Battery Storage and Grid Integration Program
Style Guide

STRIPY SOCK

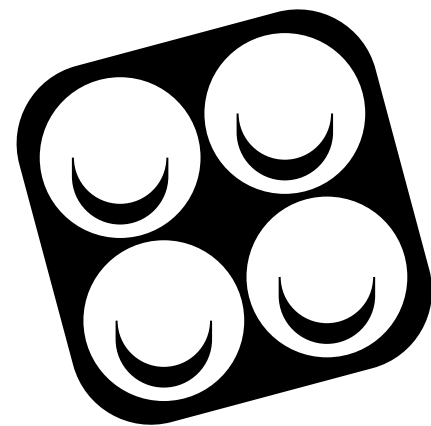Battery Storage and Grid Integration Program

Primary Brand
Colour

Battery Storage and
Grid Integration
Program

Battery Storage and
Grid Integration
Program

Battery Storage and Grid Integration Program
Brand Identity

Australian National University

Battery Storage and Grid Integration Program

An initiative of the Australian National University

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Battery Storage and Grid Integration Program
Brand Identity

BSGIP
Energy Storage

BSGIP
Devices, Optimisation
and Control

BSGIP
Data and Analytics

BSGIP
Regulation, Markets
and Models

Battery Storage and Grid Integration Program
Brand Identity

Sub Brands

RGB
49 36 51

RGB
102 204 177

RGB
102 166 35

RGB
255 207 51

RGB
255 106 15

RGB
131 124 133

Hex
#312433

Hex
#66CCB1

Hex
#66A623

Hex
#FFCF33

Hex
#FF6A0F

Hex
#837C85

CMYK
71 78 51 59

CMYK
65 0 43 0

CMYK
72 9 100 1

CMYK
0 20 100 0

CMYK
0 77 100 0

CMYK
48 45 33 17

Battery Storage and Grid Integration Program
Brand Identity

Colour Palette

Battery Storage and Grid Integration Program

Font
Effra Regular

Line Height
0.922 (e.g. 77pt/71pt)

Tracking
-10

BSGIP
Energy Storage

Font
Effra Regular / Effra Light

Line Height
0.922 (e.g. 77pt/71pt)

Tracking
-10

Battery Storage and Grid Integration Program
Brand Identity

Fonts