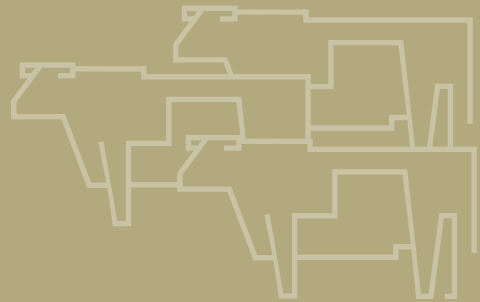




**Future Beef**

**2015**

# BRAND AND STYLE GUIDELINES



A joint initiative of:



**Queensland**  
Government



**Northern Territory**  
Government



Department of  
Agriculture and Food



**mla**  
MEAT & LIVESTOCK AUSTRALIA

This visual guide has been developed to define the brand style and assist with the correct use of the FutureBeef identity.

## **Introduction**

About FutureBeef	3
The FutureBeef brand	4

## **Core elements**

Logo	5
Logo variations	6
Minimum requirements	7
Logo don't's	8

## **Supporting elements**

Typefaces	9
Colours	10
Supporting graphics	11
Look and feel	12
Language	14

<b>Contact</b>	<b>15</b>
----------------	-----------

# About FutureBeef

FutureBeef is a collaborative program for the northern Australia beef industry with partners:

- Meat & Livestock Australia (MLA)
- Queensland Department of Agriculture and Fisheries (DAF)
- Northern Territory Department of Primary Industry and Fisheries (NTDPIF)
- Western Australia Department of Food and Agriculture (DAFWA).

The aim of the FutureBeef program is to support sustainable and profitable productivity gains for northern beef producers by building on and complementing:

- investment and outcomes of past and future RD&E conducted by FutureBeef partners and industry
- the sharing and collaborative development of information, knowledge and resources to more effectively and efficiently service industry
- delivery of 'National Beef Production RD&E Strategy' outcomes.

# The FutureBeef brand

## The brand

The logo is a stylised design which features a beast, the traditional icon of the beef industry, treated in a very modern, almost abstract way to depict technology and embracing the future. The lines of the illustration also denote pathways, signifying the sharing of information, pathways to greater knowledge, and partnering of industry bodies and individuals for the overall benefit of the northern beef industry.

The font is square, straight forward and strong.

The icon and font together form the logo. The logo can be contained within a stylised block (either horizontal or vertical) or can stand alone in situations where the panel logo would be too dominant (see following page).



For FutureBeef publications, we recommend use of the panel logo and all graphic elements.

## Guide use

These brand and style guidelines should be used for all internal and external communication. All public facing communication must be approved for branding consistency by the marketing and communications team.

## Brand elements

All brand elements featured in this document are available from the marketing and communications team including logo variations and supporting elements.

# Logo

## Proportions

The logo must always be reproduced from artwork files and the proportions and position of the logo symbol in relation to the logo text should never be altered.

Logo  
landscape  
block



Logo  
square  
block



Logo  
landscape



Logo  
square



# Logo variations

## Application

The logo should be used in its colour version as a first preference. When reproduction limits the coloured versions used, the logo can be used in black and white or white only versions.

Shown below are the colour applications for the FutureBeef logo including when it should be reproduced in a single colour, or on a darker background.

### Spotcolour - PMSC and PMSU

For use in spot colour printing on coated (PMSC) and uncoated stock (PMSU)



### Full colour - CMYK

For use in full colour printing



### Greyscale

For use in mono inhouse printing and external mono printing, eg. newspaper advertising, inexpensive flyers



### Black

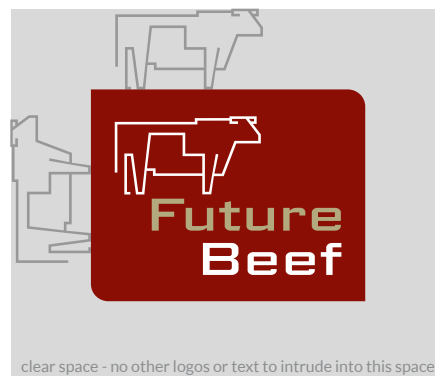
For use in mono inhouse printing and external mono printing, eg. facsimile, plans



# Minimum requirements

## Clear space

Clear space equal to the height of the stylised beast should be kept around the logo at all times. No element should appear in this clear space area.



## Preferred sizes



50mm



50mm

If possible, the preferred minimum size is:

horizontal logo: 50mm wide

vertical logo: 25mm wide



25mm



25mm

## Minimum sizes

Where space is at a premium or there are multiple logos to be included, the following minimum sizes are acceptable. Please consider what medium these are to be used in.



35 mm



35 mm

The logo should be no smaller than 35mm wide.



20 mm

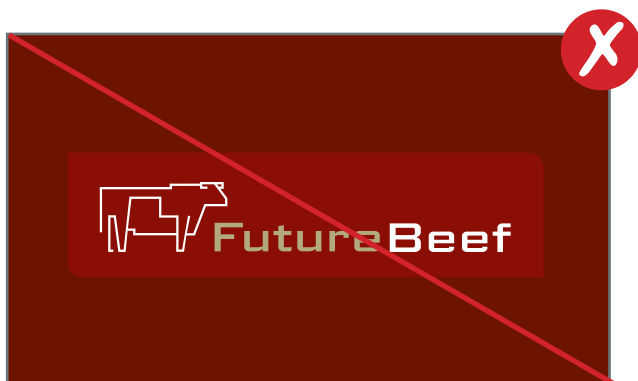


20 mm

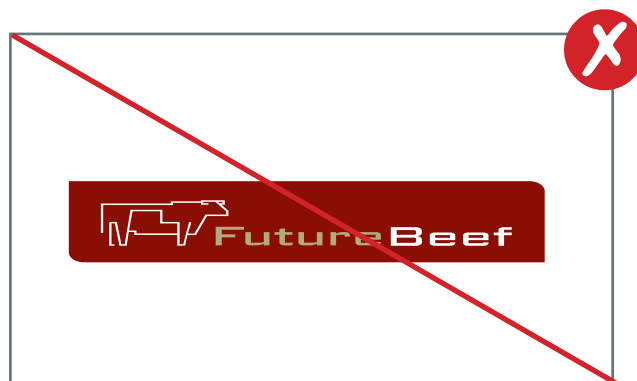
The logo should be no smaller than 20mm wide.

# Logo use - don'ts

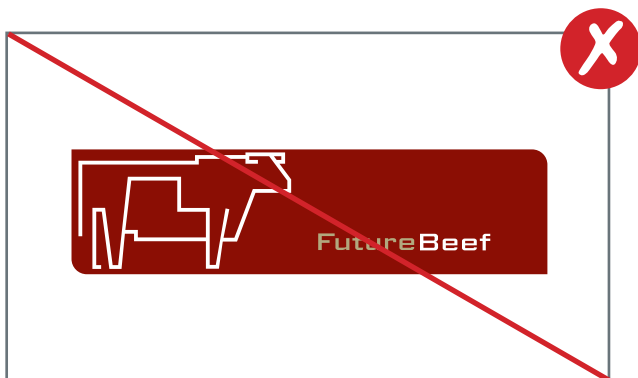
Outlined are examples of unacceptable use of the logo, they do not represent every type of misuse but show examples of common mistakes. This will assist with the overall consistency and aesthetics of the brand and the logo.



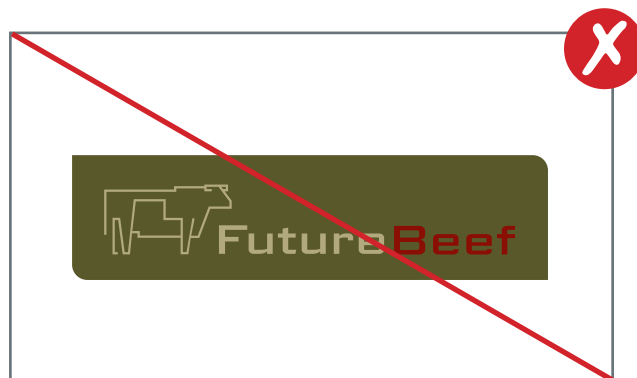
**Do not** place the logo on a background or colour where it cannot easily be seen. Use the standalone logo instead or choose a background where the logo can easily be seen.



**Do not** stretch, rotate or distort the logo in any way. The logo must be used in the proportions supplied.



**Do not** change the relationship of elements within the logo.



**Do not** change the colour of the logo or reproduce it in any other colours than those specified.

# Typefaces

Bank Gothic Medium	Used for the FutureBeef in the logo and the headings in the online eBulletins. Not to be used for headings or body copy in other collateral.
Lato	Used in professionally designed collateral such as pull up banners and on the website. Bold and Regular styles are preferred.
Calibri	Used when collateral will be changed inhouse, eg. Powerpoint and Word templates. Regular, Italic, Bold and Bold Italic styles are used.

## Lato Black

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOSTVWXYZ  
1234567890(\$&?!%\*-.,;:”)

## Lato Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOSTVWXYZ  
1234567890(\$&?!%\*-.,;:”)

## Calibri Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOSTVWXYZ  
1234567890(\$&?!%\*-.,;:”)

## Calibri Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOSTVWXYZ  
1234567890(\$&?!%\*-.,;:”)

# Colour



PMS: 188  
CMYK: 12-95-59-54  
RGB: 119-36-50  
HTML: 772432

PMS: 451C/452U  
CMYK: 17-13-45-34  
RGB: 154-153-110  
HTML: 9A996E

## FutureBeef colour palette

The FutureBeef logo consists of two colours: Red and Khaki. The two colours play an important part of the visual identity and are coupled with a supporting colour palette of Olive and Charcoal.

These colours can also be tinted to provide extra variation.

Body text should always be set in Charcoal, or 90% Black.



### Red

PMSC 188C  
PMSU 188U  
CMYK 12/95/59/54  
RGB 119/36/50  
HTML 772432



### Khaki

PMSC 451C  
PMSU 452U  
CMYK 17/13/45/34  
RGB 154/153/110  
HTML 9A996E



### Olive

PMSC 449C  
PMSU 449U  
CMYK 32/36/73/77  
RGB 79/71/38  
HTML 4C4726



### Charcoal

PMSC 90% Black  
PMSU 90% Black  
CMYK 0/0/0/90  
RGB 65/64/66  
HTML 414042

# Supporting graphics

Graphic elements have been developed to use on all FutureBeef material. These include:

- Horizontal Graphic
- Beast Icon

This horizontal graphic is made up of the supporting colour palette and is used on the website, pull up banners and Word templates.

The beast icon from the logo can also be used as a watermark where appropriate. This graphic is provided in two versions: single and grouped.



Website: Logo top left, graphic device used beneath image, single watermark beast



Pull up banner: Logo top left, graphic device used beneath image, grouped watermark beasts



Event flyer template: Logo top right, graphic device used at base of page, grouped watermark beasts

Graphic device



# Look and feel

The look and feel of the FutureBeef brand should be clean, crisp and uncluttered.

The FutureBeef logo should be positioned top left or top right and should not bleed off the top of the page.

Coloured panels should abutt each other and there should be no borders on images.

Images should fill the picture area and if possible, bleed off on at least one side.

For inhouse documents done in Microsoft Office applications, picture boxes can be square finish.

Professionally designed documents can have curved edges on some of the picture boxes, in keeping with the FutureBeef logo.

## Colours

The use of the supporting colours is important as this helps give consistency and easy recognition to the FutureBeef brand.

Bold coloured boxes in the supporting colours should be used for emphasising important information.

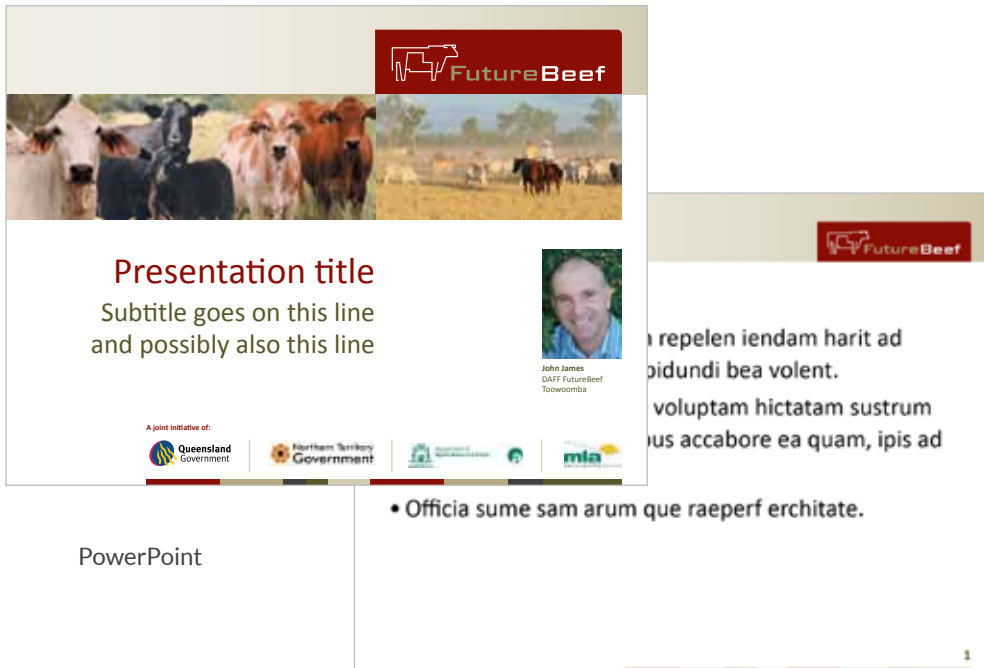
The page background should be light, and can have a subtle gradation. Documents that have heavy text areas (such as Powerpoint presentations, event flyers and reports) should have a predominately white background.



Using coloured band with cow graphic (pull up banner)




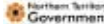


Using coloured band with cow graphic (website)



**FutureBeef**

**Presentation title**  
Subtitle goes on this line  
and possibly also this line

John James  
DAFF FutureBeef  
Toowoomba

A joint initiative of:  





repelen iendam harit ad  
pidundi bea volent.  
voluptam hictatam sustrum  
us accabore ea quam, ipis ad

• Officia sume sam arum que raeperf erchitate.

1

PowerPoint



**FutureBeef**

**BeefUp Forum**  
More beef, more money

**Dalby - Tuesday 22 November 2011**  
‘Anzac Room’, Dalby RSL Club, 69 Drayton Street, Dalby

**Moonie - Wednesday 23 November 2011**  
Moonie Crossroads Hotel, Cnr Moonie & Leichhardt Highways, Moonie

**Practical tools and information to beef up your business**

**Admission \$20 per business**

To register call MLA on 1800 675 717

**11.30 am:** Registration and lunch  
**12.00 pm – 6.30 pm:** Presentations  
**6.30 pm:** BBQ Dinner

Event Flyer Template

This is a Microsoft Word template - note the white margin which assists with inhouse printing.



**FutureBeef**

Working together for profitable and sustainable northern beef production

**eBulletin**

Nov 2011

This is an info paragraph that could also be used as a table of contents

**Story title**  
Sed ac utlo eu risus adipiscing vehicula in eget tella. Sed pulvinar: eros at portitor tristique, nulla velit mattis urna, vitae accumsan odio metus non nibh? Consectetur pulvinar magna. In interdum tuncipit augue, laoreet varius quam tristique ac?

**Read more**

**Story title**  
Duis tortor diam, malesuada ac tristique tristique vehicula ac ipsum? Sed aliquet tempus ante nec dignism. Praesent a dolor et lectus suscipit facilis eu vel urna. Sed ac nibh eu risus adipiscing vehicula in eget tella. Sed pulvinar: eros at portitor tristique, nulla velit mattis urna, vitae accumsan odio metus non nibh? Nulla rem augue et neque accumsan dictum vestibulum. Maecenas tristique velit. Maecenas ante erat, condimentum eros.

**Read more**

**Story title**  
Sed ac utlo eu risus adipiscing vehicula in eget tella. Sed pulvinar: eros at portitor tristique, nulla velit mattis urna, vitae accumsan odio metus non nibh? Consectetur pulvinar magna. In interdum tuncipit augue, laoreet varius quam tristique ac?

**Read more**

A joint initiative of:  





This email was sent to: [email] | unsubscribe | info for a B B B B

eNewsletter

Postcard



DVD



# Language

To maintain brand consistency, FutureBeef should always be written in the same way in all communication.



**FutureBeef must be written as one word with a capital B.**



**FutureBeef** is a collaborative program for the northern Australia beef industry

Capitalise FutureBeef at the start of sentences and write as one word.



~~futurebeef~~ is a collaborative program for the northern Australia beef industry

**Do not** write FutureBeef in lower case.



The aim of the **FutureBeef** program is to support sustainable and profitable productivity...

Capitalise FutureBeef in the middle of sentences and write as one word.



~~The aim of the Future Beef program is to support sustainable and profitable productivity...~~

**Do not** write FutureBeef as two words.

For help using the logo and brand guidelines or to seek clarification about use of elements, please contact:

**Krista Cavallaro**

Manager (FutureBeef), Animal Science  
Agri-Science Queensland  
Department of Agriculture and Fisheries

Ecosciences Precinct, Level B2 East  
41 Boggo Road, Dutton Park Qld 4101  
GPO Box 267, Brisbane Qld 4001

t: +61 7 3255 4324

m: 0428 100 625

f: +61 7 3844 3962

e: [krista.cavallaro@daf.qld.gov.au](mailto:krista.cavallaro@daf.qld.gov.au)

This document was prepared by:

**Kingfisher Creative**

T: (07) 4696 6047

E: [creatinganswers@kingfishercreative.com.au](mailto:creatinganswers@kingfishercreative.com.au)

[kingfishercreative.com.au](http://kingfishercreative.com.au)