

SU AUSTRALIA - SIMPLE BRAND GUIDELINES

Logo

The core colour is mid-blue as shown, but the logo may be used in other colours as needed, see colour variations. Where possible, try to stick with the colours in the SU Australia colour palette.

Primary logo



Logo with tagline



Stacked logo



Stacked logo with tagline



Colour

In order for colours to retain their vibrancy, please ensure to use the **RGB version** of the colour any time you are working with the SU Australia brand in a digital space.



PANTONE® 7455

RGB 45 /85 /190

CMYK 87 /68 /0 /0

HEX # 2a6acb



PANTONE® 2171

RGB 59 /160 /255

CMYK 64 /30 /0 /0

HEX # 3ba0ff

☒ Tints ok

☒ Best as RGB



PANTONE® 7563

RGB 224 /153 /0

CMYK 11 /44 /100 /0

HEX # df9827



PANTONE® 7408

RGB 255 / 202 / 0

CMYK 0 /20 /100 /0

HEX # ffc907

Colour Variations

The logo may only be using in the following colour variations.



Full Colour



Black



Reversed
on solid colour

Clear Space

The clear space around the logo is the height of the U.



Minimum size 28mm



The logo must not be reproduced with a height less than 28mm.

Unacceptable Usage of Logo

The logo should never be reproduced in any of the following ways.



DO NOT rearrange logo elements



DO NOT use change the colour of the logo



DO NOT distort or skew the logo



DO NOT adjust proportions of logo elements



DO NOT rotate the logo



DO NOT apply any special effects



DO NOT use parts of the logo



DO NOT place logo on busy backgrounds

House of Brands vs Branded House

SU Australia's brand combines the concepts of Branded House and House of Brands. In simple terms, SU Australia, Generate and SU Chaplaincy maintain a uniform look and feel (Branded House).

Other SU ministries and events will enjoy greater brand flexibility under the House of Brands model.

These ministries/events can have their own designs, but will reference SU Australia (see examples below).



Preferred version: "A ministry of"



Alternate version:
"Supported by"

If you have any further questions related to this, please contact the team for more info at brand@su.org.au.

Photos and Video

We have a library of photos and videos that can be used for promotional purposes. Contact our Marketing and Comms Team at brand@su.org.au for more info.

Approval

All uses of our brand MUST be submitted for approval before publication. Please email artwork proof as low-resolution JPG or PDF files to brand@su.org.au.

“A Ministry of” logo

SU Australia’s brand combines the concepts of Branded House and House of Brands.

A ministry or event associated with SU Australia is sometimes referred to as the House of brands.

When SU Australia is facilitating an event or ministry which has its own branding, one of the two logos shown should be used.

Preferred version: “A ministry of”



Alternate version: “Supported by”



Colour Variations

The logo may only be using in the following colour variations.



Full Colour



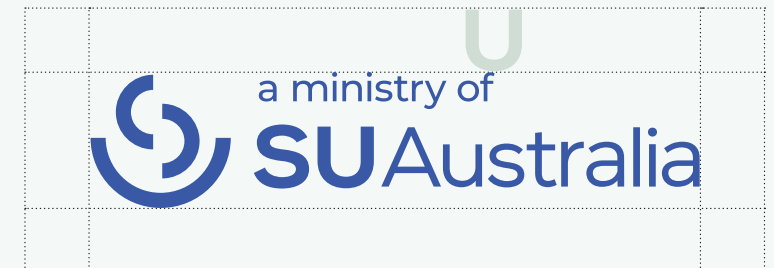
Black



Reversed
on solid colour

Clear Space

The clear space around the logo is the height of the U.



Minimum size 28mm



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with a height less than 28mm.

Typography

This is an example how copy should be treated in printed documents, although note there is flexibility when it comes to type treatment.

This is the intro copy paragraph. This is the intro copy paragraph. This is the intro copy paragraph. This is the intro copy paragraph.

Introduction
Montserrat Semibold
14pt font size, 20pt leading

L1 Heading

L1 Heading
Montserrat Semibold
16pt font size, 17pt leading

L2 Heading Smaller as Shown Here

L2 Heading
Montserrat Semibold
12pt font size, 15pt leading

This is the body copy paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut volutpat sem velit, vitae imperdiet ex cursus ac. Lorem ipsum dolor sit amet.

Body
Montserrat Regular
9pt font size, 12.5pt leading

- This is an example of a bullet point. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Second bullet point

L3 HEADING

L3 Heading
Montserrat Semibold
10pt font size, 13pt leading,
25pt tracking ALL CAPS

More body copy paragraph. Lorem ipsum dolor sit amet, adipiscing elit.

This is how text will appear in a box. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut volutpat sem velit, vitae imperdiet ex cursus ac. Integer vulputate, odio at bibendum pharetra.

“Children, young people and families can experience God’s love and good news.”

Pull Quote
Montserrat Bold Italic
15pt font size, 18.2pt leading

Box
SU Australia Grey (50% Tint)



SU Australia Embroidery Guide and Logos

Please ensure you only use the Logos for Clothing.
These logos are to correct scale (90 x 45mm) for printing on the left chest region.

Please do not resize, stretch, squash, or change the logos to other colours.
Avoid embroidering the logo on complex images, patterns or on colour where the logo may become hard to read.



White on Black



White on Blue