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ACT NOW FOR THE FUTURE

style guide 2007



introduction



The brand mark ACT NOW FOR THE FUTURE has been created to help tie together all of the Western Australian Government's activities in the area of sustainable living.

It is intended to provide focus for the State's efforts, as well as more general awareness for this vital subject throughout the community.

The mark will be used extensively in stand-alone messages, and will be applied to relevant communications from Government agencies.

This style guide is intended to guide designers and art directors in the use of the brand in both solo and co-badged applications.

Within reason, it provides for significant design flexibility, so as to allow the designer to integrate the mark within each, particular layout.

An important note about Government co-badging

The brand mark incorporates the State Government roundel as an intrinsic part of the design. The 'stamp' element containing the text is never to appear in isolation.

In communications from agencies which usually require co-badging with the Government roundel, this new brand mark is to **replace** the solo Government mark. It is **not** to appear in addition to the solo Government mark.

The only exception to this rule is in communications where the ACT NOW mark is used alongside a standard Government departmental logo. This instance is discussed on page 9.

ACT NOW Brand Management Policy

Brand guardianship

The principle of brand guardianship is that someone must take ownership of the brand to protect its integrity and ensure consistent application. The Department of Environment and Conservation (DEC) is the brand guardian for ACT NOW, and as such is responsible for ensuring that:

1. Only approved Government agencies and private sector companies use the brand.
2. The brand is not altered in any way and users comply with the authorised style guide.
3. Users maintain records of all print and television applications of the brand.

Qualifying for use of the brand

A project or organisation must embody some key brand values to be associated with the ACT NOW brand.

In essence, the ACT NOW brand stands for Practical Optimism. It acknowledges that serious, large-scale environmental problems exist and must be addressed without delay. However, it also rejects alarmism and its inevitable companion: despair.

Most importantly, it is not about sentiments – it is about deeds. It is not about 'having a commitment' to improve things – it is about taking actions that truly make a difference to our society's environmental impact.

ACT NOW is appropriate to programs that encourage small-scale, individual or community actions, as well as to large public projects that make substantial positive contributions to the environment.

Control procedures

ACT NOW brand graphics are only released to authorised Government agencies or their appointed consultants.

The brand will be released in a digital format together with the style guide. A register will be kept to record the delivery of brand graphics to agencies.

Living the brand

It is anticipated that Government agencies will, over time, wish to incorporate the values of the brand into the text and design of their own agency communications. Hence, the 'spirit' of the brand will begin to be represented in the expression of environment initiatives and will therefore extend the meaning and relevance of the brand.

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logo layout variations

The brand mark is available in both horizontal and vertical forms, with the horizontal being the preferred.

A. cmyk horizontal: preferred form



B. cmyk vertical: for use when primary form not appropriate



logo colour specifications



ENVIRONMENTAL GREEN
CMYK: **C50 M0 Y100 K25**

COATED PMS: **369 C**
UNCOATED PMS: **376 U**



TURQUOISE BLUE
CMYK: **C100 M0 Y8 K34**

COATED PMS: **314 C**
UNCOATED PMS: **313 U**



OCHRE ORANGE
CMYK: **C0 M65 Y100 K9**

COATED PMS: **159 C**
UNCOATED PMS: **152 U**

mono black



mono colour



The mono version of the brand mark is preferred in black.

However, where the design context requires it (for instance, a print job which does not use black), it may be reproduced in, or reversed out of, a single colour other than black.

mono reversed



mono reversed colour



logo exclusion zone

In both the horizontal and vertical forms, the brand mark is to be provided with minimum surrounding clearance based on the size of the 'stamp' element containing the text:

- one half of the 'stamp' height
- one quarter of the 'stamp' length

minimum exclusion zone = 1 X



logo scale specifications

The required minimum size for the brand mark is based upon the required minimum for the Government roundel element (which is 11mm).

Hence the minimum width for the horizontal form is 33.5mm, and the minimum height for the vertical form is 21.5mm.

For artwork appearing in newsprint, it is recommended that the four-colour brand mark be somewhat larger than this minimum to ensure adequate registration clarity. Alternatively, the minimum-size brand mark may safely be used in mono for press applications.



logo co-badging

In co-badging situations, where the brand of an organisation or program is to be associated with the ACT NOW brand mark, the relative scaling requires some discretion.

Given the variety of forms amongst logo designs, pure height or width comparisons are largely meaningless.

The comparison must therefore be based on 'visual weight', a judgement in terms of relative area or prominence.

In these terms, the ACT NOW mark should appear no smaller than 80% of the primary brand mark. Some generic examples are presented below.

visual weighting at 80% of primary logo



primary logo



primary logo



primary logo

logo Government department co-badging

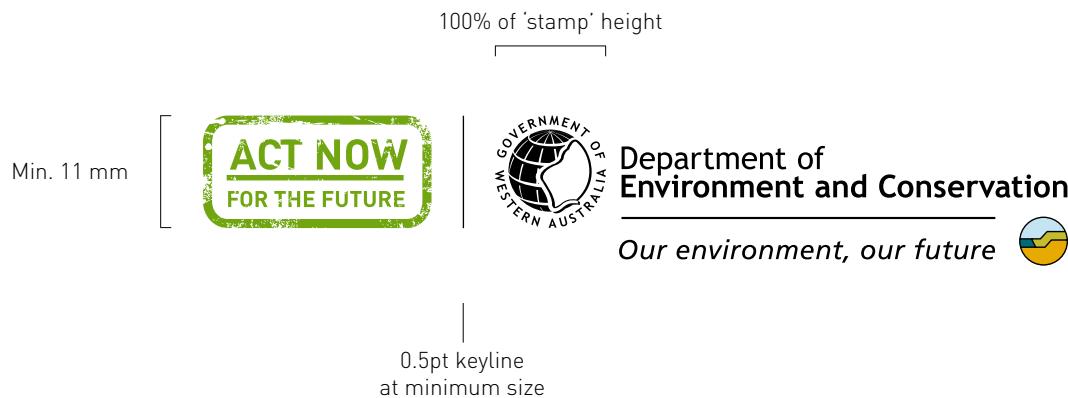
Co-badging with Government departmental logos is the only instance in which the ACT NOW 'stamp' element may be used solo.

In these situations, the ACT NOW 'stamp' is to be sized and positioned in relation to the Government roundel element in the departmental logo.

The approved form is a combination of the ACT NOW 'stamp' with the horizontal form of the departmental logo that incorporates the text to the right of the roundel.

In keeping with the proportions in the full brand, the 'stamp' element should be no smaller than 11mm in height, and the Government roundel element should be the same height as the 'stamp' element.

The anchoring keyline should be 0.5pt in weight at minimum size, scaled up accordingly at larger sizes. It is set to the height of the 'stamp' element.



logo co-badging location: print vertical

In co-badging within a vertical layout, the ACT NOW brand mark needs to be placed to demonstrate a clear relationship between the two brands.

As demonstrated below, this can be through

1. Clearly shared open space, or

2 and 3. Proximity

The ACT NOW mark should not be disassociated from the primary brand as in 4.

1.



Message relating to sustainable living.

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primary logo

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Message relating to sustainable living.

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primary logo

3.



Message relating to sustainable living.

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primary logo

4.



Message relating to sustainable living.

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logo co-badging location: print horizontal

In co-badging within a horizontal layout, the ACT NOW brand mark needs to be placed to demonstrate a clear relationship between the two brands.

As demonstrated below, this can be through

1. Clearly shared open space, or

2 and 3. Proximity

The ACT NOW mark should not be disassociated from the primary brand as in 4.

1.



2.



3.



4.



logo co-badging location: television

Similar rules of scale and placement apply when the ACT NOW brand mark is used in television advertising.

However, given the contained nature of the TV frame, the association between the two brands can be communicated with many different locations on screen. Preferred positions are demonstrated below, but others are permissible provided the association between the two brands is clear.

It is also permissible to associate the two brands through presenting them not in the same frame, but in adjacent frames of the commercial – transitioning directly from the primary brand to the ACT NOW brand.

It is recommended, however, that the second, or resolving, brand be the ACT NOW brand.

advertising super or full-screen graphic

