

Brand Guidelines Lite



Version 1.0 — June 2023

Brandmark

Our brandmark is made up of three elements.

The symbol is a unique identifier created from overlapping two 'n' characters. The brand name is set in the typeface 'Lexend' and the tagline provides the context for the organisation.

The preference is to use the tagline version wherever space and legibility permits, but in some circumstances where scale is compromised, the brandmark without a tagline can be used.

Primary
(Stacked)



Secondary
(Horizontal)



Brandmark

Our brandmark is one colour only, either positive or reversed.

Primary Reversed
(Stacked)



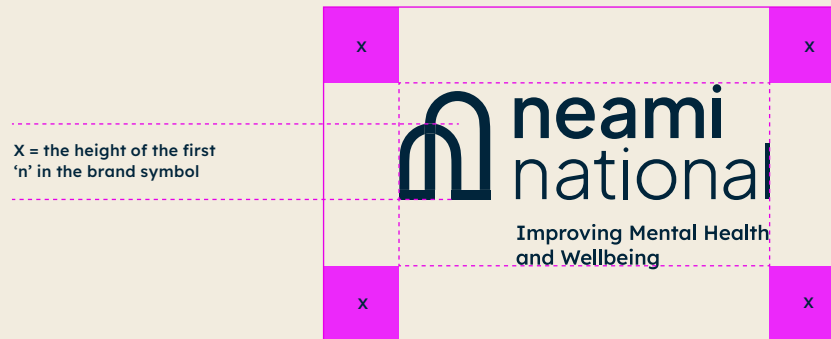
Secondary Reversed
(Horizontal)



Rules for use

Clear space

To ensure that the Neami brandmark is reproduced in a clear and consistent way, always use clear space to the value of 'X' surrounding the brandmark. For clear space size, 'X' is equal to the height of the first 'n' in the brand symbol.



Minimum size

Minimum size specifications are provided to ensure the brandmark is reproduced effectively at a small size in both print and screen applications.

Minimum size
on screen



Minimum size
in print



Colour palette

The Neami colour palette consists of eight colours.

For consistency, only use the exact colour specifications outlined here.

For screen applications (e.g. web and PowerPoint), use the RGB or HEX breakdown.

For printed material, use the 4-colour process (CMYK) breakdown or spot colour (Pantone) for each colour.

An extended colour palette is available for complex data and reporting. Contact the Engagement team for more information.

Sand

C 4 M 5 Y 11 K 0
R 241 G 235 B 223
HEX #F1EBDF
PMS Warm Grey 1 U

White

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

Orange

C 0 M 75 Y 75 K 0
R 241 G 101 B 72
HEX #F16548
PMS 165 U

Pink

C 0 M 44 Y 16 K 0
R 246 G 164 B 175
HEX #F6A4AF
PMS 197 U

Mid blue

C 86 M 63 Y 0 K 0
R 48 G 101 B 176
HEX #3065B0
PMS 2728 U

Deep blue

C 98 M 78 Y 48 K 56
R 1 G 37 B 59
HEX #01253B
PMS 289 U

Light blue

C 78 M 0 Y 26 K 0
R 0 G 184 B 196
HEX #00B8C4
PMS 319 U

Green

C 80 M 0 Y 70 K 0
R 0 G 179 B 125
HEX #00B37D
PMS 347 U

**Have any
questions?**

Contact the Neami Engagement team:

External enquiries
communications@neaminational.org.au