Sydney Wildlife Branding Guidelines

To ensure the protection of our brand, only the use of approved branding logos and letterheads shall be permitted.

# The Sydney Wildlife Logos

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | C:\Documents and Settings\whitet\Local Settings\Temporary Internet Files\Content.Word\Possum logo short blue [Converted from ai to jpg].jpg |

Combinations…..

# Colour Specifications

|  |  |
| --- | --- |
| Green  R174, G177, B120  C8%, M0%, Y47%, K31%  #AEB178 | Blue (46,39,72)  R89, G89, B104  C61.57%, M54.51%, Y37.65%,K29.8%  Pantone 5255 CVU (100%)  #595968 |

# Fonts

|  |  |
| --- | --- |
| Calibri should be used for all organisational documents as body text and sub-headings as required  The use of Italic, Bold and Bold Italic for variation is allowed | Calibri  abcdefghijklmnopqrstuvwxyz  ABCDEFGHIJKLMNOPQRSTUVWXYZ  0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & \* ( )  Calibri Bold  abcdefghijklmnopqrstuvwxyz  ABCDEFGHIJKLMNOPQRSTUVWXYZ  0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & \* ( ) |
| Century Gothic to be used for headings, sub-headings and highlights. | Century Gothic  abcdefghijklmnopqrstuvwxyz  ABCDEFGHIJKLMNOPQRSTUVWXYZ  0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & \* ( )  Century Gothic  abcdefghijklmnopqrstuvwxyz  ABCDEFGHIJKLMNOPQRSTUVWXYZ  0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & \* ( ) |

# Letterhead

Colours found so far on logos (and I thought this one would be easy to do)

‘green’ colour:

The green on the bat pic is R:176 G:179 B:126

The green on the kooka is R:162 G:171 B:92

The green on the web page R:134 G:146 B:60

‘blue’ colour in the text:

The blue on the bat pic is R:46 G:39 B:72

The blue on the kooka is R:70 G:61 B:78

The blue on the web page R:48 G:38 B:56