123456789**

Aa

ARIAL REGULAR

This font should be used for all body text. Linespacing should ideally be 120% of the type point size.

Arial is available in all Microsoft products.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&@*/) 0123456789**

Aa

ARIAL BOLD AND ITALIC

These fonts should be used on less frequent occasions, for example; in-text bolding and italics, and making extra levels of headings when necessary.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!\$&@*/) 0123456789**

TYPE EXAMPLE

*This font is Bodoni MT Regular Italic.
This is an eye-catching piece of text.*

Use this page as an example to help you structure your typography. The introductory paragraph is in the font Bodoni MT Regular.

FIRST LEVEL HEADING

Body text is Arial Regular/Roman. Ovitatius maiorum qui quisquam id quiaten turibus andelit vellaccabor ratis eres nimpos reicat ut quaeceatem. Et as iumquam estis mil idus.

Apita ped ut prepuda non re nonsequ iaeceperrum liquunt.

Second level heading

Aperios aute verro issinci liantiandae que voluptum renis sendebi tatiaperum rate preporrum susdaep elestibus ducimaio quae cusdandae nonsect atiunt es mod eos es nos aciunt.

Third level heading

Ucipsanit laborum faces ut magnimustrum eossit earum, veleces esedion rehenda volupta tecatatiatem que nonsequatquo velitae. Ut quam doluptur, cum andicia con reri audae volum volorio. Nemped minvele ssimint emporenim faceped isciur susapietur soluptam corent od ut qui velluptat.

Tempores experatio es sum que non et ut omnit asperumque litatem et maio culpa dundani re volorep repudipis ipsunt res nonsequi as et evenda quos consero rrorepe llaborepe.

Fourth level heading

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rferundel maios di dolorep ererro et poria comnimu sanditatum nonempo ribusdae dis ad quamus a sedis magnatur ant.

Faci abo. Nam sum rehendusam am que volupti ommoloreiur sum utempe consequam labores mod eos solo eatius aliquiam ex eum apidisi tatentis quos eicient laboreicimus dolorpos et earciet ut explis dolorro blam harchic tiaeptas aut odiam, nones eicaborem quis pore simus, nullaut utem non repremolum dicieneseque sunt et unt preresequi test, odi dolorum quat.

OSWALD REGULAR ALL CAPS

Uciae. Ehentempos aut acipsaeprae pe resecae. Et provid qui invenis rat hiliae sume ad unt lam quo iusandam vel iditatus voloremordia eumet asperum fuga. Ut voluptatio teniae. Itaest, volupta temolorro quo mo minveliquias aut omni adia doluptatat.

Oswald regular sentence case

Id excestibus ab intia dolupta cor aut que etusdant Aximo voluptatem sitatum comnis quam libus, qui rerciliqui in electem conessent ad mil il iunt ut faccupatio officia voloren iatemque moluptatem erehend itatur, quidebi taquaero es int excerum quiat qui delesci psunt.

Arial bold sentence case

Ximpos etur, nem simil eniendu ndantio volore nat que samust, suntia dis nos dis dolupti cusciat emposae corem si tem enima quatiam doluptatum accupti voluptatium que denditio. Et ut etur abo. Fuga. Conserovid quae im rem ipissin isciur accuptata quam quos repel exerios simillit velectem fugia que sitis sernam nes et quam fuga.

Arial regular italic sentence case

Onseriam re, esequos ut velit enihit, sinihitation perumquia pro ipitius, sit aliquodit fugit ea valor simi, conet paruptat quae. Eperessit, tecus suntio quatia venditium que es nessit ommoluptibus ut omniet quae. Ihil ende maio. Uciatia nust, odit, tem ut aut eum, numquassi non consequae corem res sus dolorem. Ut facilla borestrum re minctia autemporum quis eum repudia quati sequias ium velestem. Ora conse nis ium qui nimoluptatur soluptaqui quos dus, seum conecus tectia dolor autem. Alique molorpos ad ut quatias.

COLOUR

Colour plays an important role in defining the brand personality of U3A South Australia.

The following colour references should be used when producing any branding assets.

PRIMARY COLOURS

The primary colours used in U3A South Australia's branding are 'Amber' and 'Reflex Blue'. These colours should be used on all forms of communication.

SECONDARY COLOURS

The secondary colours used in U3A South Australia's branding are beige, orange, midnight blue and bondi blue. These colours are recommended complementary colours to the primary colours.

Amber
PMS
 109
CMYK
 C=0 M=22 Y=100 K=0
RGB
 R=255 G=199 B=9

Beige
CMYK
 C=0 M=0 Y=10 K=3
RGB
 R=247 G=244 B=225

Orange
CMYK
 C=0 M=42 Y=100 K=0
RGB
 R=250 G=162 B=27

Reflex Blue
PMS
 Reflex Blue
CMYK
 C=91 M=83 Y=2 K=0
RGB
 R=56 G=74 B=156

Midnight Blue
CMYK
 C=100 M=81 Y=2 K=75
RGB
 R=0 G=5 B=62

Bondi Blue
CMYK
 C=75 M=0 Y=0 K=42
RGB
 R=0 G=125 B=161

PHOTOGRAPHY

Being thoughtful when including images in a design can help preserve a brand's look and feel.

Where possible use images that highlight the colours seen in the colour section of this document.

It is also worth noting that images that are bright, colourful and crisp are the most effective. Images with white or blurry edges often make publications seem dated.



BRAND ELEMENT

The curved corner square is the most identifiable element of the U3A South Australia brand.

The square is used for adding additional visual interest into the design of all media.

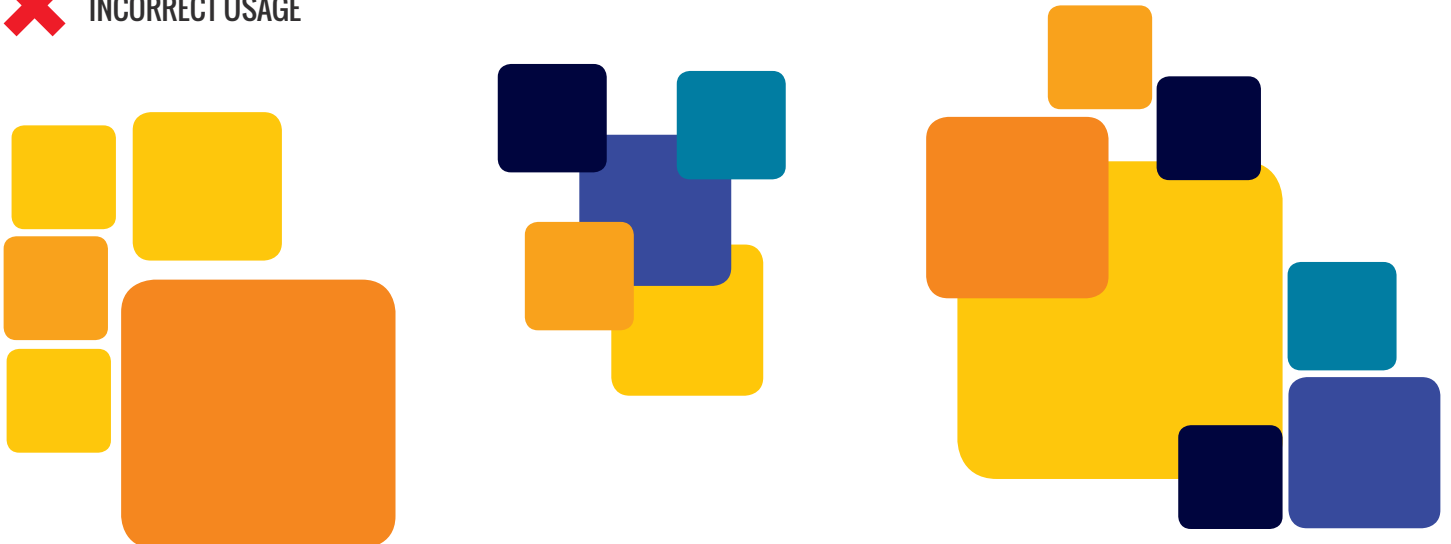
To ensure the use of the square is consistent throughout all branding material, please abide by the following guidelines for use.

- When using multiple squares, ensure they are aligned correctly, leaving even spaces.
- Do not overlap or clutter squares. This makes it difficult for the viewer to know where to look first.

✓ CORRECT USAGE



✗ INCORRECT USAGE



STATE BRAND

U3A South Australia encourages the use of the Brand South Australia ‘State Brand’ on all forms of communication.



The State Brand (shown above), administered by Brand South Australia, is about promoting South Australia as being creative, innovative, and industrious.

U3A South Australia has approval to use the State Brand.

To use the State Brand, you need to have a real relationship with the State of South Australia. You will need to apply here to get approval to use the State Brand:

www.brandsouthaustralia.com.au/registration-steps

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

They can also be found here:

www.brandsouthaustralia.com.au/upload/BrandGuidelines.pdf