

DRAGONS ABREAST AUSTRALIA

# STYLE GUIDE

FEBRUARY 2016



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# DRAGONS ABREAST AUSTRALIA

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## DRAGONS ABREAST AUSTRALIA

# INTRODUCTION

This guide has been developed to ensure the integrity of the Dragons Abreast brand and to maintain a common identity for all Dragons Abreast collateral items.

This guide outlines the specifications and correct usage of the Dragons Abreast logo, colours, typefaces and graphic elements.

Corporate image is the face an organisation presents to the community, both internal and external. It is therefore important to maintain high quality and continuity of style. This is why there are set guidelines for application of the logo and other elements of the corporate style.

DAA's corporate identity includes the name, logo, corporate colours, stationery, brochures, annual reports, corporate publications, forms, advertising, building and vehicle signage, as well as corporate uniforms.

The standards outlined in this style guide must be maintained to ensure that Dragons Abreast has a consistent image which is projected by members to sponsors, supporters and the community.



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# WHO WE ARE

## VISION

Dragons Abreast is a leader in the movement for people affected by breast cancer; spreading awareness, empowering individuals, and educating on the benefits of an active lifestyle after a breast cancer diagnosis.

## MISSION

Encourage wellness, fitness, fun and camaraderie for breast cancer survivors through the sport of dragon boating and promote breast cancer throughout our community.

## VALUE

Dragons Abreast is a recognised, highly respected and supported national charity.



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## DRAGONS ABREAST AUSTRALIA

# LOGO USAGE



The logo has been individually developed for Dragons Abreast. The logo should only appear exactly as described.

20mm



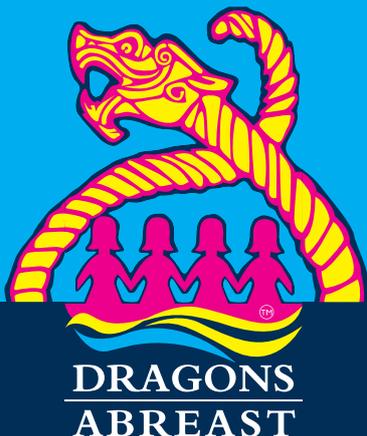
### MINIMUM SIZE

A minimum size standard has been developed to ensure reproduction clarity and legibility. The minimum size is measured from the width of the logo. When scaling down the relationship of the logo, typography should remain consistent.



### CLEAR SPACE

Maintain a 5mm clear space around the Dragons Abreast logo. If the logo appears larger, the clear space should increase proportionally. If smaller, the minimum clear space should be 5mm. Clear space is free of any graphics, text or colour.



# DRAGONS ABREAST AUSTRALIA LOGO USAGE

## INCORRECT LOGO USAGE EXAMPLES

Consistency in the application of the logo is critical; therefore the integrity of the logo must be maintained at all times. The examples below show how the design is NOT to be used.



The Dragons Abreast logo should not be skewed or distorted in any way. Never enlarge or alter in proportion any part of the design.

## COLOUR VARIATIONS

The Dragons Abreast logo should always be represented in its 5 PMS colours. Where this is not possible, the logo must be presented in either Black, Navy or Greyscale. No other combination should be used.



The Dragons Abreast logo should always appear in its true flat colours or greyscale. Never reproduce the logo in keyline format.

For any queries you may have, please contact the office at [office@dragonsabreast.org.au](mailto:office@dragonsabreast.org.au) or 1300 889 566 or 07 3399 5974 for clarification.



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# DRAGONS ABREAST AUSTRALIA LOGO USAGE

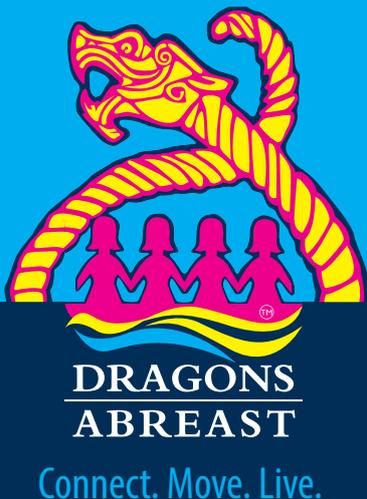
## OPEN LOGO

The usage of the “open” version of the Dragons Abreast logo is intended for materials that solely promote Dragons Abreast Australia. Such usage includes flags, banners, pins, paddle stickers, powerpoint title page and business stationery.



As a guide, if the artwork uses the logo only, or is strictly for corporate purposes, then the open version of the logo may be used. If in doubt, the boxed logo should be used.

For any queries you may have, please contact the office at [office@dragonsabreast.org.au](mailto:office@dragonsabreast.org.au) or 1300 889 566 or 07 3399 5974 for clarification.



## DRAGONS ABREAST AUSTRALIA

# TAGLINE

### CONNECT. MOVE. LIVE

Our tagline has been carefully crafted to represent our mission and it must accompany the logo on all communication.

#### **Connect.**

Connecting with like minded people, travelling the same path.

#### **Move.**

Promoting exercise and healthy living after diagnosis and treatment

#### **Live.**

Living life to the max.

# Connect. Move. Live.

### USAGE

There is a version of the logo that has the tagline included to ensure the size, weight and position are consistent. This version should be used where possible.

In instances when vertical height is limited the tagline may be placed to the right of the logo. The words Connect. Move. Live. must be at a size that is legible.

The font for the tagline is Myriad Pro condensed. It has been carefully constructed with the right amount of spacing between the letters to be easily read at small sizes.

Just like the Dragons Abreast logo, there is an image of the tagline. The image must be used at all times and not recreated in any other font



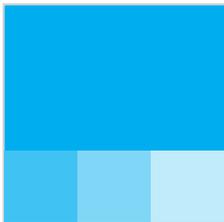
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# DRAGONS ABREAST AUSTRALIA COLOURS

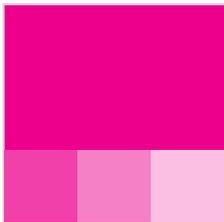
## COLOUR GUIDE

The corporate colours for Dragons Abreast are fun and vibrant. They can be used across the board to make the communication bright and effective.



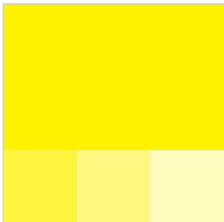
PANTONE PROCESS CYAN

C 100	M 0	Y 0	K 0
R 0	G 174	B 239	# 00AEEF



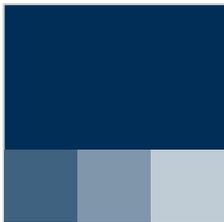
PANTONE PROCESS MAGENTA

C 0	M 100	Y 0	K 0
R 236	G 0	B 140	# EC008C



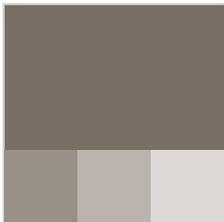
PANTONE PROCESS YELLOW

C 0	M 0	Y 100	K 0
R 255	G 242	B 0	# FFF200



PMS 296C

C 100	M 85	Y 40	K 40
R 0	G 42	B 79	# 002A4F



PMS 404C

C 51	M 49	Y 57	K 18
R 120	G 110	B 99	# 776D63



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**TYPOGRAPHY**

**CORPORATE FONT**

The corporate font is to be used for all text except for headlines.

**AaBbCc**

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**HEADLINE FONT**

Times New Roman should only be used for headlines or to communicate key messages.

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



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**FESTIVAL LOGO**

# DRAGONS ABREAST FESTIVAL

## DRAGONS ABREAST FESTIVAL LOGO

The annual Festival is the major annual fundraiser for Dragons Abreast Australia. The Festival logo is to be used on all communications that advertise the event.

## DRAGONS ABREAST FESTIVAL HEADER

The Festival header is to be used on posters and flyers, with the date and location updated accordingly.



# DRAGONS ABREAST FESTIVAL

Saturday 24 October 2015

Cockle Bay, Darling Harbour, Sydney



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# CLUB STATIONERY

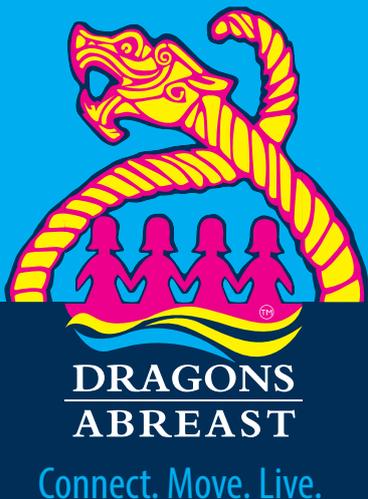
Stationery provides continuity in internal and external communications.

It includes letterhead, envelopes, business cards, and with compliments slips. Website, contact numbers and social media details should be included wherever possible. This can be in either the header or footer.



## NAME BADGES

Acrylic name badges with magnetic back. Includes the Dragons Abreast Australia logo, your name, position or team name and area of group.



# DRAGONS ABREAST AUSTRALIA CORPORATE STATIONERY

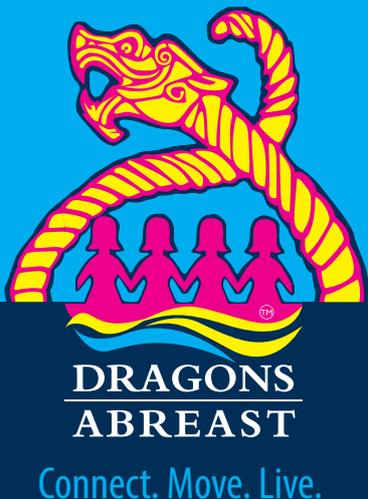
The corporate stationery for Dragons Abreast Australia uses the open logo.

It includes letterhead, envelopes, business cards, and with compliments slips. Website, contact numbers and social media details should be included wherever possible. This can be in either the header or footer.



## NAME BADGES

Acrylic name badges with magnetic back. Includes the Dragons Abreast Australia logo, your name, position or team name and area of group.



## DRAGONS ABREAST AUSTRALIA

# MERCHANDISE

Merchandise refers to the use of the Dragons Abreast logo on banners, tents, uniforms, signs and other promotional products.

The Dragons Abreast logo should appear on all merchandise according to the logo standards.

All merchandise, promotional and display material using the Dragons Abreast logo must be approved by Dragons Abreast Australia. A mock up of the artwork must be provided for approval prior to production.



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# PHOTOGRAPHY

### STONE OF PHOTOGRAPHY

The tone of photograph should capture a 'real' moment. It should appear believable and true, not staged or symbolic.

The personality of people in photos should come across as confident and vibrant. Showing active people enjoying the outdoors and indoors.

Images should appear stylish and contemporary in their content and application.

Moments together should be social and fun and suggest a dynamic lifestyle of opportunities while images of individuals should demonstrate people living life to the full – their way.

The photography emphasis should not be on winning medals and trophies.



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**PHOTOGRAPHY**



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