

Australian Information Industry Association

Visual Style Guide



Visual Guide Introduction

The visual identity of The Australian Information Industry Association (AIIA) is an integral part of its image.

The image of the Association is expressed not only in the name, logo and colours of its stationery and signage, but also in all printed material concerning each of the locations etc.

This guide presents the key elements of the AIIA corporate visual identity and the guidelines for their use.

In order for the identity to be as effective as possible, the visual identity must be consistent.

This can only be achieved if the rules and specifications are observed. All communication materials must adhere to the Corporate Style guidelines. No deviation should be made from the standards laid down in this manual without approval from the <<person>>.

If you have any questions with regard to any of the information presented in this guide, please contact member communications.



AIIA Brandmark Structure

The AIIA brandmark consists of a logo, and is available in both inline and stacked versions.

Size

The promotional logo is not to be smaller than 25mm width/18mm high.

Specialist applications that require the logo to be smaller or larger than stated must be approved by member communications.

Position

The logo appears on the front of all materials and never is centred.

Please do not try to re-create any of the logos shown in this document. This can cause inconsistencies.



General Rules

There are some general rules of thumb when creating artwork for AIIA. Use these rules as a guide.

AIIA masterbrand logo with tagline

The AIIA masterbrand logo with tagline is positioned in the top right hand corner. The promotional logo is not to be smaller than 25mm width/18mm high.

Headline

Typeface: Century Gothic Regual and Bold
Font Size/Leading: 1/1.2pt approximate ratio
Tracking: -40
AIIA red or grey (70% black).

Body Copy

Typeface: Arial
Font Size/Leading: 1/1.5pt approximate ratio
Tracking: -40
Colour: 70% black

URL

Typeface: Century Gothic
Font Size/Leading: Dependent on artwork size.
Colour: AIIA red or grey (70% black).



AIIA Typography

Century Gothic and Arial is to be used as the font for all AIIA communication materials.

All main headings should appear in Century Gothic. These headings should appear:

The beginning word on any main headers are to be **Century Gothic Regular**. AIIA red. Uppercase letters.

AIIA Typography

The rest of the title is to be Century Gothic Regular. AIIA grey (70% black). Uppercase letters.

For sub headings, page footers and other suitable pieces of information, use Arial Regular.

They should appear in sentence case approximately five points smaller than a main heading with tight kerning and leading.

Full points (full stops) are not used at the end of headings and sub headings.

Body copy should appear in Arial Regular.

When producing AIIA communication materials, always ensure that text appears on a contrasting background colour at an appropriate size and weight.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!@#\$%^&*)

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!@#\$%^&*)

Century Gothic Bold (always AIIA red when used)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!@#\$%^&*)

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!@#\$%^&*)

Arial Bold



Corporate Colour System

AIIA maintains its primary palette of red, black, and grey, whilst also introducing a secondary palette to support areas and groups within AIIA.

Primary colour palette



PMS 485



CMYK C.5 M.99 Y.100 K.1 // **RGB** R.227 G.29 B.26 // **HEX** #f00300



PMS 7589



CMYK C.0 M.0 Y.0 K.70 // **RGB** R.77 G.77 B.77 // **HEX** #4d4d4d

Secondary colour palette



PMS 326



CMYK C.77 M.6 Y.38 K.0 // **RGB** R.0 G.175 B.171 // **HEX** #00afab



PMS 660



CMYK C.84 M.18 Y.72 K.3 // **RGB** R.1 G.149 B.109 // **HEX** 01956d



PMS 7672



CMYK C.84 M.88 Y.16 K.4 // **RGB** R.77 G.64 B.132 // **HEX** #4d4084