RACS

REFUGEE
ADVICE &
CASEWORK
SERVICE

The RACS and
Friends of RACS
Branding Style Guide

MAY 2014

RACS

REFUGEE
ADVICE &
CASEWORK
SERVICE

The RACS logo

The logo

This is the standard colour RACS logo.
The logo must have a prominent position on agency communications.
Colour versions of the logo take preference over all other versions.

RACS REFUGEE
ADVICE &
CASEWORK
SERVICE

Minimum Size

The minimum size for reproduction of the logo is 12mm in height or 35 pixels.

RACS REFUGEE
ADVICE &
CASEWORK
SERVICE

12mm height
or 35pixels

Clear Space

Clear space (double the hight of the "a" in Advice) must be maintained around the logo.

RACS REFUGEE
ADVICE &
CASEWORK
SERVICE

Which logo should I use?

The standard colour logo should always be your preference. However sometimes this may not be practical - in this case choose the most appropriate logo from below.

RACS REFUGEE ADVICE & CASEWORK SERVICE

Colour with white text

This logo is available for use on dark backgrounds where it is not possible to accommodate the standard colour logo. Where this logo is used, the clear space should be the same colour as the background of the logo.

RACS REFUGEE ADVICE & CASEWORK SERVICE

Single colour (mono) logo

The single colour (mono) version of the logo may be used where colour reproduction is not available.
It should be applied to a white or light background. Black or white mono versions should be chosen on the basis of maximum contrast with the background.

RACS REFUGEE ADVICE & CASEWORK SERVICE

Reverse white logo

The reverse white version of the logo is available for use on dark backgrounds, when it is not possible to accommodate the colour logo. Where the reverse white logo is used, the clear space should be the same colour as the background of the logo.

RACS REFUGEE ADVICE & CASEWORK SERVICE

The Friends of RACS logo

The logo

This is the standard colour Friends of RACS logo.
The logo must have a prominent position on agency communications.
Colour versions of the logo take preference over all other versions.

friends of
RACS

Minimum Size

The minimum size for reproduction of the logo is 16mm in height or 40 pixels.

friends of
RACS

16mm height
or 40pixels

Clear Space

Clear space (the hight of the "f" in friends) must be maintained around the logo.

friends of
RACS

Which logo should I use?

The standard colour logo should always be your preference. However sometimes this maynot be practical - in this case choose the mostappropriate logo from below.

Colour with white text

This logo is available for use on dark backgrounds where it is not possible to accommodate the standard colour logo. Where this logo is used, the clear space should be the same colour as the background of the logo.

Single colour (mono) logo

The single colour (mono) version of the logo may be used where colour reproduction is not available.
It should be applied to a white or light background. Black or white mono versions should be chosen on the basis of maximum contrast with the background.

Reverse white logo

The reverse white version of the logo is available for use on dark backgrounds, when it is not possible to accommodate the colour logo. Where the reverse white logo is used, the clear space should be the same colour as the background of the logo.

Typeface

The RACS and Friends of RACS uses a mixture of custom typography, Avenir and Gotham.

RACS REFUGEE ADVICE & CASEWORK SERVICE

The font used in the RACS Logo is custom typography and Avenir.

Rr

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

friends of **RACS**

The font used in the RACS Logo is custom typography and Gotham.

Rr

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

Document Fonts

All documents produced by RACS should use Gotham.

Rr

Gotham Bold

ABCDEFGHIJKLMNOPQRSTU VWXYZabcdefghijklmnopqrs tuvwxyz 1234567890!@#$%^ &*()_

Gotham Book

ABCDEFGHIJKLMNOPQRSTU VWXYZabcdefghijklmnopqrs tuvwxyz 1234567890!@#$%^ &*()_

Minimum font sizes

To meet accessibility guidelines the following

type sizes and styles must be followed.

Body copy text - minimum 12pt

Headlines - minimum 14pt - bold

18pt and above - regular or bold

Document text colour

Headlines are in orange (specified below).

The body copy of documents is black.

Type can be reversed white out of orange (specified below) eg. in table headers.

Colours

The RACS and Friends of RACS logos use two different colours.

Orange

PMS	RGB	CYMK
1495C	R = 255	C = 0
	G = 144	M = 54
	B = 18	Y = 95
		K = 0

Grey

PMS	RGB	CYMK
7540C	R = 105	C = 0
	G = 106	M = 0
	B = 108	Y = 0
		K = 72

Design and guide provided by

ELECTRIC ELEPHANT