Alzheimer's
Research
Australia

Brand Style Sheet 2023

Portrait colour

Portrait mono

Portrait colour reversed

Portrait mono reversed

Landscape colour

Landscape mono

Landscape colour reversed

Landscape mono reversed

Primary palette

ARA
BRAND
NAVY BLUE

R18 G19 B53
C96 M92 Y46 K58
#121335

ARA
BRAND
WHITE

R244 G242 B241
C3 M3 Y3 K0
#F4F2F1

ARA
BRAND
PURPLE

R171 G77 B156
C35 M84 Y0 K0
#AB4D9C

ARA
BRAND
ORANGE

R248 G152 B35
C0 M47 Y96 K0
#F89823

Secondary support palette

ARA
SUPPORT
OCEAN BLUE

R41 G75 B157
C95 M82 Y3 K0
#294B9D

ARA
SUPPORT
GREEN

R0 G174 B124
C79 M3 Y69 K0
#00AE7C

ARA
SUPPORT
LIGHT BLUE

R76 G197 B221
C61 M0 Y12 K0
#4CC5DD

Primary typeface

Secondary typeface

Headline
Rubik Light

Download here

Body copy (recommended for screen)
Albert Sans Regular

Download here

Body copy (recommended for print)
Albert Sans Light

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

1234567890

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

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