

BioBlitz Australia
brand guidelines / version 1.0



BioBlitz Australia primary logo

The primary logo for the BioBlitz Australia consists of the words 'BioBlitz Australia' and the magnifying glass with fractal detail icon.

The logo may not be horizontally or vertically skewed.

At very small sizes where only one-colour reproduction is available, and/or where the quality of reproduction cannot be controlled, a **mono (black) version** of the logo may be an option.

A **reversed (white) version** of the logo can be used on a dark, solid, flat colour as an alternative. This version should not be placed over complicated imagery.

Ensuring quality

Illustrator EPS (vector-based) logo files are available for all BioBlitz Australia logos. Logos supplied in this file format are preferred as they can be made larger and smaller without affecting the quality or legibility of the logo, making them ideal for high quality print reproduction. JPG and PNG (pixel-based) logo files have also been supplied for internal word processing and screen use (ie. website).

BioBlitz Australia LOGO
FULL COLOUR

filename : BIOBLITZ_logo_AUS_colour



BioBlitz Australia LOGO
MONO

filename : BIOBLITZ_logo_black



BioBlitz Australia LOGO
REVERSED (1 colour)

filename : BIOBLITZ_logo_AUS_white



BioBlitz Australia LOGO
REVERSED (2 colour)

filename : BIOBLITZ_logo_AUS_reversed
(also supplied in oval shape : BIOBLITZ_logo_AUS_oval)



BioBlitz Australia regional logo

A region-specific logo can be set up by local groups and consists of the words 'BioBlitz', the region's name and the magnifying glass with fractal detail icon.

A blank 'BioBlitz' logo has been supplied to which the region's name is to be inserted in the same style as 'Australia'. The region is to be spelt out in **uppercase** using the font **Campton Bold** as per the examples supplied here.

The logo may not be horizontally or vertically skewed.

At very small sizes where only one-colour reproduction is available, and/or where the quality of reproduction cannot be controlled, a **mono (black)** version of the logo may be an option.

A **reversed (white)** version of the logo can be used on a dark, solid, flat colour as an alternative. This version should not be placed over complicated imagery.

Ensuring quality

Illustrator EPS (vector-based) logo files are available for all BioBlitz Australia logos. Logos supplied in this file format are preferred as they can be made larger and smaller without affecting the quality or legibility of the logo, making them ideal for high quality print reproduction. JPG and PNG (pixel-based) logo files have also been supplied for internal word processing and screen use (ie. website).

BioBlitz <insert region> LOGO
FULL COLOUR

filename : BIOBLITZ_logo_colour



Font: Campton Bold
Case: Uppercase
Tracking: 100pt
Colour: Navy

BioBlitz <insert region> LOGO
MONO

filename : BIOBLITZ_logo_black



BioBlitz <insert region> LOGO
REVERSED (1 colour)

filename : BIOBLITZ_logo_white



BioBlitz <insert region> LOGO
REVERSED (2 colour)

filename : BIOBLITZ_logo_reversed
(also supplied in oval shape : BIOBLITZ_logo_oval)



BioBlitz Australia icon

The magnifying glass icon includes a detail taken from the Australian Citizen Science Association 'fractal Australia' icon. It is placed within a magnifying glass to zoom in on the network detail.

The magnifying glass icon can be used independently of the primary logo and as a decorative device.

The logo may not be horizontally or vertically skewed.

Ensuring quality

Illustrator EPS (vector-based) logo files are available for all BioBlitz Australia logos. Logos supplied in this file format are preferred as they can be made larger and smaller without affecting the quality or legibility of the logo, making them ideal for high quality print reproduction. JPG and PNG (pixel-based) logo files have also been supplied for internal word processing and screen use (ie. website).

BioBlitz Australia ICON
FULL COLOUR

filename : BIOBLITZ_icon_navy



BioBlitz Australia ICON
MONO

filename : BIOBLITZ_icon_black



BioBlitz Australia ICON
REVERSED

filename : BIOBLITZ_icon_white



BioBlitz Australia ICON
FULL COLOUR (circle)

filename : BIOBLITZ_icon_green



BioBlitz Australia typography

The logo typeface for the BioBlitz Regions is **Campton Bold**. For all body copy the suggested font is Avenir 35 Light, while Avenir 85 Heavy can be used for headings / emphasis within the body copy.

When Avenir is not available, Arial or Helvetica should be used. The Regular weight should be used for all body copy, while the Bold weight should be used for emphasis within the body copy.

CAMPTON
Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

AVENIR
35 Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

AVENIR
85 Heavy

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

ARIAL / HELVETICA
Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

ARIAL / HELVETICA
Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

BioBlitz Australia

primary colour palette

The primary brand colours are green (PMS 7495C) and navy (PMS 303C).

For **professional (offset) printing**, the PMS specification and/or the CMYK values are to be referenced for any material that is printed offset.

For **in-house (digital) printing & screen use**, the RGB values specified are intended for materials that are to exist both as screen versions and digitally (for example, your office desktop printer) printed versions. These values should not be used for screen-only applications, such as email signatures and web pages.

BioBlitz Australia
GREEN
PMS 7495 C



C	42	R	162
M	17	G	177
Y	99	B	58
K	0		

BioBlitz Australia
NAVY
PMS 303 C



C	99	R	16
M	76	G	62
Y	38	B	96
K	27		

BioBlitz Australia

secondary colour palette

The secondary brand colour palette has been established for use in various communication pieces, for instance to delineate chapters in the Guidelines document.

For **professional (offset) printing**, the PMS specification and/or the CMYK values are to be referenced for any material that is printed offset.

For **in-house (digital) printing & screen use**, the RGB values specified are intended for materials that are to exist both as screen versions and digitally (for example, your office desktop printer) printed versions. These values should not be used for screen-only applications, such as email signatures and web pages.

BioBlitz Australia ORANGE PMS 166 C	BioBlitz Australia GOLDEN YELLOW PMS 138 C	BioBlitz Australia TEAL BLUE PMS 8281 C	BioBlitz Australia GUMLEAF GREEN PMS 445 C	BioBlitz Australia TAN PMS 7524 C	BioBlitz Australia BEIGE PMS 7529 C
					
C 0 R 0 M 72 G 82 Y 100 B 149 K 0	C 1 R 246 M 38 G 168 Y 100 B 28 K 0	C 51 R 125 M 14 G 175 Y 36 B 164 K 3	C 73 R 78 M 46 G 109 Y 54 B 107 K 15	C 13 R 189 M 57 G 114 Y 79 B 65 K 15	C 3 R 219 M 8 G 207 Y 17 B 190 K 12