

Brand Guidelines

December 2024 | INTERIM Version

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Our brand

We are the custodians of our nation's stories, preserving Australia's physical and digital heritage for people to explore today and for generations to come. We collect, protect, and share millions of items, making them accessible to everyone—onsite or online, wherever they may be.

These updated Brand Guidelines are designed to help us connect meaningfully with our audiences by presenting a consistent, trusted, and inspiring identity.

At the heart of our brand is storytelling. From our muted yet welcoming colour palette, inspired by the building's mid-century heritage, to imagery that captures our extensive collections and the people who engage with them—every element reflects our purpose.

Whether showcasing behind-the-scenes moments, vibrant community interactions, or the beauty of our collections, our visual identity brings the Library's story to life.

These guidelines will help you create clear, engaging, and impactful communications—whether it's a PowerPoint presentation, website content, a social media campaign or wayfinding signage. Together, we can ensure the National Library's identity remains as relevant and vital as the stories we preserve and share.



Brand essence

National Library of Australia

VALUES

Past

Record
Protect
Digitise

Present

Discover
Share
Access

Future

Create
Understand
Sustain

PERSONALITY

Relevant

Reliable
Resourceful
Trustworthy

Welcoming

Impartial
All-embracing
Helpful

Vital

Indispensable
Stimulating
For you

Tone of voice

GENERAL PRINCIPLES

We are open & approachable

We want all visitors to feel welcome at the National Library. We use warm, friendly language to help people explore our services and collection with ease.

As a public institution, we're here to provide a safe space where people can find support, connect with others, and build a sense of community.

- Use shared pronouns (we, us, our).
- Use positive language.
- Ask neutral questions to encourage conversation.
- Use plain English and avoid using jargon.
- Be generous and gracious.

We are reliable & resourceful

We are natural teachers. We are well informed and authoritative without being academic. Our tone of voice reflects our knowledge, and we have fun with language.

We depend on our collections and research skills to present accurate information in a relatable way. We aim to encourage conversation and learning.

- Use relevant and timely references.
- Be informed and accurate but humble.
- Be patient and encouraging.
- Explain clearly and simply.

We are surprising

Every item has a story, and every collection is filled with countless threads that connect them.

We love playing with words to uncover the funny, surprising, and unexpected tales hidden in our archives.

- Be fun on suitable channels.
- Share human-centered stories.
- Use humour with purpose and meaning.
- Inspire curiosity and exploration.
- Share how you found something, solved a mystery.

Logo

VARIATIONS

The National Library of Australia logo is the unique combination of the Library building illustration, open book symbol and logotype grouped together as shown.

The following pages outline the basic principles needed to ensure that the logo is always applied both correctly and consistently across all applications.

The logo only ever appears in **black** or reversed **white**.

The logo must appear on the cover of all printed material and on all digital assets.

When the logo is placed over an image or solid colour, it must be clearly legible.

Consider accessibility requirements when placing the logo on a coloured background—this will determine whether the white or the black version of the logo is most appropriate.

BLACK | PREFERRED



WHITE | ALTERNATIVE USE



Logo

PLACEMENT AND SIZE

PRINT

In general, the preferred placement is top left for the horizontal logo and bottom right for the vertical logo, however exceptions to this may apply depending on the constraints of the design.

In all instances the exclusion zone must be applied as a minimum. More space is preferred.

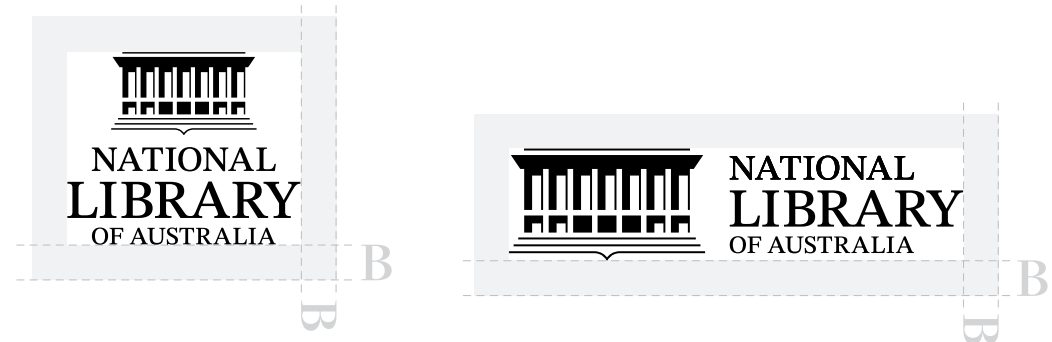
The recommended size for the logo on printed A4 materials is **30mm wide (vertical logo)** and **43mm wide (horizontal logo)**. While there is no maximum size restriction on materials larger than A4, the **minimum size** it can appear is **15mm wide (vertical logo)** and **29mm wide (horizontal)**.

DIGITAL

To meet accessibility standards please note that the **minimum size** for the logo in digital applications is **45 pixels wide (vertical logo)** and **82 pixels wide (horizontal logo)**.

Many applications will limit the size of logos in a header bar. Where not possible to achieve the minimum size of 45 pixels, please ensure the logo retains clarity of the Library building, and of the text "National Library of Australia". In the event that the building or text become difficult to see, do not use the logo.

EXCLUSION ZONE



The **minimum** exclusion zone is equal to the height of the 'B' in the National Library logo

RECOMMENDED SIZE (PRINT A4)



30mm



43mm

MINIMUM SIZE



15mm / 45 pixels



29mm / 82 pixels

Logo

INCORRECT USE

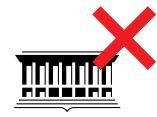
The logo must be clearly legible at all times and maintain its integrity.

Do not colour or stretch the logo, or break it up into individual elements. Do not introduce other wording or graphic elements to the logo.

The logo may be placed over an image but it must be clearly legible and should be done in consultation with the Communications and Marketing team.



Avoid placing the logo over busy areas of an image



Do not separate elements of the logo



Do not colour the logo



Do not stretch the logo



Do not add words or introduce other elements to the logo

Co-branding

The National Library brand includes a subset of co-brands and services as shown on this page.

More information on these brands and external co-branding guidelines to follow soon.



BOOKPLATE



NLA
PUBLISHING



PAPERPLATE



DIGITAL
CLASSROOM



BOOKSHOP



*Friends
of the Library*

Colour palette

Our colour palette draws inspiration from mid-century design, reflecting the building's heritage. It's muted yet inviting, balancing sophistication with warmth.

- There is no primary or compulsory colour, use the palette consistently to support brand awareness.
- Use sparingly for corporate documents, operational signage, and the website.
- Add more colour for social media, advertising, and marketing materials to enhance impact.
- Use colours intentionally and to compliment chosen imagery.
- Use its versatility to enhance communications with consideration.



Colour palette

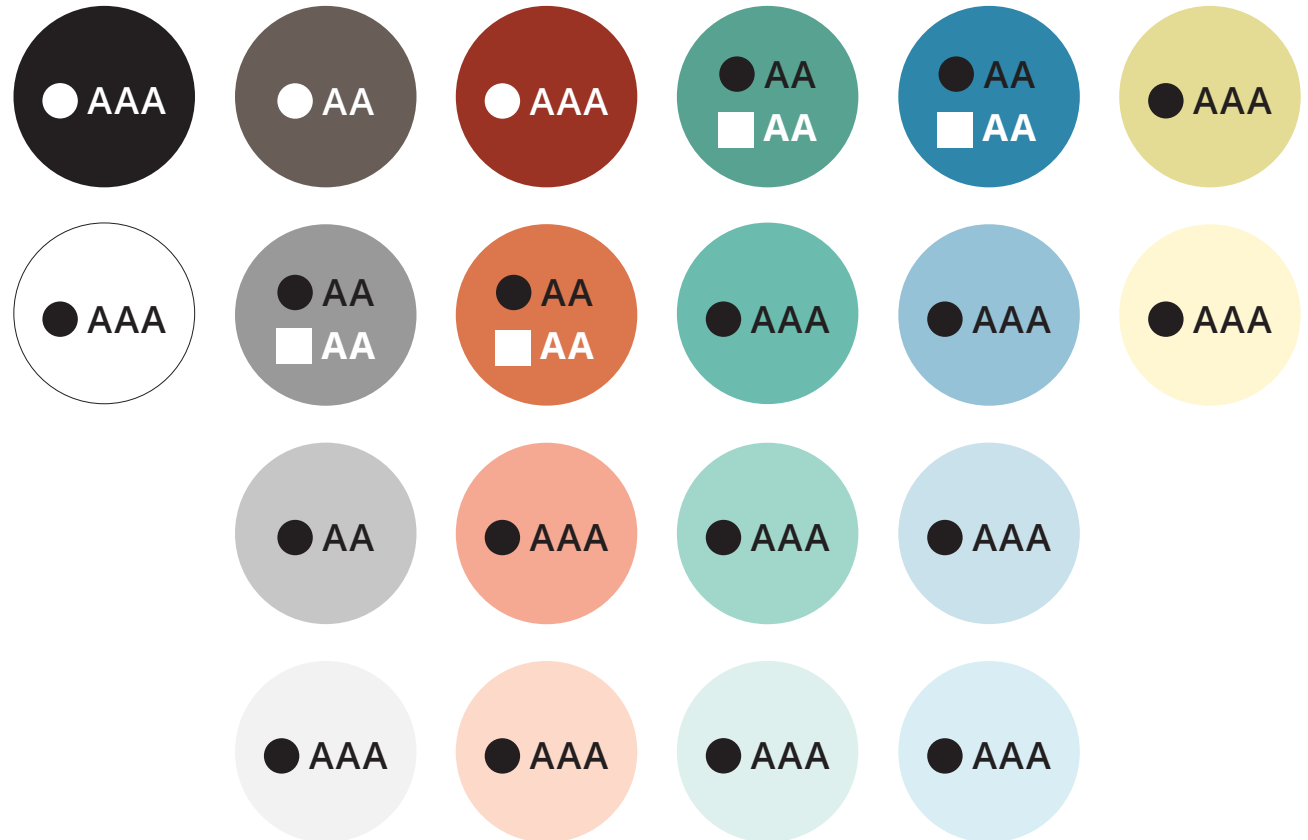
ACCESSIBILITY

Making our website accessible ensures that all users, regardless of their abilities or disabilities, can easily navigate and interact with the content. This includes features like alternative text for images, clear fonts and colours, and clear formatting layouts. Accessibility is important because it creates an inclusive experience, helps us meet legal standards, and ensures our website works well for everyone.

For PowerPoint presentations, use accessible templates, readable text, and alt text for images to ensure inclusivity.

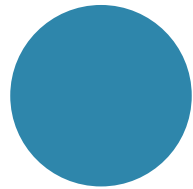
WCAG (Web Content Accessibility Guidelines) sets the standard for creating accessible digital content, ensuring it's usable for everyone. Making our website accessible includes text size, colour combinations and contrast. Colour contrasts must meet WCAG 2.1 Level AA at minimum, with Level AAA preferred. Refer to the colour contrast chart for accessible combinations.

- Denotes regular text.
- Denotes large text (minimum 14pt bold or 18pt regular) and graphic objects (like icons).

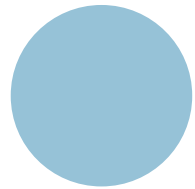


Colour palette

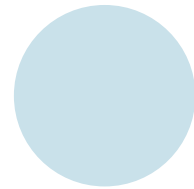
COLOUR BREAKDOWNS



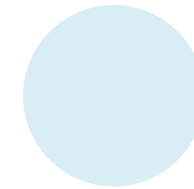
Dark Blue
Pantone 7689C
CMYK 95, 41, 10, 0
RGB 46, 134, 171
Hex 2e86ab



Mid Blue
Pantone 550C
CMYK 42, 7, 8, 8
RGB 150, 194, 215
Hex 96c2d7



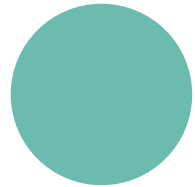
Light Blue
Pantone 552C
CMYK 24, 3, 7, 2
RGB 201, 225, 234
Hex c9e1ea



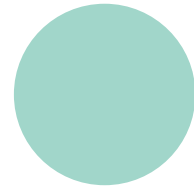
Lightest Blue
Pantone 7457C
CMYK 18, 0, 5, 0
RGB 217, 238, 244
Hex d9eef4



Dark Teal
Pantone 2241
CMYK 73, 7, 51, 6
RGB 88, 162, 145
Hex 58a291



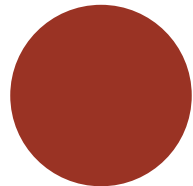
Mid Teal
Pantone 563C
CMYK 54, 0, 29, 2
RGB 107, 187, 174
Hex 6bbbbae



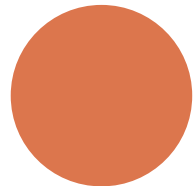
Light Teal
Pantone 565C
CMYK 30, 0, 18, 0
RGB 161, 214, 202
Hex a1d6ca



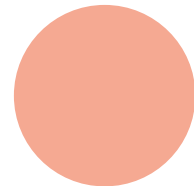
Lightest Teal
Pantone 621C
CMYK 25, 2, 19, 5
RGB 222, 240, 237
Hex def0ed



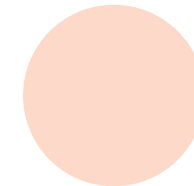
Dark Red
Pantone 484C
CMYK 8, 92, 100, 33
RGB 154, 51, 36
Hex 9a3324



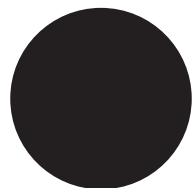
Muted Orange
Pantone 7618C
CMYK 12, 63, 72, 0
RGB 220, 118, 76
Hex dc764c



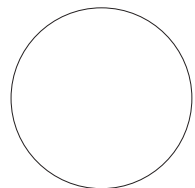
Light Muted Orange
Pantone 487C
CMYK 0, 43, 40, 0
RGB 245, 169, 146
Hex f5a992



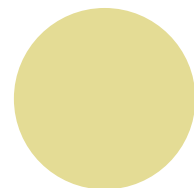
Lightest Orange
Pantone 489C
CMYK 0, 20, 21, 0
RGB 252, 217, 201
Hex fcd9c9



Black
CMYK 0, 0, 0, 100
RGB 0, 0, 0
Hex 000000



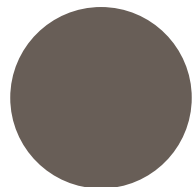
White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
Hex FFFFFFFF



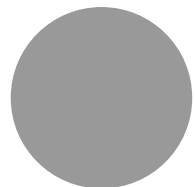
Muted Yellow
Pantone 616C
CMYK 10, 5, 49, 6
RGB 228, 220, 149
Hex e4dc95



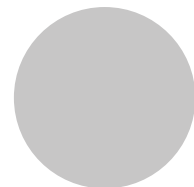
Parchment
Pantone 7499C
CMYK 1, 2, 24, 0
RGB 255, 247, 210
Hex fff7d2



Warm Grey
Pantone Warm Grey 10
CMYK 24, 34, 35, 60
RGB 104, 94, 87
Hex 685e57



Dark Grey
CMYK 0, 0, 0, 50
RGB 153, 153, 153
Hex 999999



Mid Grey
CMYK 0, 0, 0, 25
RGB 204, 204, 204
Hex cccccc



Light Grey
CMYK 0, 0, 0, 8
RGB 242, 242, 242
Hex f2f2f2

Colour palette

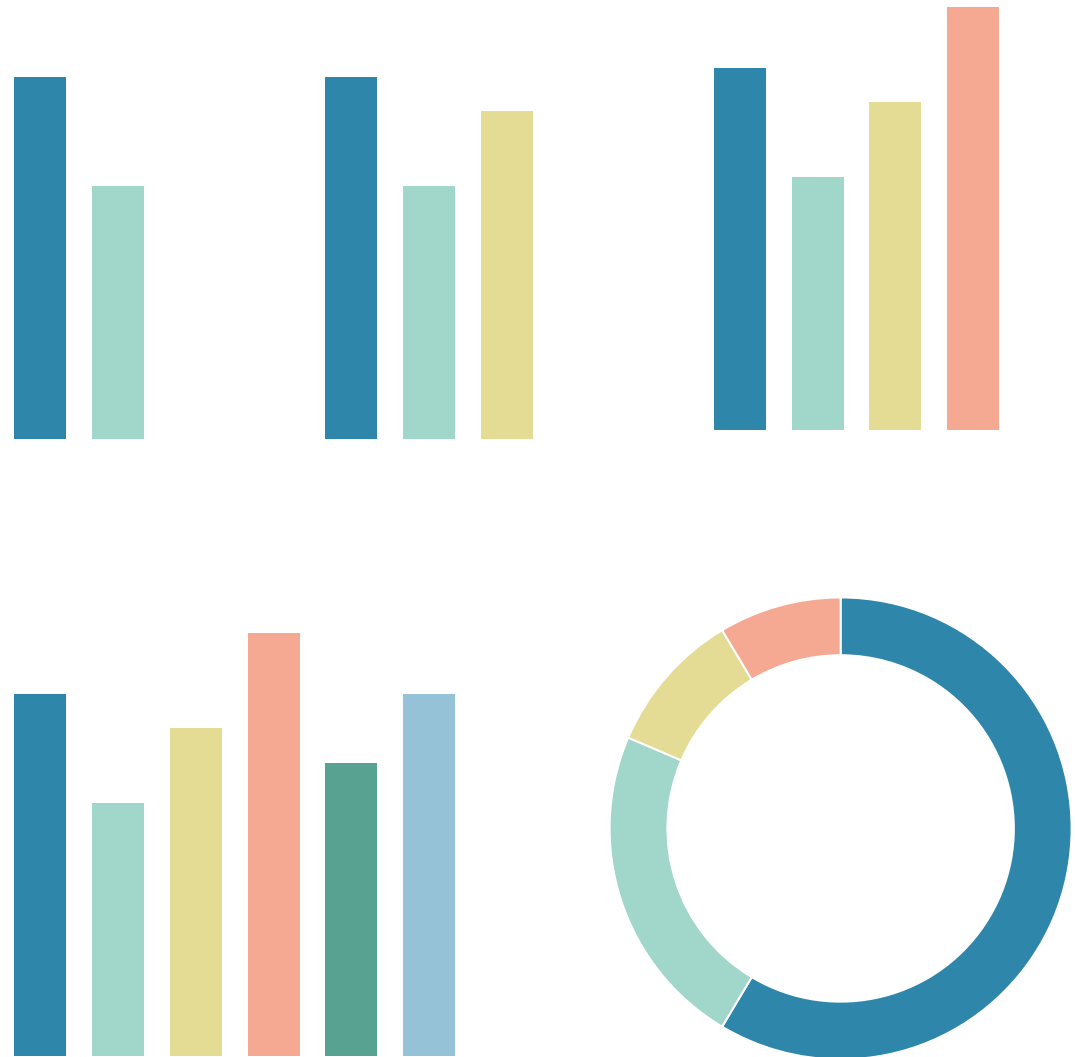
CHARTS AND DIAGRAMS

The following colours have been carefully selected to create charts and diagrams that are both aesthetically pleasing and accessible to individuals with colour blindness.

The colours are embedded in corporate word and powerpoint templates and will automatically populate in order 1–6.

-  **1. Dark Blue**
Hex 2e86ab
-  **2. Light Teal**
Hex a1d6ca
-  **3. Muted Yellow**
Hex e4dc95
-  **4. Light Muted Orange**
Hex f5a992
-  **5. Dark Teal**
Hex 58a291
-  **6. Mid Blue**
Hex 96c2d7

VISUAL EXAMPLES



Typography

BRAND TYPEFACES

Stix Two Text is a serif typeface that combines a classic, timeless look with excellent readability, providing a set of fonts that offer high legibility across both digital and print applications.

Open Sans is an open and friendly typeface that has been optimized for print, web, and mobile interfaces, and also offers excellent legibility across all applications.

The combination of these two typefaces reflects both the heritage aspect of the Library and today's contemporary focus, resulting in a vibrant, friendly yet sophisticated aesthetic.

MICROSOFT REPLACEMENTS

When Stix Two Text and Open Sans aren't available, Times New Roman (Bold) and Arial are used as substitutes. These fonts are suitable for:

- Microsoft Office applications
- Internal corporate documents
- Digital platforms with font limitations

Corporate Word and PowerPoint templates available in Microsoft Office have embedded type styles to ensure consistency and ease of use.

Stix Two Text (bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Open Sans (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Times New Roman (bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Arial (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Graphic device

The graphic device is drawn from the bottom step of the National Library logo and in its line state represents an open book. It can also be used in a block format to reference a speech bubble, or quote block.

It is to be used very intentionally and sparingly and is for use on the website and in marketing or promotional materials created by the Communications and Marketing design team.

DO

- Use corporate templates in Microsoft 365 for internal documents.
- Reach out to the Marketing or Design team for signage, merchandise, promotional, or marketing materials.

Email: xxxxxxxx@xxx.xxx.xx or
xxxxxxxxxxxxxx@xxx.xxx.xx

DON'T

- Add into corporate templates or other internal material, including signage.
- Use it as a line divider.
- Stretch or distort the device.



Imagery

USEAGE

Images boost user engagement and quickly convey our message. They break up text, create emotional connections, and reflect the depth of the National Library's collections and community.

- Include images of people using our spaces and collections.
- Showcase behind-the-scenes moments to captivate diverse audiences.
- Highlight the Library's rich resources to align with its brand.

1. Copyright

Not all images in the Library's collection are automatically available for use, even if they've been digitised.

To check copyright:

Refer to Sprightly via the image record in the NLA catalogue for information on any copyright restrictions.

If copyright details are unclear or you need further assistance, contact the Rights Management team at xxxxxx@xxx.xxx.xx

For publications, merchandise, flyers, or other print materials, always consult the Rights Management team for final approval.

Keep in mind:

Some images under copyright may only be cleared for specific purposes. For example, an image could be approved for print use but not for websites or social media. When in doubt, double-check with Rights Management to ensure compliance.



Imagery

2. Attribution

All collection images must be fully attributed, whether in copyright or not. The catalogue record contains all available information for attribution. See page 17 for detailed information on captioning.

3. Cropping

Some image permissions may specify that cropping is not allowed. If cropping is permitted:

- Ensure the crop suits the design and respects the integrity of the original image.
- Never stretch or distort images.
- Check resolution before enlarging or cropping to avoid pixelation, blurriness, or quality loss.

If an image is cropped, include "(detail)" in the caption. Examples are provided on page 17.

4. First Australians imagery

When using imagery of First Australians Peoples or cultures, consult with the Indigenous Engagement team at xxxxxxxxx.xxxxxxxxxx@xxx.xxx.xx before proceeding.



Imagery

5. Promotion

All printed collateral promoting the National Library must be designed and ordered through the Communications & Marketing Section.

All digital and print signs that are displayed to the public must be made using pre-existing templates or designed by the Communications and Marketing Section.

Contact xxxxxxxx@xxx.xxx.xx

When choosing or taking photographs for use in marketing collateral think carefully about visual appeal, framing, contrast, impact and image quality.

DO

- Focus on the intended audience.
- Use high-quality, well-lit images.
- Show diversity in age, gender, and cultural backgrounds where possible and appropriate.
- Verify image permissions before use.
- Caption images and credit photographers

DON'T

- Use low resolution images.
- Crop or resize images in ways that compromise quality or integrity.

5. Signage

Contact the design team at xxxxxxxxxxxx@xxx.xxx.xx for assistance.



Imagery

CAPTIONING



Ellis Rowan, *Eucalyptus Macrocarpa* Hook., Family Myrtaceae, Western Australia, 1880s, nla.gov.au/nla.obj-138826568

Note: Images taken by Library staff, internal photographers, or commissioned for marketing don't require captions. However, adding a simple descriptive caption can be helpful if it provides useful context.

1. DIGITISED AND AVAILABLE ON TROVE ([Link to Trove](#))

For digitised items available on Trove, link directly using the persistent identifier in the short URL format: nla.gov.au/nla.obj-XXXXX. This format ensures the link works even when printed.

Creator, Title in Italics with Initial Caps for All Words except Conjunctions, Articles and Prepositions, date, short URL with (nla.gov.au/nla.obj-XXXXXXXXX), credit [if image requires permission to use or is not from our collection or otherwise requires permission].

For example:

Peter Dombrovskis, *Mount Hayes, Western Arthur Range, Tasmania, 1996, 3* (detail), nla.gov.au/nla.obj-149548526, courtesy Liz Dombrovskis

2. NOT DIGITISED ([Link to the Library Catalogue](#))

For items not digitised, link to the Library Catalogue using the catalogue identifier in the format: nla.cat-vnXXXXXX.

Creator, Title in Italics with Initial Caps for All Words except Conjunctions, Articles and Prepositions, date, hyperlinked catalogue identifier (nla.cat-vnXXXXXX), credit [if image requires permission to use or is not from our collection or otherwise requires permission].

For example:

Peter Dombrovskis, *Mount Hayes, Western Arthur Range, Tasmania, 1996, 3* (detail), nla.cat-vn4973646, courtesy Liz Dombrovskis

Notes:

- If the date appears in the title, don't repeat it.
- Use "(detail)" to specify if the image shown is part of the work.
- If information is unknown, omit it (avoid placeholders like "anonymous" or "n.d.").
- For long titles, abbreviate logically by removing unnecessary details.