

TYPOGRAPHY:
SANSA SOFT PRO

The type family Curtin Sansa Soft Pro has been specially developed for use in marketing councinations and signage by Curtin.

The Curtin Sansa Soft Pro normal has been selected for the primary content of all identification signage and projects the contemporary values of Curtin.

This typeface is elegant, practical and satisfies fully functional and connotative requirements. It is effective in signage and its clarity and legibility helps convey a distinctive corporate identity through its modern, sophisticated, elegant, international look. It is easily recognisable and expresses both practicality and humanism and complement contemporary design values.

Upper case and lower case are used to create a typographic hierarchy. Upper case is used for all headings, primary and secondary with operational information illustrated in lower case.

Curtin Sansa Soft Pro Normal is used on most signage applications.

>> Principle

Curtin Sansa Soft Pro Normal is used on signtypes within Signage Standard - 2.

Sansa Soft Pro Normal

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 (&.,!?'']-%\$*@

Sansa Soft Pro Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 (&.,!?'']-%\$*@

TYPOGRAPHY: HELVETICA

>> Principle

Helvetica is used on sign types
within Signage Standard - 1

Helvetica

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 (&.,!?'']-%\$* @

Helvetica Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 (&.,!?'']-%\$* @

TYPOGRAPHY: UNIVERS CONDENSED

>> Principle

Univers Condensed is used
on signtypes within Signage
Standard - 1

Univers Condensed

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 (&.,!?'']-%\$*@

Univers Bold Condensed

abcdefghijklmnopqrstuvwxyz


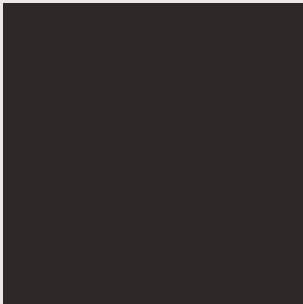
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 (&.,!?'']-%\$*@

COLOUR

Whenever reproducing colour always refer to the appropriate colour specifications for the chosen media, relying on PANTONE chips or the current PANTONE colours standard listed in the latest edition of the PANTONE Colour Formula Guide to match colour.

The specifications here cover most print and on-screen requirements.

					
		Curtin Grey	Curtin Gold	Curtin Black	White
Spot Colour	Coated Paper Uncoated Paper	Pantone Cool Grey 8C Pantone Cool Grey 8U	Pantone 125C Pantone 125U	Pantone Process Black C Pantone Process Black U	White
Process Colour		C 0 M 0 Y 0 K 40	C 0 M 23.5 Y 100 K 27.5	C 0 M 0 Y 0 K 100	C 0 M 0 Y 0 K 0
RGB		R 145 G 146 B 150	R 181 G 140 B 10	R 61 G 51 B 43	
Web safe		Hex # 999999	Hex # B58B0B	Hex # 000000	
Dulux Colour (or match)		Flooded Gum PG2C3	Balsam Pear P16 F9	Black PG1 A9	Vivid White
Vinyl Colours		Calon Medium Grey 50	Calon Gold Metallic 04 OR Calon Imitation Gold 59	Calon Black 03 OR Matt Black 40	Calon Matt White Vinyl