

A brief guide to using the Australia Day Ambassador brand.

Australia Day
Ambassador



Reflect. Respect. Celebrate.

The logo – stacked version

In April/May 2020 the tagline 'Reflect. Respect. Celebrate.' is included in the main logo, and all versions of the logo. The font has also been updated to ITC Avant Garde for consistency.

The stacked version of the main logo is as shown on the right, as well as the mono version and the reversed version of the stacked logo.

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The logo – Do's and Dont's

Please see logos to the right demonstrating what not to do with the Ambassadors logo.

For examples of do's please refer to page 2.



Don't use old logos

Please make sure the logos you use is the main example on page 1 with Reflect. Respect. Celebrate.



Don't use gradients

Please don't add gradients to the words. Only use gradient assets provided.



Don't Change colours

Please don't change the colours from what is provided.



Don't stretch or shrink

Please don't stretch or shrink logo so it looks distorted in any way.



Don't put logo on navy

Please don't put colour or black logo on navy backgrounds.



Don't angle or warp logo

Please don't angle, rotate or warp logo in any way.

Clear space around the logo

Always maintain the clear space, even when proportionally scaling the logo. Use the width of 1 capital A, proportionate to the A in Australia Day, all the way around the logo.

Minimum size

In order to maintain its visual impact, please refer to the minimum sizes on this page.



Headers and footers

Please use the 3 header and footer designs as shown on the right wherever a header or footer is necessary.

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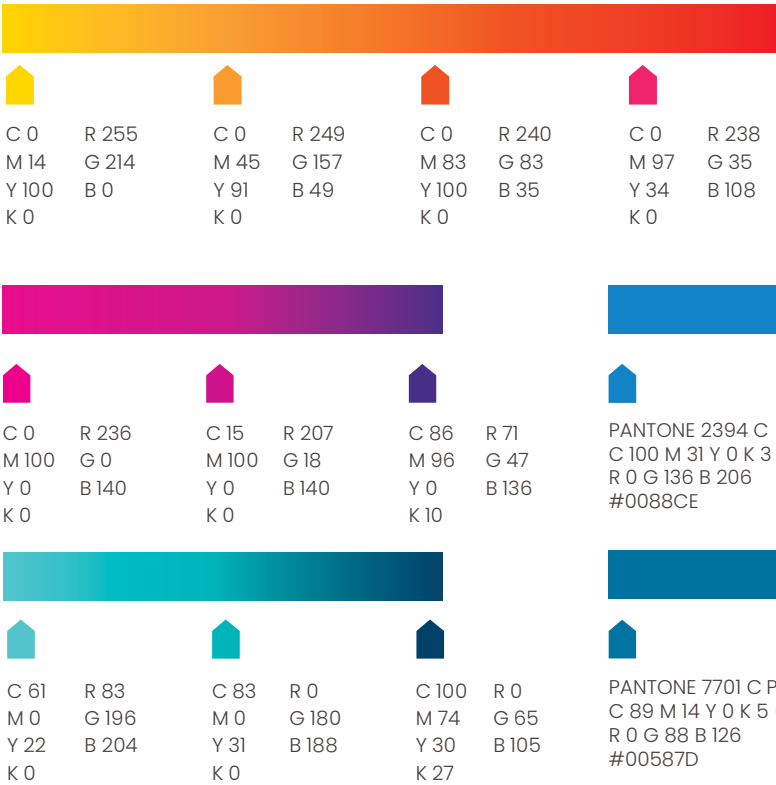
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Colour palette

When it comes to using the colour palette in mediums and channels such as print and digital, it is very important to follow the provided values.

Here are the gradients used in the Australia Day Ambassadors logo, including selected colour points that can be used in campaign collateral, for headings and design elements.





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australiaday.org.au
australianoftheyear.org.au