

AIATSIS

2024 Brand Style Guide

Australian Institute of Aboriginal and Torres Strait Islander Studies

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Our strategy

Our vision is a world in which Aboriginal and Torres Strait Islander peoples' knowledge and cultures are recognised, respected, celebrated and valued.

Who we are

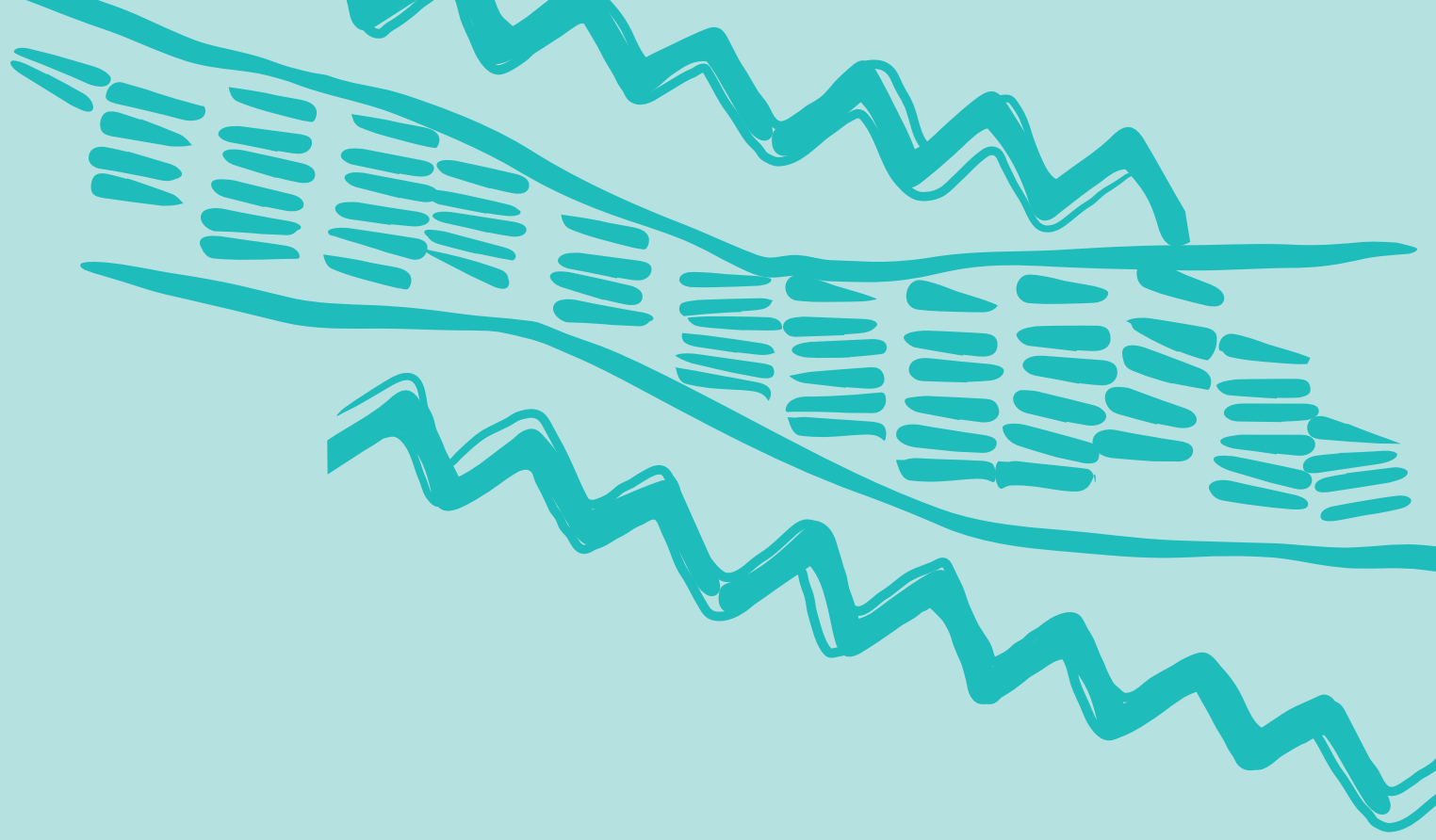
We are the leading institute on the research and preservation of Aboriginal and Torres Strait Islander history and culture.

- Our collection represents the diversity of Aboriginal and Torres Strait Islander communities.
- By being open and accessible, we promote better understanding and respect of Indigenous cultures and heritage.
- We hold high standards in ethics across our research, publishing and management of Indigenous collections.
- Working with us means working with responsive and professional people who are culturally competent.



**Our mission is simple,
yet profound.**





Brand management

**Our brand is important,
it is a reflection of who we
are, where we want to be,
and how people see us.**

Our brand needs to reflect our purpose.

- We tell the story of Aboriginal and Torres Strait Islander Australia.
- We create opportunities for people to encounter, engage with and be transformed by that story.
- We support and facilitate cultural resurgence.
- We shape the national dialogue, for a nation that respects and values our oldest living cultures.

Ensuring the AIATSIS brand is used correctly is everyone's responsibility.

We need to be consistent in our application of the brand, and embody it in everything we do. Just like our commitment to operate cohesively as a single entity embodying the concept of Yindyamarra.*

*Yindyamarra is a Wiradjuri word meaning honour and respect. More broadly it implies thoughtfulness, graciousness and kindness.



The Communications, Events and Publishing team manages the AIATSIS brand and external facing outputs and activities that reflect our organisation's identity, values and strategic direction.

The CEP team is responsible for ensuring the correct and consistent application of the AIATSIS brand for the organisation.

External facing outputs and activities include:

- Online channels (websites, social media)
- Printed collateral
- Publications
- Events and conferences
- Media and public engagements
- Maraga (AIATSIS building) signage, foyer and public spaces
- AIATSIS Central Australia facility

Please ensure any external facing outputs are cleared by the Communications, Events and Publishing team prior to publication.

It is important to consider this whenever you are undertaking or producing work that engages with anyone outside of the organisation. Incorrect and inconsistent application of the AIATSIS brand dilutes and weakens our position as a trusted and valued organisation.

Please engage the Communications, Events and Publishing team at the start of projects rather than at the end. This will ensure we work together, plan and co-ordinate with other organisational activities and value add.

Community and user engagement

Here are a few key messages we heard from our users, audiences and communities during our concept testing process:

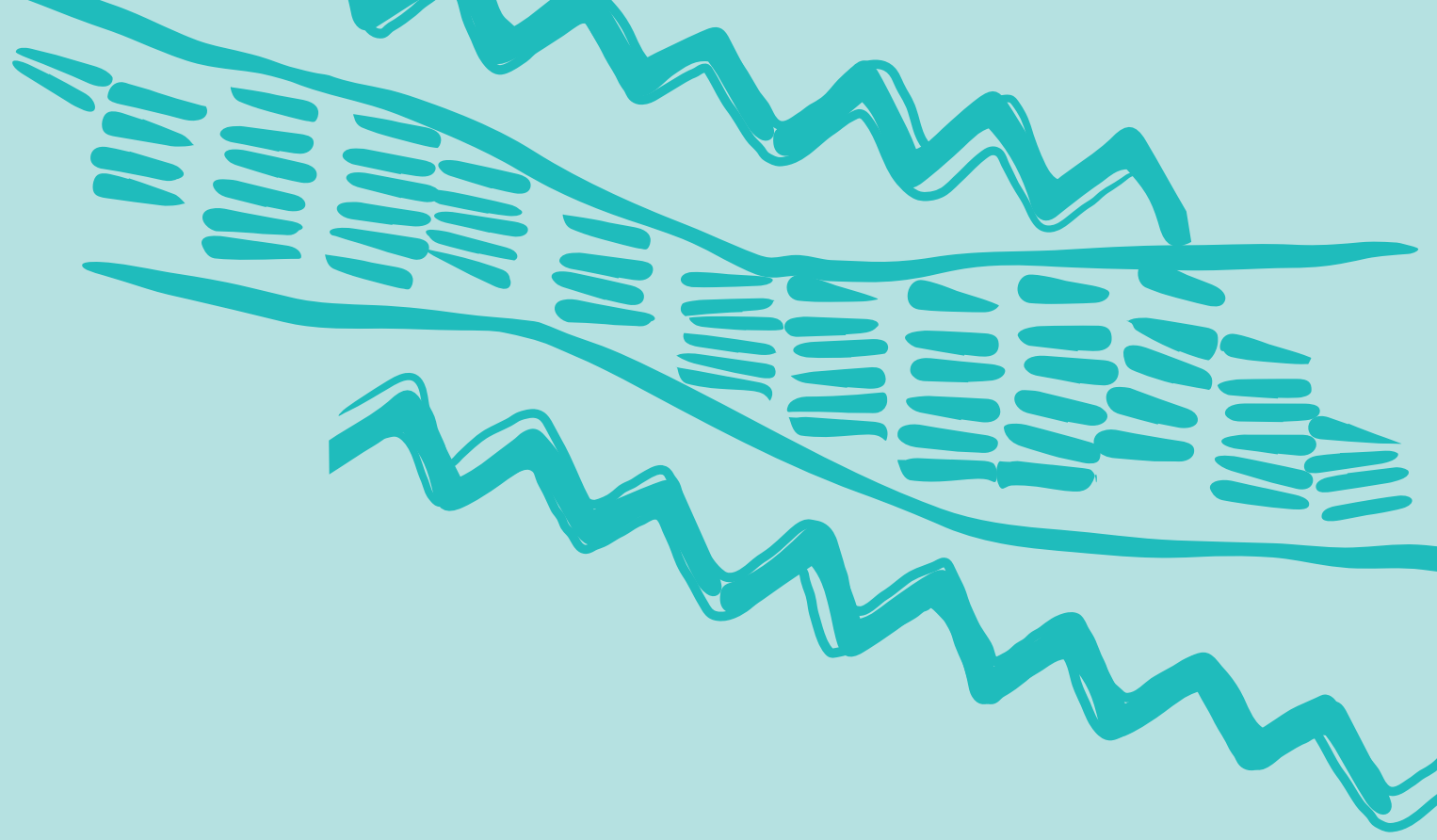
- 'Cultural safety' and 'cultural protection and preservation' were seen as paramount to what the AIATSIS brand needs to communicate.
- Externally, there is a strong desire for AIATSIS to be seen as more open and accessible, modern and vibrant.

'AIATSIS is an important intermediary between non-government and government, brokering linkages and contact.'

'Although we don't know the full story of the Shield, its story is there, it's waiting to be told.'

'AIATSIS means to be coming together, educating people about us. We are all one big community.'





Our logo

The history of our logo



George Wilson, Claude Ponto and John William Malcolm created the Koko Bera-Kungen Shield that the AIATSIS logo is derived from and it was adopted by the Institute's first Council in 1963.

The brand consultations informed us the story of the Koko Bera-Kungen Shield is inextricably linked to the history of AIATSIS and must be told.

The AIATSIS Council were unanimous in their decision to continue using the shield as our logo.

AIATSIS has recently established a connection with the families of the makers of the shield and they visited AIATSIS in December 2019.

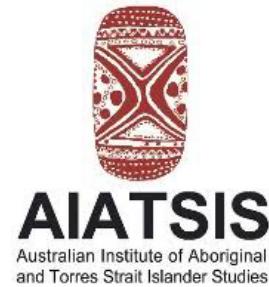
Research is ongoing with the family and the Communications and Curatorial teams are working together to develop the story of the shield.

The history of our logo

1960-80s



1990s



2000s



2015



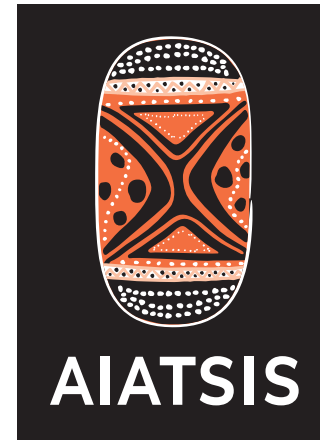
Our primary logo

The primary logo may be used on white or the light teal brand colour (see page 24 for colour breakdown). Reversed logos to be used on solid black only.

Primary logo



Reversed primary logo



Horizontal logo



Reversed horizontal logo



Our mono logo

The mono logo may be used on white, dark teal, light teal or the light orange brand colours (see page 24 for colour breakdowns). Reversed logos to be used on solid brand colours only.

Mono logo



Reversed mono logo



Horizontal mono logo



Reversed horizontal mono logo



Our logo – official government use

Only to be used with permission from the Communications, Events and Publishing team. This logo is not our primary logo and should only be used when the full acronym is an absolute requirement.

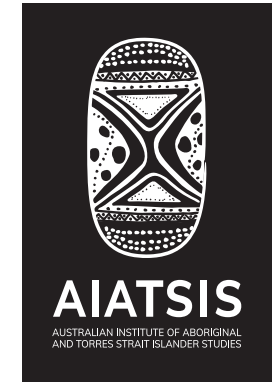
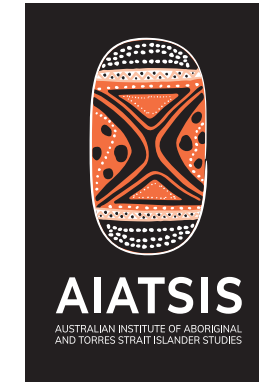
Primary logo



Mono logo



Reversed logos



Horizontal logo



Horizontal mono logo



Logo use – minimum size and clear space

Minimum size primary logo



Minimum size government use logo



- The logo must be displayed with a clear area around it which is free from other graphic elements.
- The clear space is shown below in red and is to be maintained as the logo scales.
- The clear space has no specific measurement as the value will change as the logo scales.
- The clear space applies to the entire suite of logos. Always measure from the furthest edge of the logo.



Logo use – what not to do

Don't change colour



Don't change proportion



Don't use on images that compromise legibility



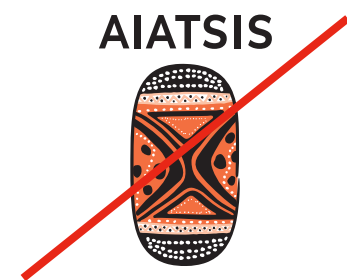
Don't add effects



Don't use incorrect background colour



Don't change composition



Don't rotate



Don't use shield on its own



Don't add brand elements



Partner logo

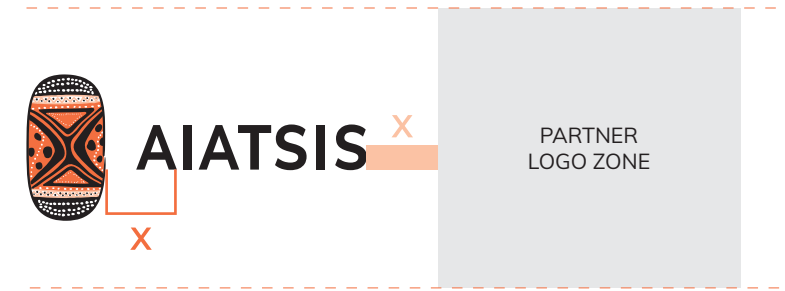
Occasionally there may be a need to show our logo next to a partner. Here is a guideline as to how our logo may sit with a third party logo.

- Make sure the minimum clear space shown below in red is used.
- Consider the partner logos clear space requirements.
- Ensure the logos have the same visual weight.

Primary logo partner use



Horizontal logo partner use



Aboriginal Studies Press (ASP) logo

The primary ASP logo may be used on white or the light teal brand colour (see page 24 for colour breakdown). Reversed logos to be used on solid black only.

Primary logo



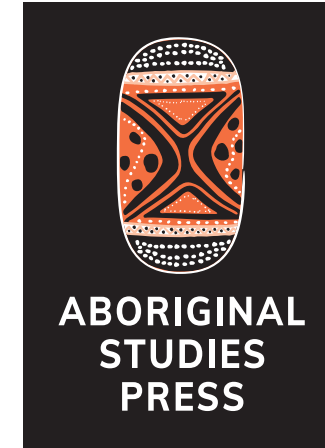
**ABORIGINAL
STUDIES
PRESS**

Acronym logo for book spines



ASP

Reversed primary logo



Reversed acronym logo



Horizontal logo



**ABORIGINAL
STUDIES PRESS**

Reversed horizontal logo



Aboriginal Studies Press (ASP) mono logo

The mono ASP logo may be used on white, dark teal, light teal or the light orange brand colours (see page 24 for colour breakdowns).

Mono logo



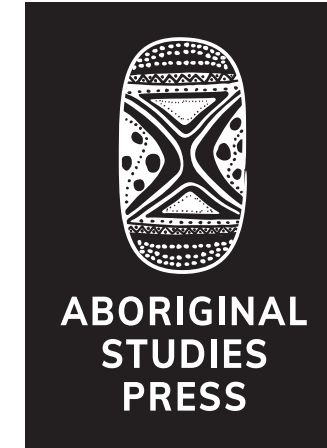
**ABORIGINAL
STUDIES
PRESS**

Acronym logo for book spines

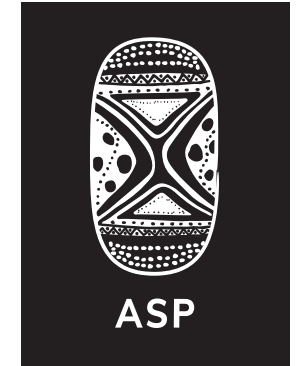


ASP

Reversed mono logo



Reversed acronym logo



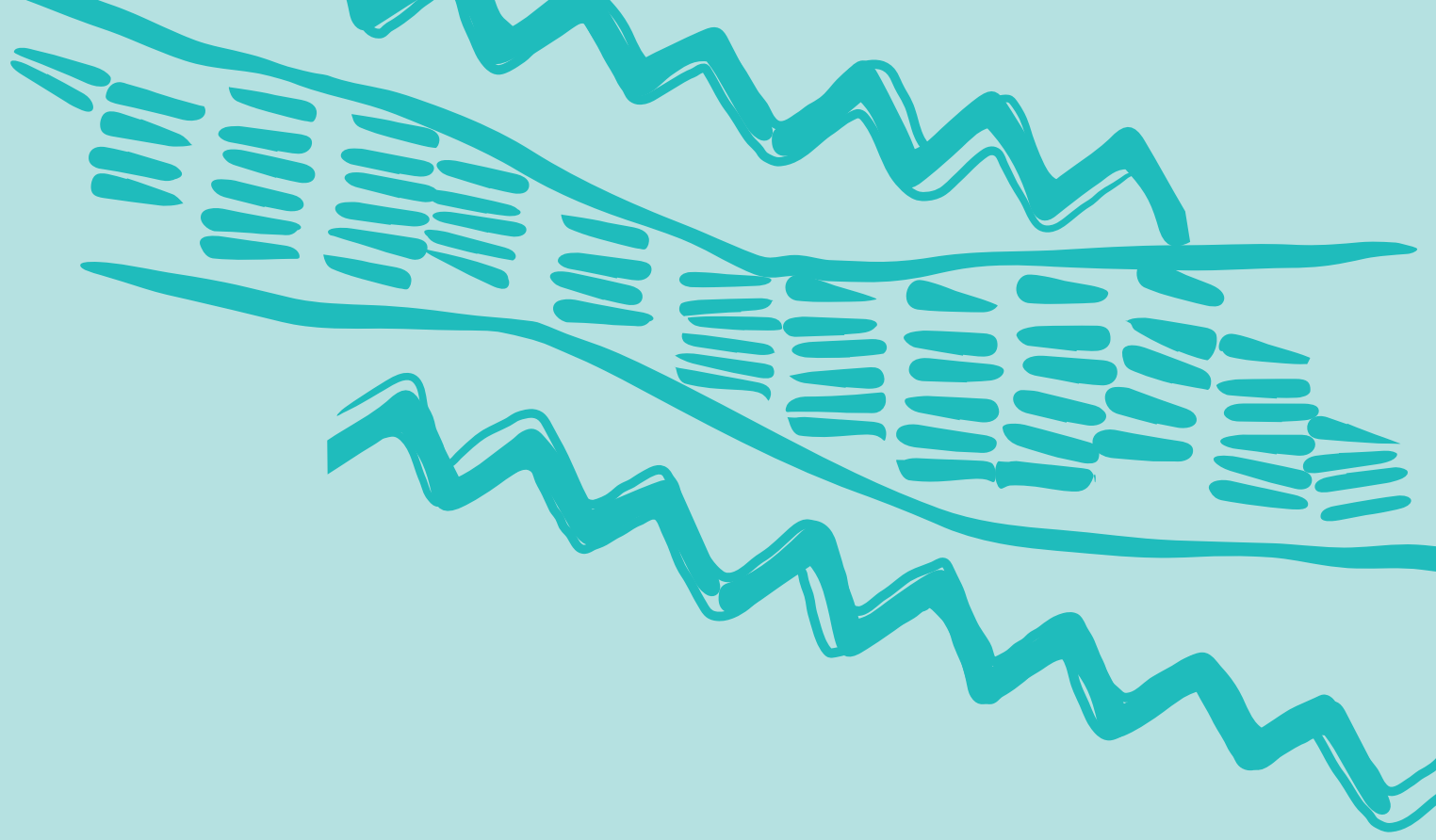
Horizontal mono logo



**ABORIGINAL
STUDIES PRESS**

Reversed horizontal mono logo





Our fonts

Our fonts

Primary font – Mulish Regular

Used for body copy and headlines

Mulish Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Secondary font – Mulish Extra Bold

Used for body copy and headlines where emphasis is needed

Mulish Extra Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Mulish is a free google font that can be used across all applications and has been installed on your system by Digital Services. Mulish is available for free from [Google Fonts](#) if it is unavailable on your computer.

Mulish should be used in all instances where possible. If unavailable please use Arial Regular, Bold and Black for general business use.

Arial Regular / Arial Bold / Arial Black

Our feature font

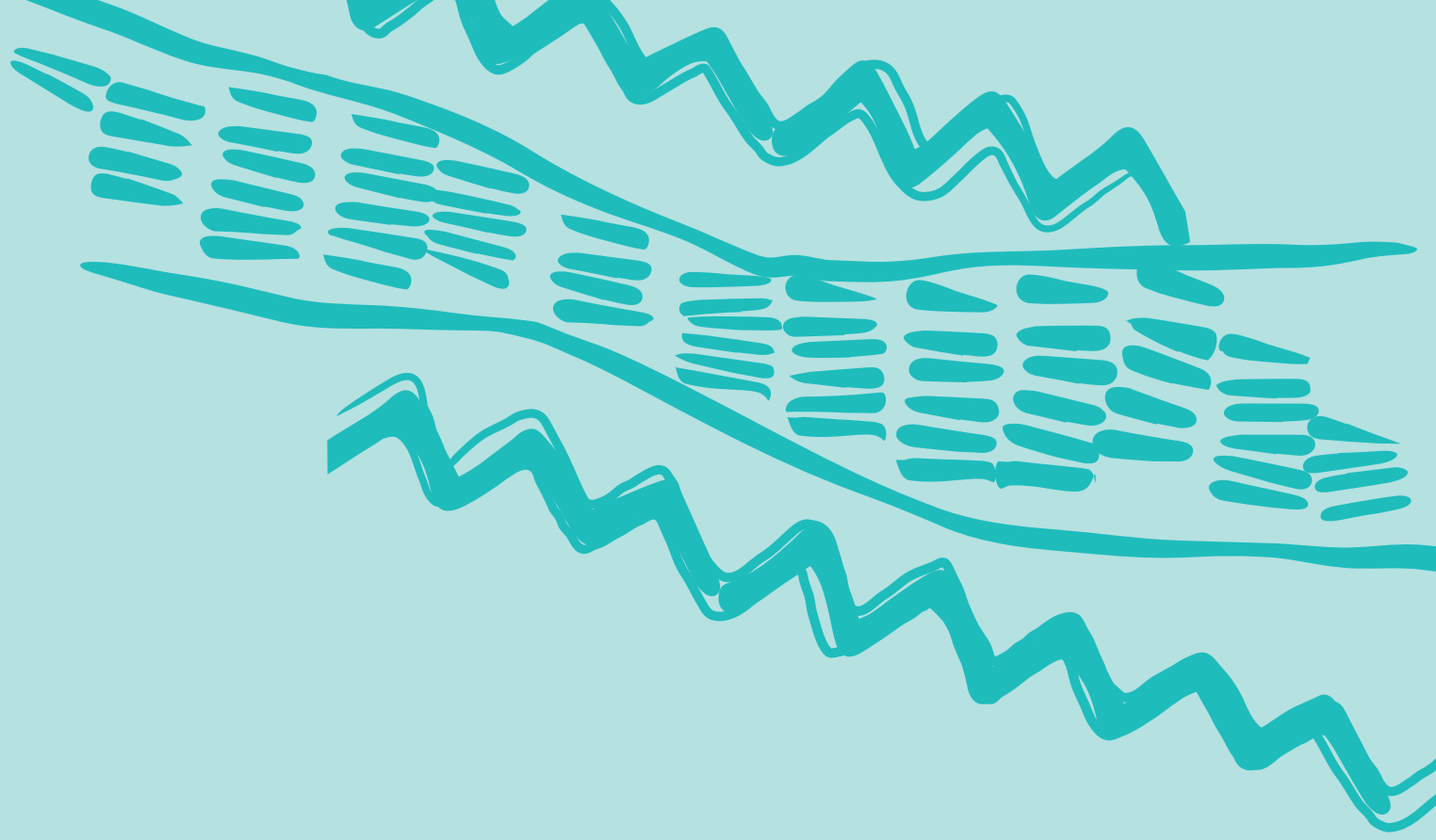
Westfalia V.2

Is available to the Design and Production team for use in headlines and featured text where emphasis is needed. It should be used sparingly and consistently in a design.

The font should be used in upper case only.

WESTFALIA V.2
REGULAR
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890





Our colours

Brand colours

Our brand colours have been defined in templates to ensure consistent colour usage. Please use the below swatches and colour breakdowns for the relevant application when using our brand colours.



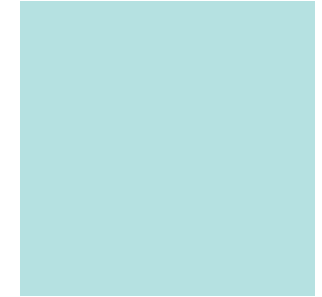
C 0 M 71 Y 82 K 0
R 243 G 107 B 60
HEX #F36B3C



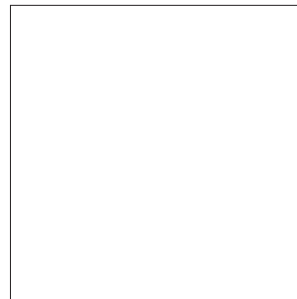
C 0 M 28 Y 33 K 0
R 251 G 194 B 164
HEX #FBC2A4



C 71 M 0 Y 31 K 0
R 31 G 188 B 188
HEX #1FBCBC



C 28 M 0 Y 12 K 0
R 181 G 225 B 225
HEX #B5E1E1



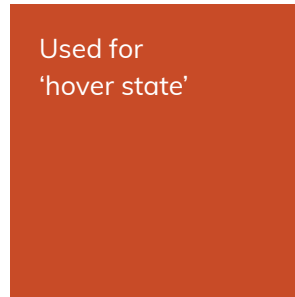
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX #FFFFFF



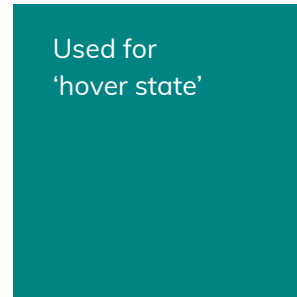
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HEX #000000



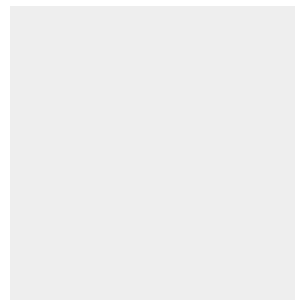
Additional colours for functional website use



R 200 G 75 B 39
HEX #C84B27



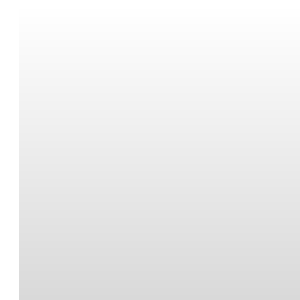
R 0 G 131 B 131
HEX #008383



R 238 G 238 B 238
HEX #EEEEEE



R 112 G 112 B 112
HEX #707070



BLACK GRADIENT
TRANSPARENT
OVERLAY

0% TO 15%

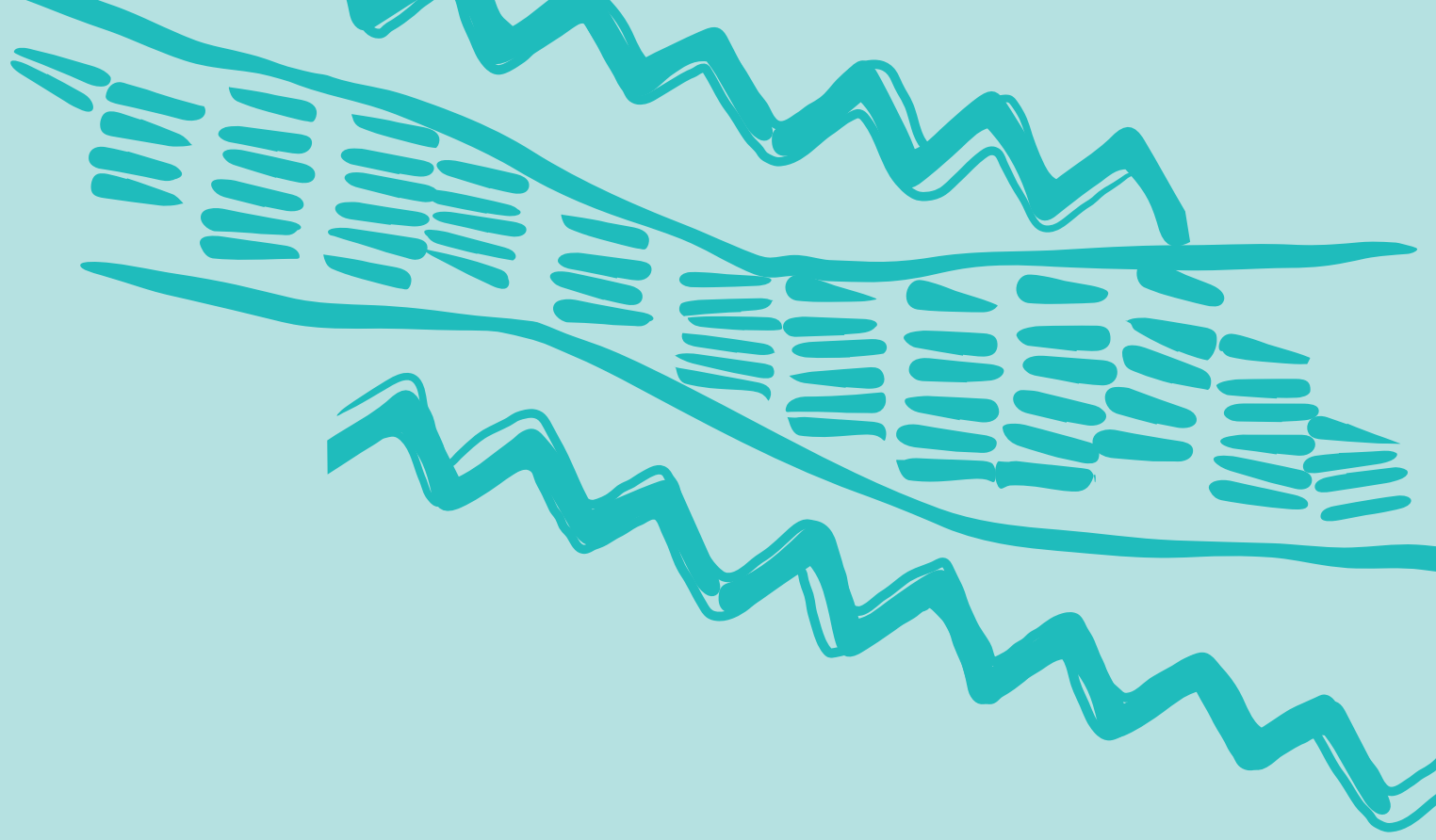


Accessibility – background and text colour

12pt AA compliant	12pt AA and AAA compliant	12pt AA and AAA compliant	12pt AA and AAA compliant	12pt AA and AAA compliant
18pt AA and AAA compliant	18pt AA and AAA compliant	18pt AA and AAA compliant	18pt AA and AAA compliant	18pt AA and AAA compliant
18pt AA compliant only				18pt AA compliant only
12pt AA compliant	12pt AA and AAA compliant	12pt AA and AAA compliant	12pt AA and AAA compliant	12pt AA and AAA compliant
18pt AA and AAA compliant	18pt AA and AAA compliant	18pt AA and AAA compliant	18pt AA and AAA compliant	18pt AA and AAA compliant

When designing content for our brand it should always meet AA and AAA accessibility standards. The chart above displays the different combinations to ensure the colour contrast of background and font colours comply with the Web Content Accessibility Guidelines (WCAG).

As tested at contrastchecker.com on 7 February 2023



Our elements

Our patterns

Pattern usage is implemented and overseen by the Communications, Events and Publishing team. The primary and secondary patterns are applied across various collateral alongside brand colours and should be displayed in a consistent manner. Only one pattern per output should be used within a design. The patterns must not be displayed in full and shall be enlarged and cropped according to the design requirements.

Primary pattern



Secondary patterns



Pattern usage

Below are example mock-ups of how our patterns may look when applied to various collateral items. Only one pattern per output should be used within a design. The patterns must not be displayed in full and shall be enlarged and cropped according to the design requirements.

Pull up banner



A5 booklet cover



Bookmark front



Lanyard



Web banner

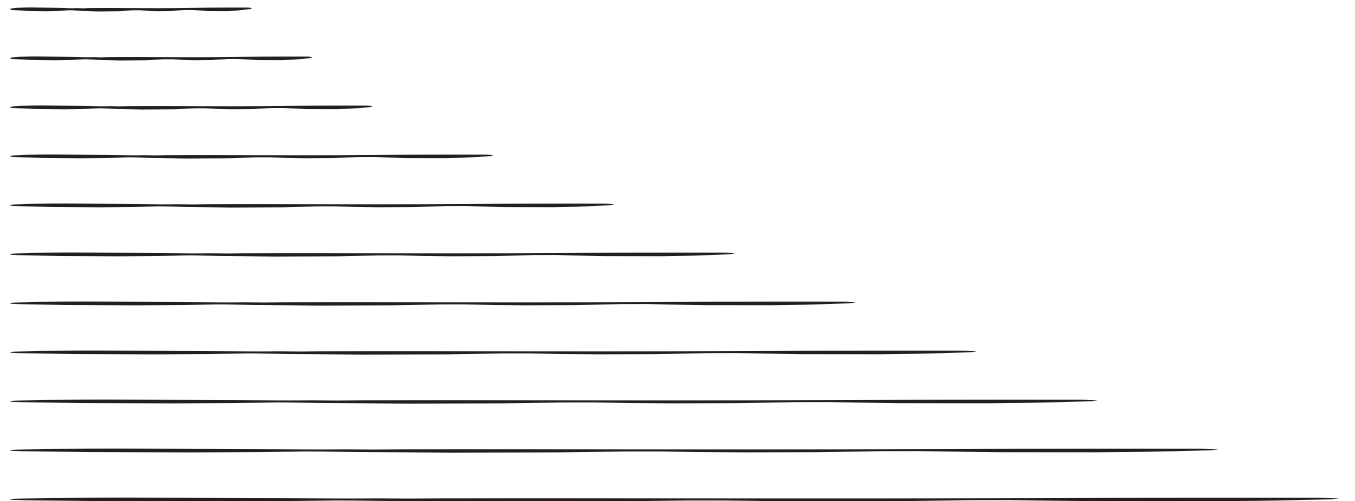


Social post



Our line and circle


Our line and icon are elements to help support our brand and show the AIATSIS personality. They should be used sparingly and in a consistent way. Occasionally there may be a need to use a line to separate content. The line is available in various lengths and should match the proportions of the content it is displayed with. The circular icon can be used to enclose social media icons, call to action buttons, to contain images or as a design feature to accompany other brand assets. Only 1-2 brand colours should be used together for the icons at any one time.



Line and icon usage

Business card front


Danny Grant Job Title
Program area
May run over two
or three lines
P 02 6129 1234 **M** 0405 286 000
E danny.grant@aiatsis.gov.au
aiatsis.gov.au
51 Lawson Crescent, Acton ACT 2601
GPO Box 553, Canberra ACT 2601



AIATSIS

Australian Institute of Aboriginal and Torres Strait Islander Studies

Email signature



Danny Grant
Job title
Program area
P 02 6129 1234
E danny.grant@aiatsis.gov.au
51 Lawson Crescent, Acton ACT 2601
GPO Box 553, Canberra ACT 2601
aiatsis.gov.au

AIATSIS acknowledges the traditional owners of country throughout Australia and their continuing connection to land, culture and community. We pay our respects to elders past and present.





Business card back

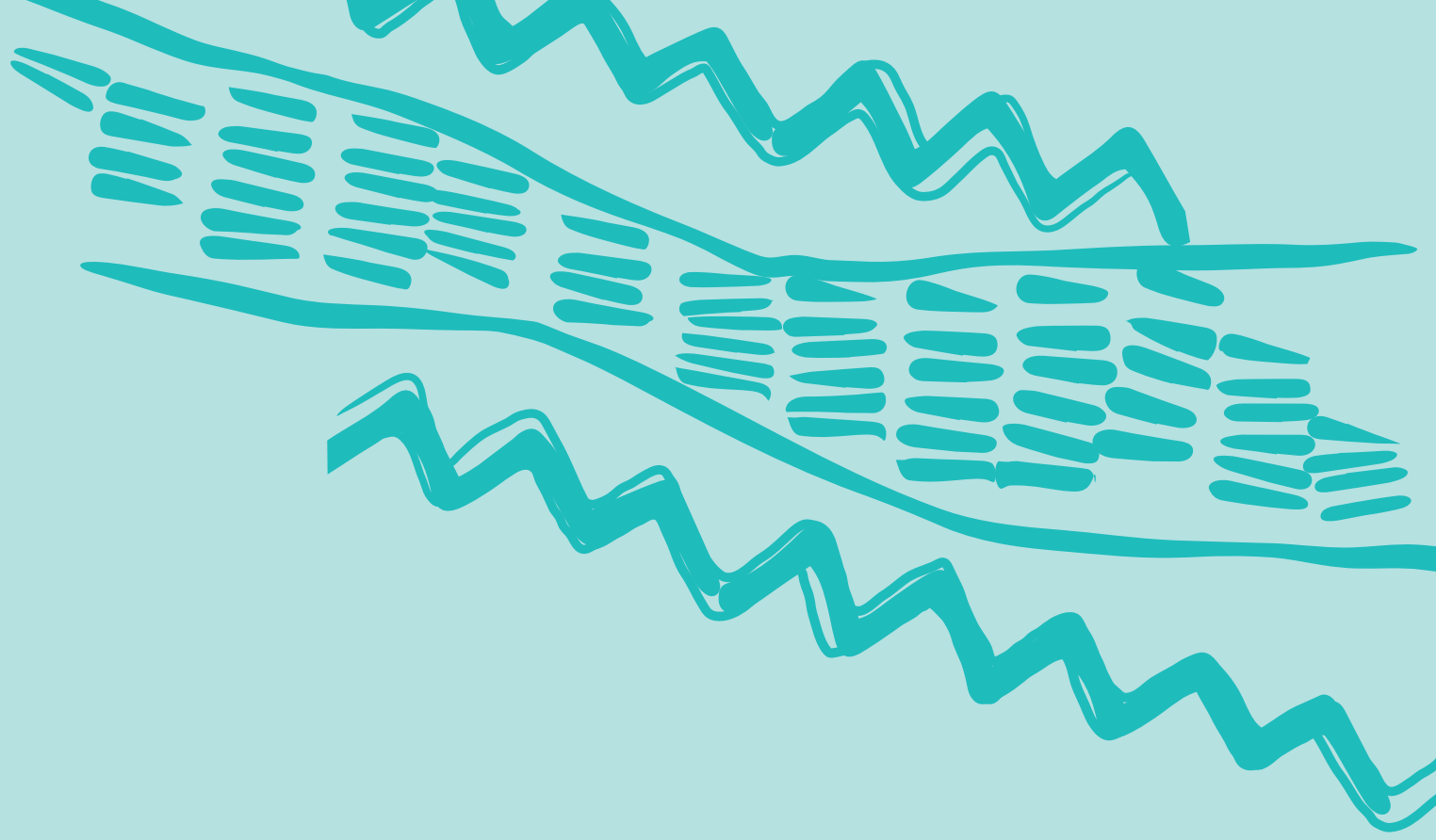


Social media icons and call to action button

Connect with us



FIND OUT MORE 

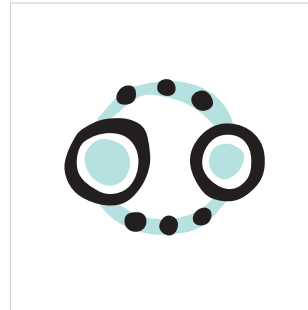


Our icons

Icon usage

Our illustrative branded icon suite was created by Waanyi and Kalkadoon woman Keisha Leon from Leon Design. This unique suite of icons explore conceptual ideas of storytelling that cover a range of areas at AIATSIS. The icons will be used by the design and production team to visually support our existing brand in print and digital outputs to connect and communicate with our audiences. Below is a small selection from the full suite of 44 icons.

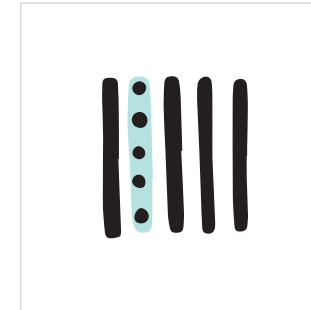
Learning



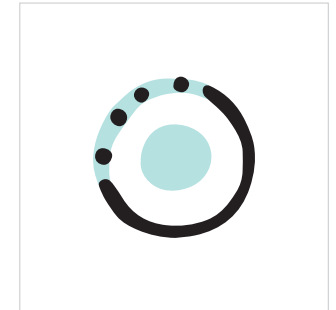
Diverse Country and languages



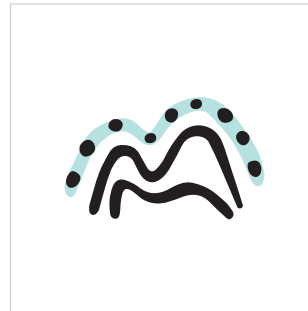
Books and collection material



Collaboration



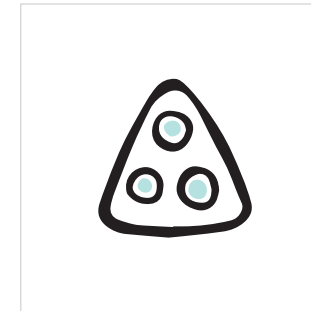
Country



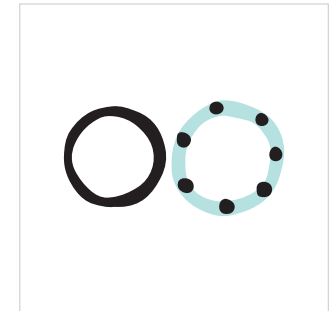
Support



Advise



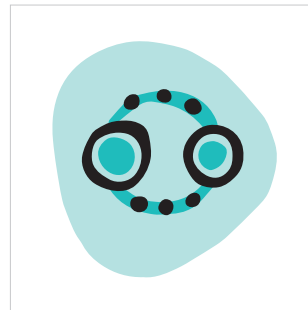
Our strategies



Contained icons

Below is a selection of the icons in contained format. The irregular circle shape is an extension of the brand circle. The icons should be used in the brand colours of dark/light teal and black. The circular teal colour should sit on a background with suitable contrast. The suite of icons will not be available on the intranet for general use. Please get in touch with the design and production team if you would like to discuss using them in your next project.

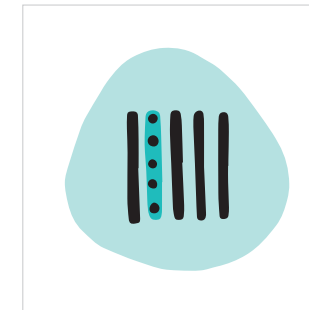
Learning



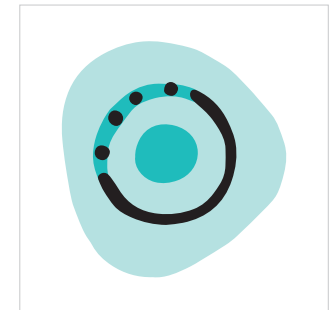
Diverse Country and languages



Books and collection material



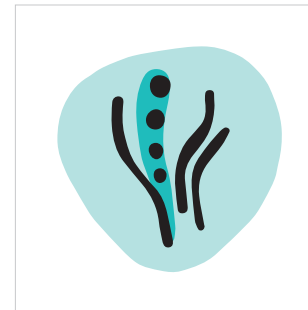
Collaboration



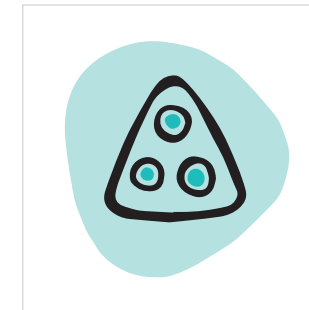
Country



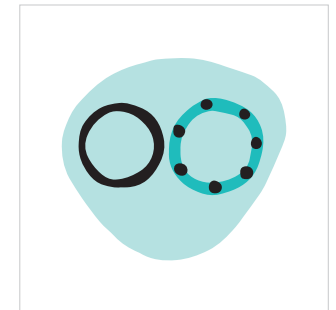
Support

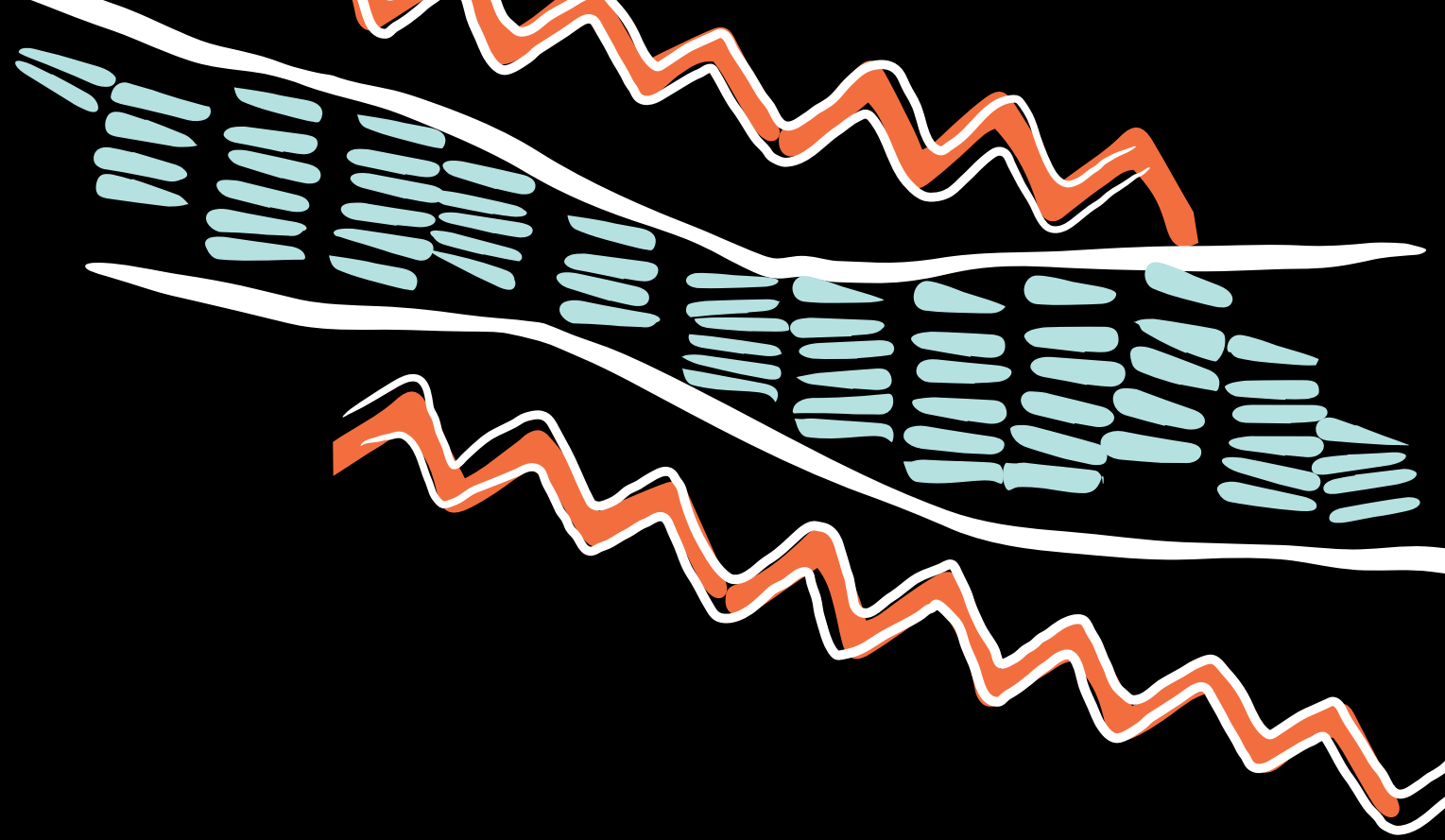


Advise



Our strategies





AIATSIS

All AIATSIS Word doc templates and logos are available for staff via the intranet.

AIATSIS business cards can be ordered by staff as needed. More information is available on the intranet.

If you have any questions or require assistance with the application of the AIATSIS brand, please get in touch with the Communications, Events and Publishing team via the [CEP Jira Helpdesk](#) or commsmedia@aiatsis.gov.au