



Australian Government



Australia-
Indonesia
Institute

AUSTRALIA- INDONESIA INSTITUTE

STYLE GUIDE

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The following guidelines ensure brand consistency and quality.
These guidelines must be followed at all times.

03	LOGO
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LAST UPDATED JULY 2022

PRIMARY LOGO

INLINE



Australian Government



**Australia-
Indonesia
Institute**



Australian Government



**Australia-
Indonesia
Institute**

STACKED



Australian Government



**Australia-
Indonesia
Institute**



Australian Government



**Australia-
Indonesia
Institute**

NAME STYLE LOGO

AUSTRALIA-
INDONESIA
INSTITUTE

AUSTRALIA-INDONESIA

Black Text

Regular

“A” must always be in line with the “I” in Indonesia.

INSTITUTE

Gold Text

Bold

TYPEFACE

Source Sans Variable

Do not change the typeface

Do not remove the hyphen

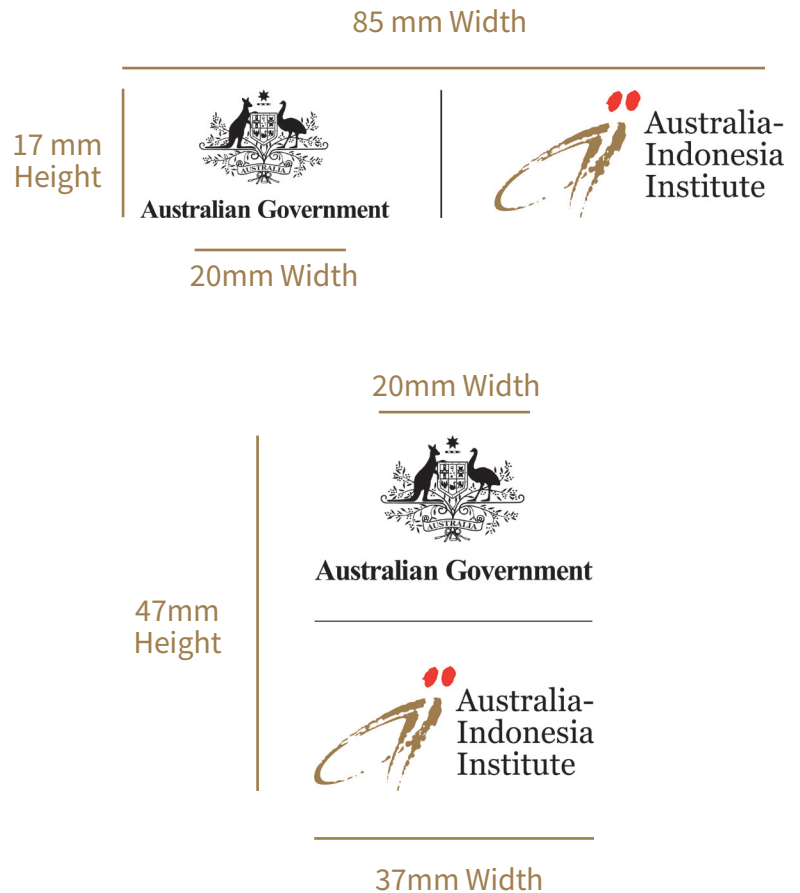
OUR LOGO - DOS AND DON'TS

The logo must only appear once in a document. It must have prominence over other elements. The Australian Government crest must always be a **minimum of 20mm in width** and the Australia-Indonesia Institute logo must not be larger than the crest. The typeface is Times New Roman and must not be changed.

SIZE MINIMUM

To ensure readability, the inline logo size must be a minimum of 17mm in height and 85mm in width to ensure readability.

The stacked logo size must be a minimum of 37mm in width and 47mm in height.



For more information, please refer to the [Australian Government Branding Guidelines](#) published by the Department of the Prime Minister and Cabinet.

OUR LOGO - DOS AND DON'TS

COLOUR CONTRAST

If the logo is used on a coloured background, the contrast must meet accessibility requirements.
Do not use the white version on light backgrounds.
Do not use the black version of the logo on dark backgrounds.

ROTATION AND DISTORTION

Do not rotate or distort the logo in any way.

EFFECTS

Do not add effects such as a drop shadow to the logo.

COLOUR CHANGING

Do not change the logo colours in any way.

EXAMPLES OF UNAPPROVED LOGO TREATMENT



TYPEFACE

SOURCE SANS VARIABLE

AaBbCc

SOURCE SANS VARIABLE LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!\$&@*) 0123456789

SOURCE SANS VARIABLE REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!\$&@*) 0123456789

SOURCE SANS VARIABLE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!\$&@*) 0123456789

For Microsoft applications, please use Calibri.

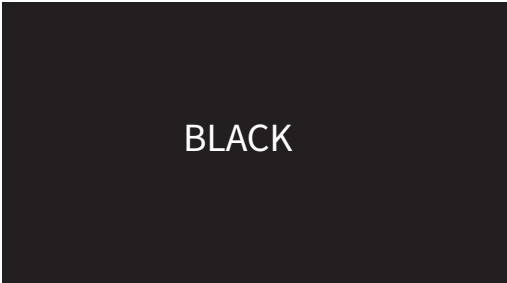
COLOURS



PANTONE 4645 C
CMYK: 43 52 81 0
RGB: 160 127 81
HEX: #A07F51



PANTONE 179 C
CMYK: 0 91 87 0
RGB: 239 62 51
HEX: #EF3E33



BLACK

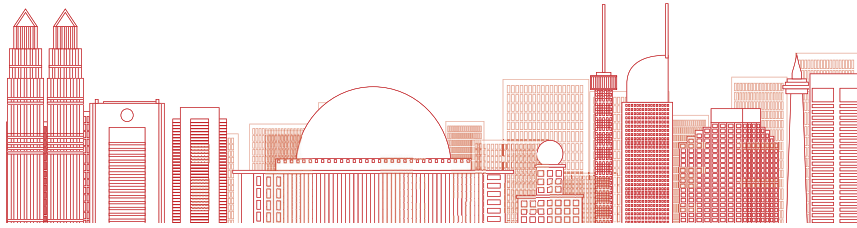


WHITE

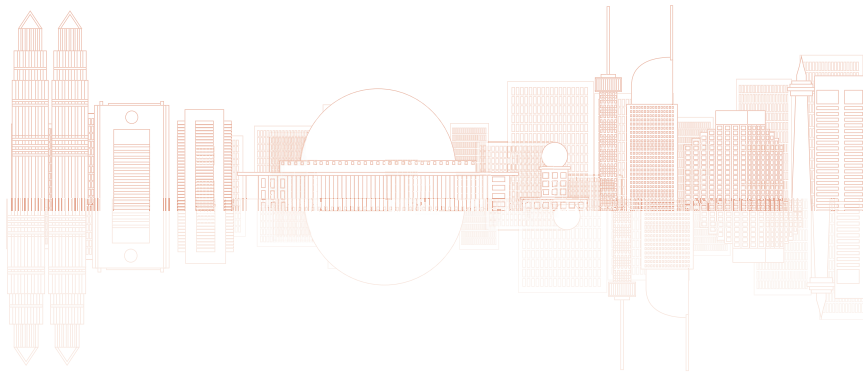
AUSTRALIA-INDONESIA SKYLINE

JAKARTA SKYLINE

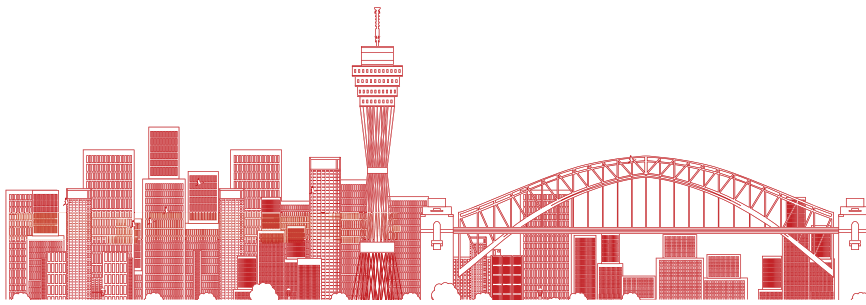
OPACITY FOR
TRANSPARENT VERSIONS



Top 30%
Bottom 10%



SYDNEY SKYLINE



COLLATERAL BANNER



AUSTRALIA- INDONESIA INSTITUTE



www.dfat.gov.au/aia



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Australian Government



**Australia-
Indonesia
Institute**

JANE CITIZEN TITLE ROLE

R G Casey Building
John McEwen Crescent Barton ACT 0221 Australia
P: +61 2 6261 3821 | M: +61 421 469 004
E: ausindonesia.institute@dfat.gov.au

AUSTRALIA- INDONESIA INSTITUTE



You are invited to

A Very Special Event

Saturday the XXth of July 2022
6:00 PM to 9:00 PM

The Event Space, Event Land, Australia

RSVP to ausindonesia.institute@dfat.gov.au
or +61 2 6261 3821 by XXth of July 2022
Dinner and refreshments will be served.



COLLATERAL LETTERHEAD



R G Casey Building, John McEwen Crescent, BARTON ACT 0221, Australia P: 61 2 6261 3821

@ ausindonesia.institute@dfat.gov.au



www.dfat.gov.au/aia



ausindoinstitute



AUSTRALIA- INDONESIA INSTITUTE



Australian Government



Australia-
Indonesia
Institute

Australia-Indonesia Institute

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Australia- Indonesia Institute

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