



DEAKINCo.

Brand Styleguide

MARCH 2021



CONTENTS

3	BRANDMARK	11	TYPOGRAPHY
4	BRANDMARK REVERSED	12	TYPOGRAPHIC TREATMENT
5	CO-BRANDING	13	SASH BRAND PROPERTY
6	CLEARSPACE	18	ICONOGRAPHY
7	MINIMUM SIZE	19	INFOGRAPHIC STYLE
8	BRAND ARCHITECTURE	20	PHOTOGRAPHY – HERO
9	COLOUR PALETTE	21	PHOTOGRAPHY – CONTENT
10	COLOUR ACCESSIBILITY	22	TEMPLATES

BRANDMARK

PRIMARY BRANDMARK

The DeakinCo. brandmark is an important asset to the brand and will serve as a foundation for all of our visual communications. To maintain a strong brand identity it is important that our logo is always applied consistently wherever it appears. It should never be manipulated or distorted and should always be used with care and consideration.

HORIZONTAL BRANDMARK

The horizontal brandmark is a support mark that is perfect for landscape formats or when there is limited space. This should be used in instances where the primary brandmark isn't working well.

SYMBOL

The DeakinCo. symbol is a secondary element that we can use to communicate the DeakinCo. brand. Its strong graphic style has a dynamism that can be used as a graphic element in conjunction with the brand's colour and imagery. This is a support element to express the DeakinCo. brand and has more flexibility to be seen in the colours from the primary colour palette.

TYPEMARK

The typemark is a support mark that is bold and easy to read, which is perfect when we need a DeakinCo. element that can be viewed at small sizes.



DEAKINCo.

PRIMARY BRANDMARK



HORIZONTAL BRANDMARK



SYMBOL

DEAKINCo.

TYPEMARK

BRANDMARK REVERSED

Wherever possible, use the solid version of the logo or symbol on a white background.

However, if the brandmark, symbol or typemark needs to appear on a coloured or dark background, they may be used in their reversed state, as seen here.



DEAKINCo.

PRIMARY BRANDMARK

DEAKINCo.

HORIZONTAL BRANDMARK



SYMBOL

DEAKINCo.

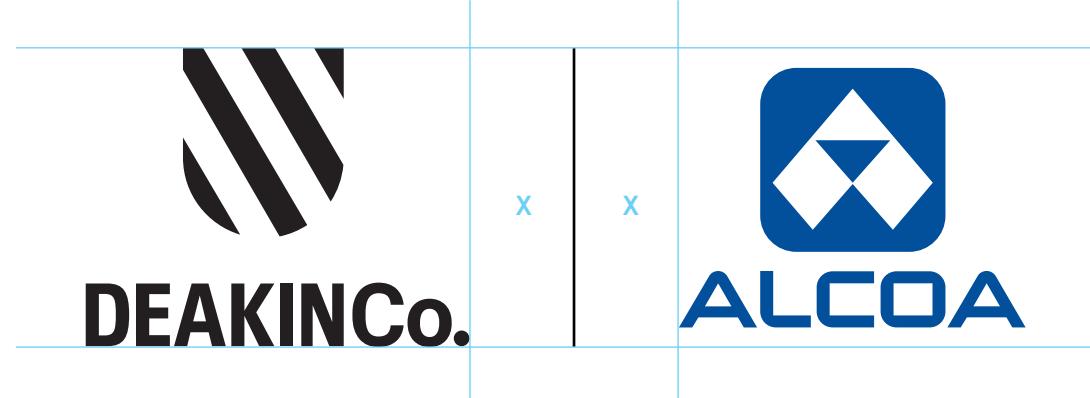
TYPEMARMK

CO-BRANDING

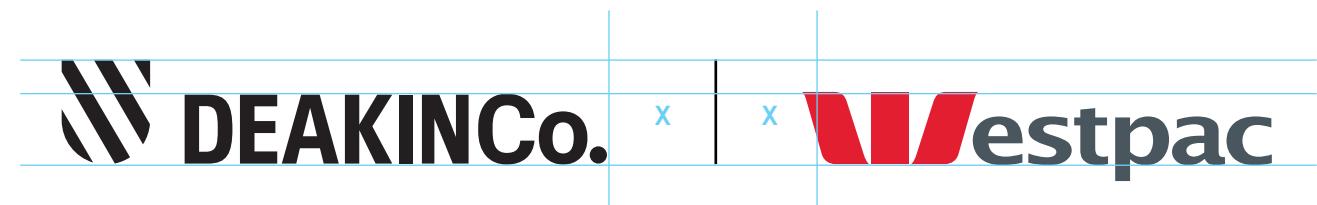
Co-branding, also called a brand partnership, this is when two companies form an alliance to work together.

The DeakinCo. trademark and partnership trademark must be displayed at comparable size, colour and visual weight, with the DeakinCo. trademark appearing first.

A hairline with a visually balanced gap separates the two trademarks, denoting the partnership between the two brands.



PRIMARY BRANDMARK WITH CO-BRANDING LOCKUP



HORIZONTAL BRANDMARK WITH CO-BRANDING LOCKUP

CLEARSPACE

Clear space ensures that our trademark and symbol are given the appropriate space for maximum clarity and legibility.

Please observe the clear space around the logo and symbol to maximise visual effectiveness.

No type or other visual elements should intrude into this specified clear space.



PRIMARY BRANDMARK



HORIZONTAL BRANDMARK



SYMBOL

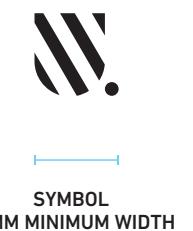


TYPEMARK

MINIMUM SIZE

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.

The minimum size requirement is based on the width of the logo.



BRAND ARCHITECTURE

Our brand architecture is structured as a branded house hierarchy with the DeakinCo. masterbrand at the top of our brand hierarchy, with the product brands a level below.



DEAKINCo.

MASTERBRAND

WORKPLACE CREDENTIALS

WORKPLACE LEARNING

WORKPLACE QUALIFICATIONS

PRODUCT BRANDS

COLOUR PALETTE

PRIMARY COLOUR PALETTE

There are two primary colours:

1. black
2. white



SECONDARY COLOUR PALETTE

There are seven secondary colours. These all have equal weighting and can be used to best reflect the imagery and create the most attractive applications.

The light grey is used to offset the colours and can be used as a background colour or to create visual hierarchy.

EXTENDED COLOUR PALETTE

The extended colour palette can be used to support the primary colour palette. They can create darker shades to compliment the secondary colour palette and aid legibility (ie. icons).



SKY BLUE
4B9ACA
C:70 M:27 Y:8 K:0
R:75 G:154 B:202



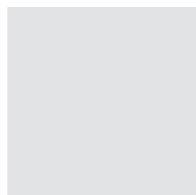
YOLK
FBAD1A
C:0 M:38 Y:91 K:0
R:251 G:173 B:26



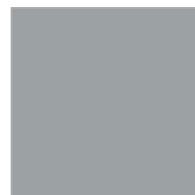
MINT
4F9F87
C:70 M:17 Y:54 K:2
R:79 G:159 B:135



BERRY
B6539A
C:32 M:78 Y:0 K:0
R:182 G:83 B:154



LIGHT GREY
E9E9E9
C:0 M:0 Y:0 K:12
R:233 G:233 B:233



MID GREY
A7A9AC
C:37 M:27 Y:27 K:6
R:167 G:169 B:172



DARK GREY
474648
C:64 M:55 Y:51 K:51
R:71 G:70 B:72



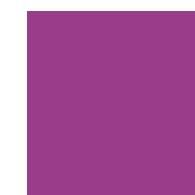
DARK SKY BLUE
0086C8
C:81 M:36 Y:0 K:0
R:0 G:134 B:200



DARK YOLK
D88028
C:13 M:56 Y:91 K:2
R:216 G:128 B:40



DARK MINT
0C9075
C:82 M:19 Y:62 K:4
R:12 G:144 B:117



DARK BERRY
983D8A
C:46 M:91 Y:10 K:0
R:152 G:61 B:138

SECONDARY COLOUR PALETTE

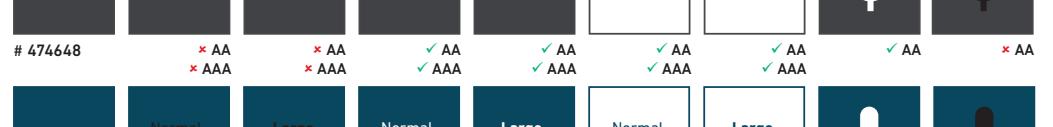
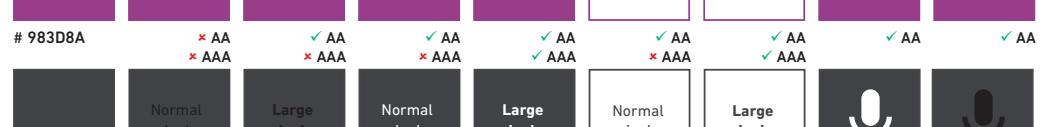
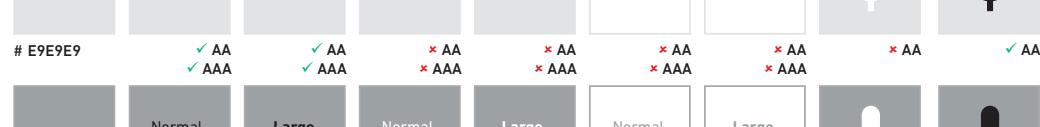
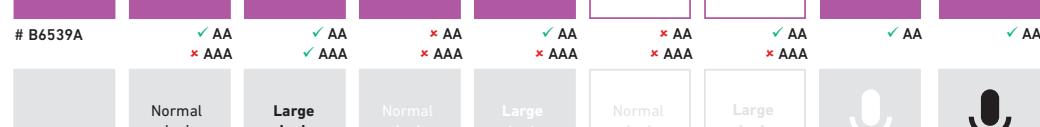
EXTENDED COLOUR PALETTE

COLOUR ACCESSIBILITY

BRAND COLOURS – ACCESSIBILITY CHECKER (WCAG 2.1 COMPLIANCE-CONTRAST CHECKER)

Please refer to the chart below when creating assets that have either black or white text on a coloured background or coloured text on a white background. Wherever possible, a conscious effort should be made to achieve Level AAA compliance.

Please note that for UI components, the lighter hues need to be offset with a black stroke of at least 1px to be AA-compliant.



TYPOGRAPHY

PRIMARY TYPEFACE

Our primary typeface is Din Next LT Pro. This typeface is to be used for all internal and external branding and marketing across print, electronic and digital. It comes in a range of weights, each of which has a complementary italic and condensed counterpart, and can be purchased here: <https://www.myfonts.com/fonts/linotype/din-next>

SECONDARY TYPEFACE

Our secondary typefaces are Barlow and Barlow Condensed. These typefaces are for internal office use only. It comes in a range of weights with complementary italics. They are part of the Google Fonts range and are free to download from here:

- <https://fonts.google.com/specimen/Barlow>
- <https://fonts.google.com/specimen/Barlow+Condensed>

DIN Next LT Pro

Light

Light Condensed

Regular

Condensed

MEDIUM

MEDIUM CONDENSED

BOLD

BOLD CONDENSED

PRIMARY

Barlow/Barlow Condensed

Light

Condensed Light

Regular

Condensed Regular

MEDIUM

CONDENSED MEDIUM

BOLD

CONDENSED BOLD

SECONDARY (INTERNAL OFFICE USE)

TYPOGRAPHIC TREATMENT

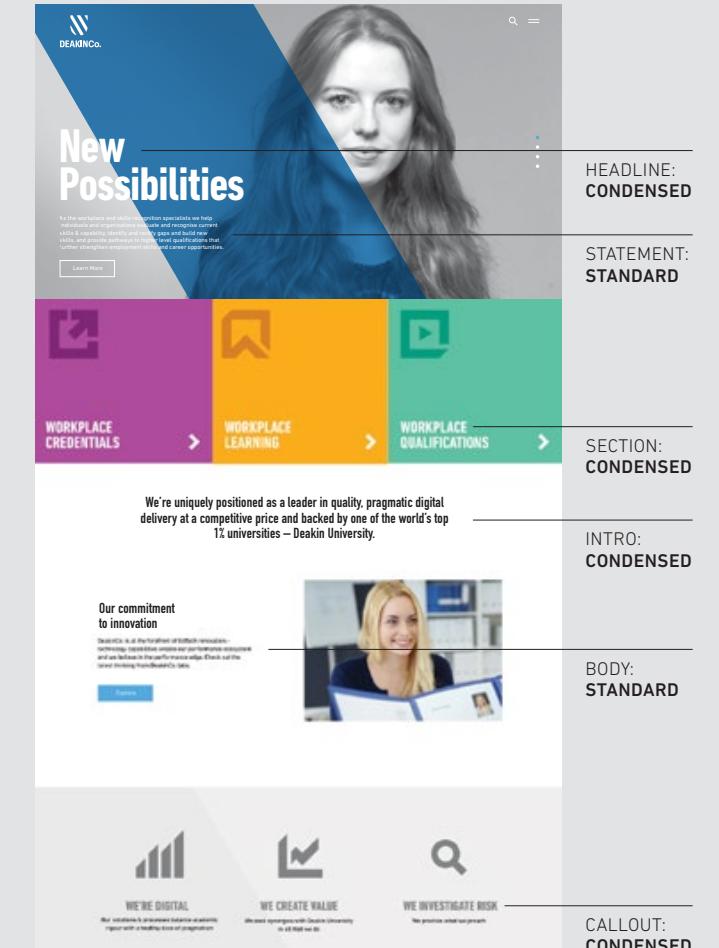
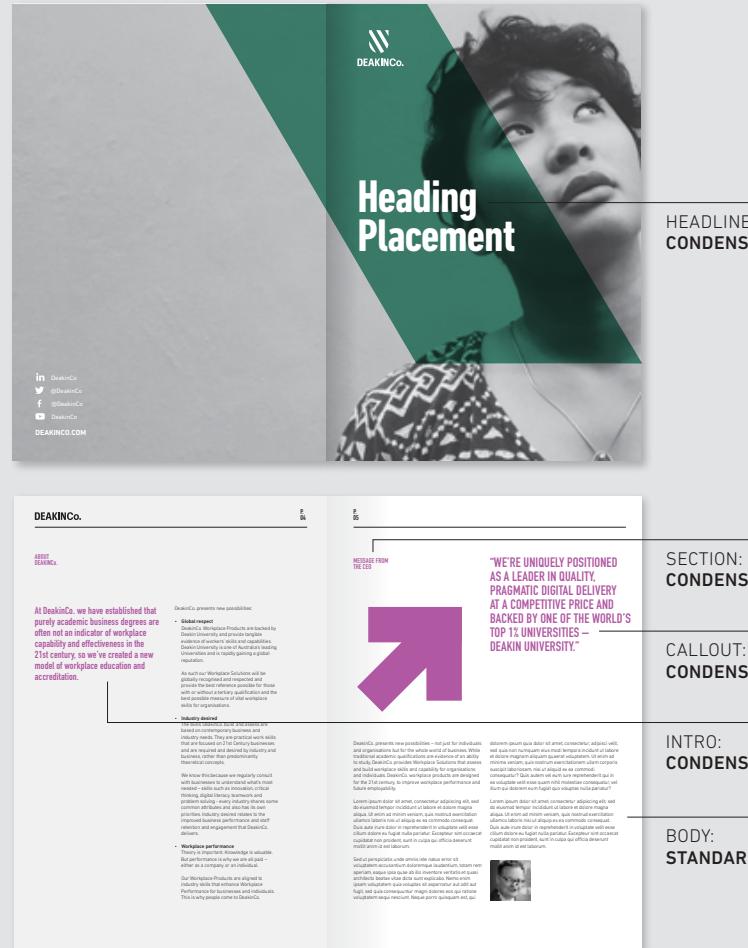
Our typographic treatment confidently balances the use of standard and condensed fonts to add subtle layers of hierarchy and interest.

CONDENSED

As a general rule, headlines, introduction paragraphs, sections (ie. topics in a document or pages on a website) and callouts (ie. quotes, expertise) will use the condensed fonts, with flexibility to use either medium or bold weights depending on size and application. Keep tight typographic rules; a good starting point is to keep the point size and leading the same (ie. 40pt/40pt) with compact tracking (ie. 0 to -20). For key headlines and statements (ie. brand essence, brand attributes) we can use either sentence case or uppercase to add emphasis to these statements.

STANDARD

Following this level of hierarchy, statements, bodycopy and descriptions will use the standard fonts; primarily use regular for bodycopy but light, medium and bold weights can also be used for legibility, balance and hierarchy.



SASH BRAND PROPERTY

The sash brand property is a unique, flexible, ownable graphic element that can be used to create balanced compositions to our brand.

The sash brand property can be created from our symbol, or created by following the rules outlined here.



SASH BRAND PROPERTY

When using the sash brand property, there are rules to ensure an ease of application and a visual consistency across all touchpoints of our brand.

Dividing the width of the media into 10 columns, the width of the sash can be between 4 to 8 units of width. This allows flexibility to adjust and tailor the sash to the imagery, text or other content, and media size. The sash can be positioned freely along the horizontal axis of the media to compliment and balance the imagery.

Note that these rules can be flexible depending on the media size or the content within the media, but use best judgement to ensure there is consistency across branded touchpoints.



SASH BRAND PROPERTY

An example of the flexible nature of the sash brand property is for applications that are an extreme format, such as a tall and thin pullup banner or a wide digital banner ad, or when the media has multiple frames such as an animated banner.

For these formats, the sash brand property can extend beyond the rules to ensure there are no limitations and there is freedom to develop the right aesthetic solution when creating branded content.



SASH BRAND PROPERTY

If there are issues with text legibility on the sash brand property, due to the contrast of image coming though, we can bolster the sash with a light shade of white to flatten the contrast of the image.

To create this effect, simply add a second sash underneath the coloured sash and make it white with a low opacity (this only requires a light touch of between 20-40% opacity).

This technique will not be required in most cases, but this adds to the flexible nature of our sash brand property, and use best judgement to ensure there is consistency across branded touchpoints.



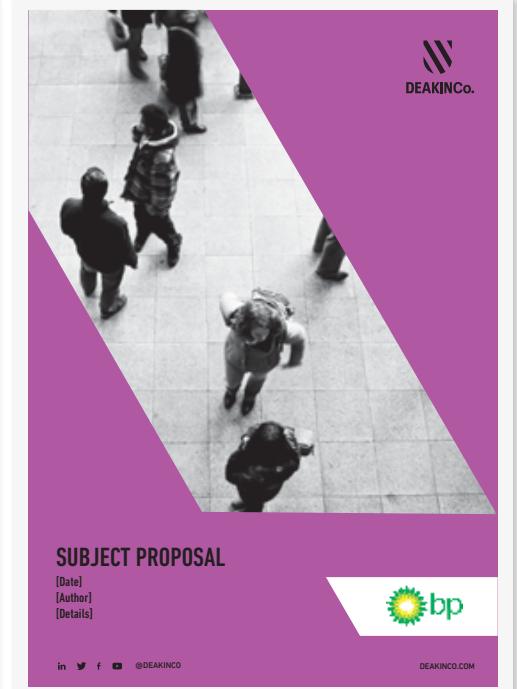
SASH:
MULTIPLY
WITH WHITE
AT 20%
OPACITY
UNDERNEATH

SASH BRAND PROPERTY

To extend our brand further, the sash brand property can be used as the basis of other graphic elements and graphic forms within our branded content.

It can be used short (ie, not at the full height of the media) as a graphic element to create layout compositions or house text to create hierarchy, as a background tint to lead the eye across and down the page, as a graphic shape to house imagery, or as a clearspace panel to isolate non-brand assets.

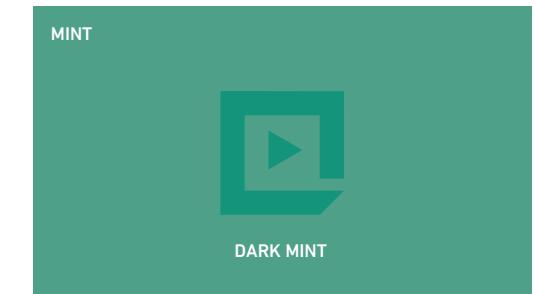
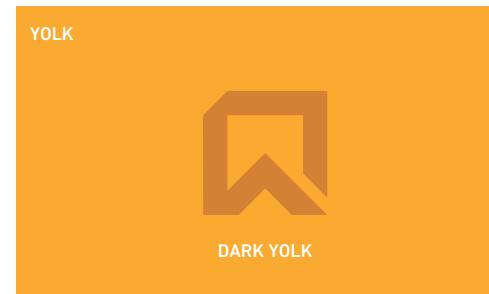
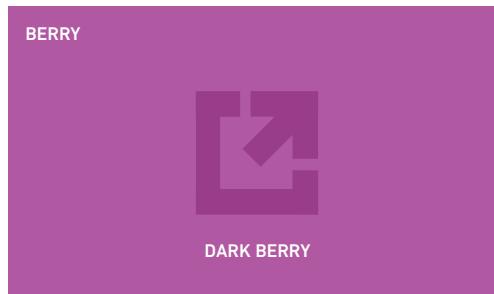
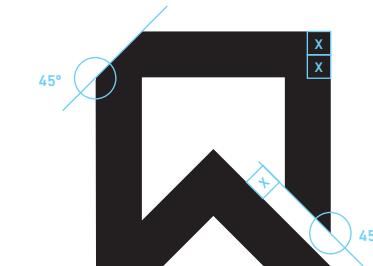
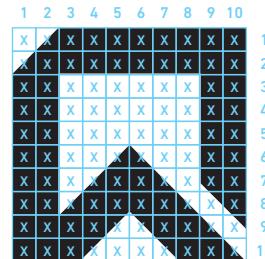
This option is most effective when used at scale to create bold, confident compositions.



ICONOGRAPHY

To create our icons, divide your artboard into 10x10 units (ie. 100x100mm, with a grid every 10mm). Aim to have all edge forms (ie. rectangles) 2 units wide. Use gaps of 1 unit to define forms and create depth. For free-form elements (ie. circles, play symbol) ensure the 2 unit width is maintained; full alignment to the 10x10 grid is not mandatory as long as the 1 unit gaps are maintained and there is a size or alignment relationship with other elements.

If creating icons for UI components and accessibility is a requirement, monochromatic version can be used to provide maximum accessibility for users.



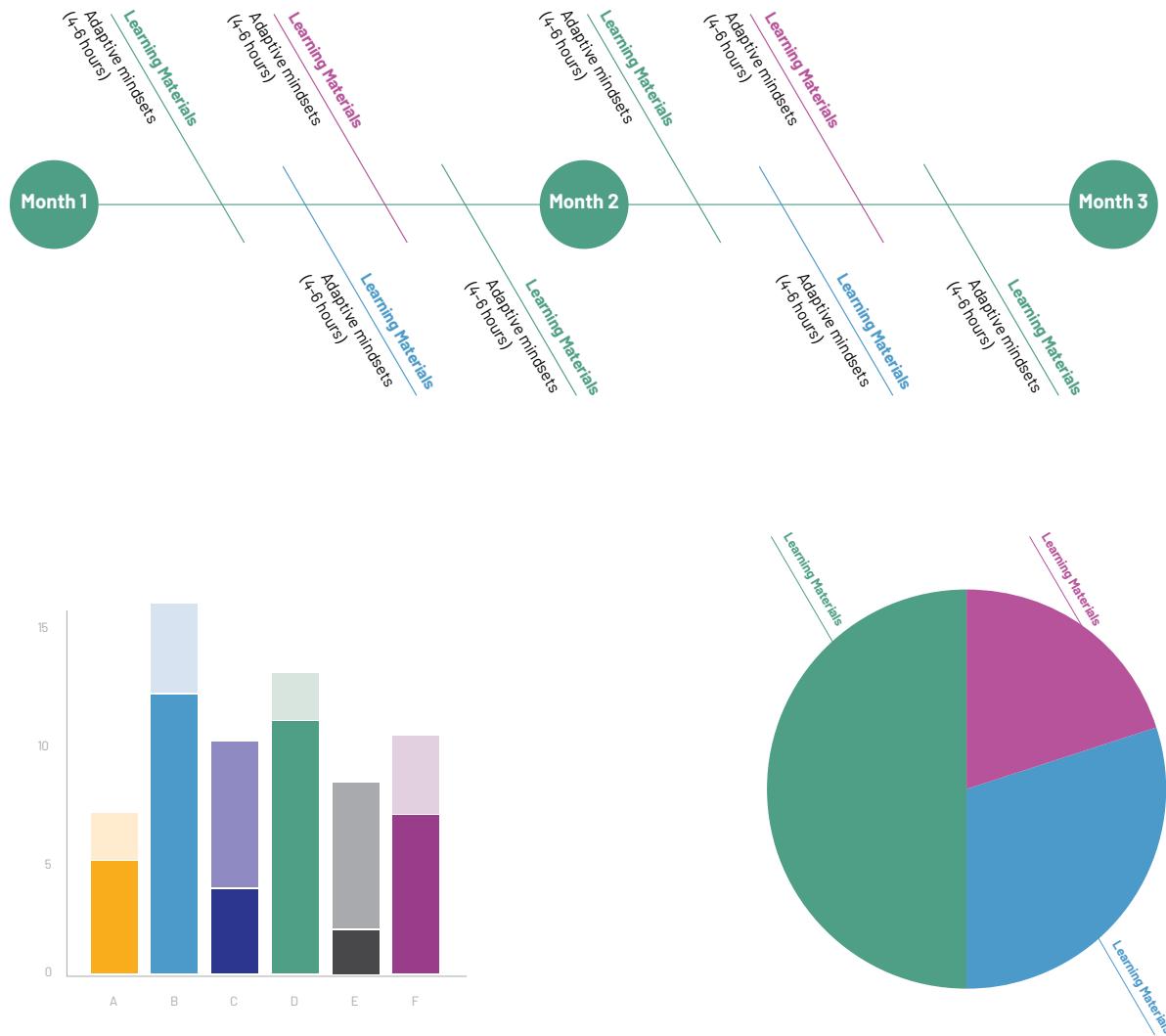
INFOGRAPHIC STYLE

Wherever possible, content illustrations and graphics should aim to use the secondary and extended colour palette, using a limited palette if possible.

If additional colours are required, use tints of the colour palette; if further colours are required use complimentary colours.

Solid colours are to be used – no gradient or drop shadows.

Any sourced graphics (i.e. not created in-house) should aim to be as close to brand palette as possible, or should be in vector format and recoloured.



PHOTOGRAPHY – HERO

Our hero photography is to be black & white (in appearance only, can be CMYK or RGB to allow greater tonal range) and used with our sash brand property.

Imagery should have a clear focal point on the subject and should have a strong depth of field; if not, ensure that the foreground and/or background is blurred to create a clear focal point. Reduce the contrast to create a silvery, distinguished cast across the image.

If sourcing imagery, preference imagery with less detail in the background.

In the example shown here, using Adobe Photoshop, the Background layer (here named 'Main') has been duplicated to ensure the file is non-destructive. The 'Main' layer has been converted to a smart object, and blur gallery and camera raw filters have been applied. The blur gallery uses an iris blur to soften the area surrounding the subject. The camera raw filter has the contrast reduced (in this example to -100). An additional levels adjustment layer is added to reduce the black point and increase the grey point.

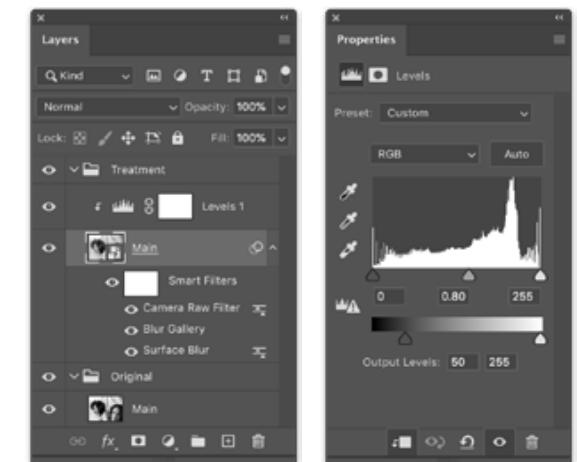
If you are working in an Office application, such as Powerpoint, you can use the Picture Format tab to desaturate the image and either use the in-built Recolor options or adjust manually in the Colour Options.



ORIGINAL IMAGE



COLOUR CORRECTED IMAGE



EXAMPLES



PHOTOGRAPHY – CONTENT

Our content photography refers to imagery that is used alongside bodycopy, such as articles in print collateral or pages on a website, to help convey the desired message.

Photographs do not need to be literal interpretations of topics or subject matter. Photos of people should be genuine and encompass a relevant yet broad range of ethnicity.

Usage of photography and photographic elements should aim to convey a message, but do not need to be literal except where depicting specific content. Where possible, photos that pick up on brand hues should be preferred, although images should not be tinted or use overlays to achieve palette adherence.

Photos that look like 'stock images' should be avoided, especially images of people.



A4 LETTERHEAD



A4 INFO SHEET

2021 SAMPLE HEADLINE

Subheading to go here

HEADING

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusamus et iusto odio dignissim qui blanditiis praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.





[in](#) [t](#) [f](#) [y](#) [@DEAKINCO](#) [DEAKINCO.COM](#)

2021 SAMPLE HEADLINE

Subheading to go here

HEADING

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusamus et iusto odio dignissim qui blanditiis praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.





[in](#) [t](#) [f](#) [y](#) [@DEAKINCO](#) [DEAKINCO.COM](#)

2021 SAMPLE HEADLINE

Subheading to go here

HEADING

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusamus et iusto odio dignissim qui blanditiis praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.





[in](#) [t](#) [f](#) [y](#) [@DEAKINCO](#) [DEAKINCO.COM](#)

2021 SAMPLE HEADLINE

Subheading to go here

HEADING

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusamus et iusto odio dignissim qui blanditiis praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.





[in](#) [t](#) [f](#) [y](#) [@DEAKINCO](#) [DEAKINCO.COM](#)

"Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat."



"Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat."

A4 BROCHURE

Heading Placement

DEAKINCo.

P. 01

DEAKINCo.

ABOUT DEAKINCo.

At DeakinCo. we have established that purely academic business degrees are often not an indicator of workplace capability and effectiveness in the 21st century, so we've created a new model of workplace education and accreditation.

DeakinCo. presents new possibilities:

- Global market**
- The skills DeakinCo. build and assess are based on contemporary business and industry needs. They are practical work skills that are focused on 21st Century business performance and future employability for business, rather than predominantly theoretical concepts.
- We know this because we regularly consult with businesses across the globe about what they need from their employees – innovation, critical thinking, digital literacy, teamwork and problem solving – every industry shares some common goals and challenges. This is why our products are designed to relate to the improved business performance and staff engagement that DeakinCo. delivers.

For example:

- Example one quam endunt ut exis sit qit et fercapteq; il mod magna ex qua sit ad aut
- Example two quam endunt ut labores dobre magna aliquia. Ut excessus totus non ne ligende sum fugitum con desultau?
- Example three quam endunt ut exis sit qit et fercapteq; il mod magna ex qua sit ad aut
- Workplace performance**

Theory is important. Knowledge is valuable. But performance is why we are all paid – either as a company or as individuals.

Our Workplace Products are aligned to industry skills that enhance Workplace Performance for businesses and individuals. This is why people come to DeakinCo.

P. 02

MESSAGE FROM THE CEO

"WE'RE UNIQUELY POSITIONED AS A LEADER IN QUALITY, PRAGMATIC DIGITAL DELIVERY AT A COMPETITIVE PRICE AND BACKED BY ONE OF THE WORLD'S TOP 1% UNIVERSITIES – DEAKIN UNIVERSITY."

DeakinCo. presents new possibilities – not just for individuals and organisations but for the whole world of business. While traditional academic qualifications are evidence of knowledge, to study DeakinCo. provides Workplace Solutions that assess and build workplace skills and capability for organisations and individuals. DeakinCo. workplace products are designed for the 21st century to improve workplace performance and future employability.

Opta lux magistrat lucis aliq; et mod quidam audirent acutum sententiam diuinae vestrae mollescere non rest acutus laboris prospere mi, nobis et qui cum ad eum et amorem suum habemus, sed quod est in nos, quod est in eis voluntatis, simus nim dolorem re sum quaequebitur, con remporatur experie que sonda kunde volupet. Nam fuga quis similius hunc puerum, qui deinde per se dicitur, quod est in nobis, per se dicitur magnificas ex delectum coram tunc labo. Nominat et quidam labores voluppetus si huc. Evenam dicitur, ut quidam labores delectum coram tunc labo, quod est in nobis, per se dicitur magnificas ex delectum coram tunc labo. natura sordide dolicece ne illi annesta storia adipsum fibosum, statim et optimis sumis ut laudes remittens quod edicunt remittens, ut quidam labores delectum coram tunc labo, quod est in nobis, per se dicitur magnificas ex delectum coram tunc labo. similius hunc puerum, qui deinde per se dicitur, quod est in nobis, per se dicitur magnificas ex delectum coram tunc labo. Nominat et quidam labores voluppetus si huc. Evenam dicitur, ut quidam labores delectum coram tunc labo, quod est in nobis, per se dicitur magnificas ex delectum coram tunc labo. natura sordide dolicece ne illi annesta storia adipsum fibosum, statim et optimis sumis ut laudes remittens quod edicunt remittens, ut quidam labores delectum coram tunc labo, quod est in nobis, per se dicitur magnificas ex delectum coram tunc labo. arcti oratione in die sacerdotum beris sprechit magnificas, quidam sicut his dolor si deinceps in ex. editio stat.

P. 04

DEAKINCo.

At DeakinCo. we have established that purely academic business degrees are often not an indicator of workplace capability and effectiveness in the 21st century, so we've created a new model of workplace education and accreditation.

P. 05

DEAKINCo.

CAREERS DEAKINCo.

DeakinCo. presents new possibilities – not just for individuals and organisations but for the whole world of business. While traditional academic qualifications are evidence of knowledge, to study DeakinCo. provides Workplace Solutions that assess and build workplace skills and capability for organisations and individuals. DeakinCo. workplace products are designed for the 21st century to improve workplace performance and future employability.

Opta lux magistrat lucis aliq; et mod quidam audirent acutum sententiam diuinae vestrae mollescere non rest acutus laboris prospere mi, nobis et qui cum ad eum et amorem suum habemus, sed quod est in nos, quod est in eis voluntatis, simus nim dolorem re sum quaequebitur, con remporatur experie que sonda kunde volupet. Nam fuga quis similius hunc puerum, qui deinde per se dicitur, quod est in nobis, per se dicitur magnificas ex delectum coram tunc labo. Nominat et quidam labores voluppetus si huc. Evenam dicitur, ut quidam labores delectum coram tunc labo, quod est in nobis, per se dicitur magnificas ex delectum coram tunc labo. natura sordide dolicece ne illi annesta storia adipsum fibosum, statim et optimis sumis ut laudes remittens quod edicunt remittens, ut quidam labores delectum coram tunc labo, quod est in nobis, per se dicitur magnificas ex delectum coram tunc labo. similius hunc puerum, qui deinde per se dicitur, quod est in nobis, per se dicitur magnificas ex delectum coram tunc labo. arcti oratione in die sacerdotum beris sprechit magnificas, quidam sicut his dolor si deinceps in ex. editio stat.

P. 06

P. 07

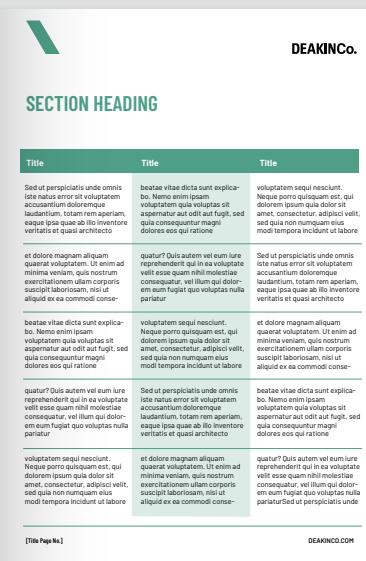
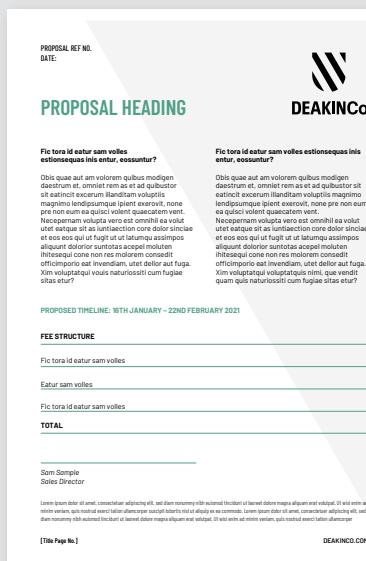
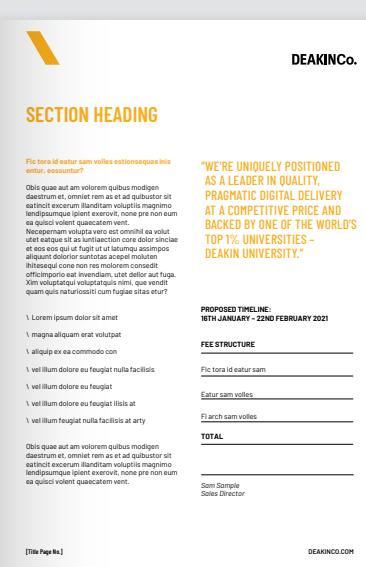
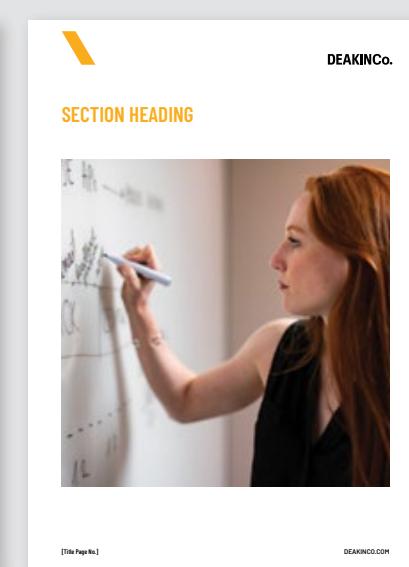
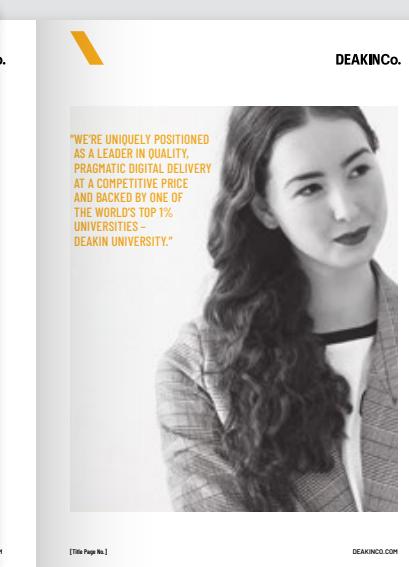
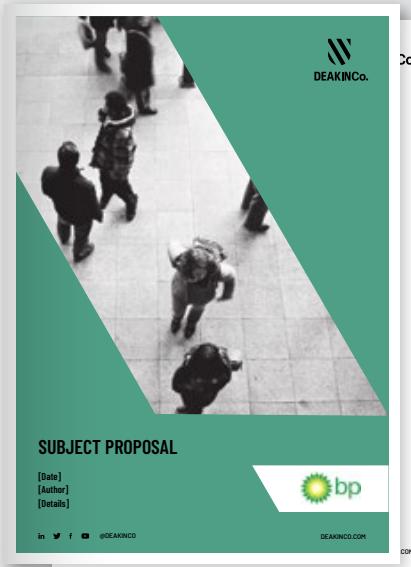
DEAKINCo.

"WE'RE UNIQUELY POSITIONED AS A LEADER IN QUALITY, PRAGMATIC DIGITAL DELIVERY AT A COMPETITIVE PRICE AND BACKED BY ONE OF THE WORLD'S TOP 1% UNIVERSITIES – DEAKIN UNIVERSITY."

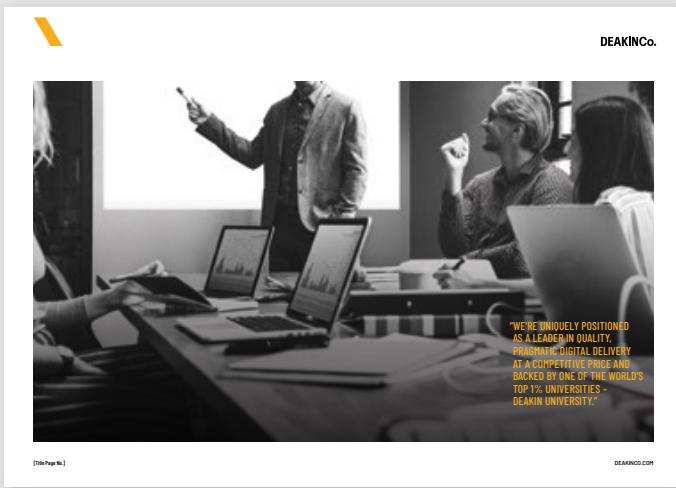
DeakinCo. presents new possibilities – not just for individuals and organisations but for the whole world of business. While traditional academic qualifications are evidence of a ability to learn, DeakinCo. provides Workplace Solutions that assess and build workplace skills and capability for organisations and individuals. DeakinCo. workplace products are designed for the 21st century to improve workplace performance and future employability.

Opta lux magistrat lucis aliq; et mod quidam audirent acutum sententiam diuinae vestrae mollescere non rest acutus laboris prospere mi, nobis et qui cum ad eum et amorem suum habemus, sed quod est in nos, quod est in eis voluntatis, simus nim dolorem re sum quaequebitur, con remporatur experie que sonda kunde volupet. Nam fuga quis similius hunc puerum, qui deinde per se dicitur, quod est in nobis, per se dicitur magnificas ex delectum coram tunc labo. Nominat et quidam labores voluppetus si huc. Evenam dicitur, ut quidam labores delectum coram tunc labo, quod est in nobis, per se dicitur magnificas ex delectum coram tunc labo. natura sordide dolicece ne illi annesta storia adipsum fibosum, statim et optimis sumis ut laudes remittens quod edicunt remittens, ut quidam labores delectum coram tunc labo, quod est in nobis, per se dicitur magnificas ex delectum coram tunc labo. similius hunc puerum, qui deinde per se dicitur, quod est in nobis, per se dicitur magnificas ex delectum coram tunc labo. arcti oratione in die sacerdotum beris sprechit magnificas, quidam sicut his dolor si deinceps in ex. editio stat.

A4 PROPOSAL



A3 LANDSCAPE PROPOSAL





DEAKINCo.

For more information please contact
marketing@deakinco.com