

Brand Guidelines
NEW COLOMBO PLAN



Australian Government



NEW COLOMBO PLAN

Connect to Australia's future - study in the region

Rationale

Our logo plays a key role in defining our brand. The following guidelines ensure the correct and consistent use of our logo.

This document outlines the positioning and design guidelines for the New Colombo Plan. The contents of these guidelines cover all elements of the brand required for its consistent and most expressive application across various communication mediums.

New Colombo Plan Logo

The New Colombo Plan logo is a registered trademark and is legally protected.

The logo is the primary, most easily recognisable image of the New Colombo Plan. The logo is comprised of:

- The New Colombo Plan logo
- New Colombo Plan written in full
- The New Colombo Plan tag line:
Connect to Australia's future - study in the region.

The logo should be included on all external New Colombo Plan correspondence and documents, both printed and electronic.

The New Colombo Plan logo is available in two variations:

- White and light blue for the use on the gradient and dark coloured backgrounds
- Reversed version of light blue for the use on light coloured backgrounds.

White logo on the gradient background (preferred option)



White logo on the gradient background with the Australian Government Crest



Light blue logo



Light blue logo with the Australian Government Crest



New Colombo Plan Logo - Size and Isolation Zones

Size

The logo must always be afforded maximum legibility; it should not be printed smaller than 45mm in width without permission from the NCP Secretariat.

Isolation zones

Isolation zones must be used when positioning the logo. The example shows the isolation zone.

The 'X' height and width changes proportionally according to the size of the logo but is always determined by the width of the globe in the New Colombo plan logo as shown.

The isolation zone should be $\frac{1}{2}$ 'X' on all sides.

Minimum Size 45mm wide



X (Globe)



Isolation zone example



Australian Government Crest - Size and Isolation Zones

Size

The Australian Government logo consists of the Commonwealth Coat of Arms and the words "Australian Government". The logo must always be afforded maximum legibility; it should not be printed smaller than 20mm in width. On merchandise items such as pens, name badges etc where it may not be possible to adhere to the 20mm rule the logo may be smaller, but must remain recognisable.

Isolation zones

Isolation zones must be used when positioning the logo. The example shows the isolation zone.

The 'X' height and width changes proportionally according to the size of the logo but is always determined by the width of the globe in the New Colombo plan logo as shown.

The isolation zone should be $\frac{1}{2}$ 'X' on all sides.

Minimum Size Crest 20mm wide



Australian Government

X (1/2 Crest)



Australian Government

Isolation zone example



The Australian Government Logo and the New Colombo Plan logo

The New Colombo Plan logo must be identified with the Australian Government logo. The New Colombo Plan logo should not be used on its own. In exceptional circumstances where the crest is not used, the words “an Australian Government initiative” must be included near the logo.

The Australian Government logo must take the position of prominence either above or to the left of the New Colombo Plan logo.

Note: For more information on the usage of the New Colombo Plan logo and the Australian Government logo please refer to [Part 3](#) of the Department Prime Minister and Cabinet Australian Government Branding Guidelines: http://www.dpmc.gov.au/guidelines/docs/design_guidelines_pmc.pdf

Use on Websites

When using the New Colombo Plan logo on a website, it must always link back to the New Colombo Plan webpage: <http://dfat.gov.au/people-to-people/new-colombo-plan/Pages/new-colombo-plan.aspx>

Vertical relationship

Australian Government Crest

New Colombo Plan logo



Horizontal relationship

Australian Government Crest

New Colombo Plan logo



Co Branding the with New Colombo Plan

When the need arises to co-brand with the New Colombo Plan logo, the goal is to ensure the New Colombo Plan is the most prominent brand.

This is applicable when the New Colombo Plan is:

- Leading the communication
- The event organiser / primary sponsor
- Author of the publication.

When the New Colombo Plan logo is used in partnership with logos from other organisations, the New Colombo Plan logo and Australian Government Crest isolation zone must be adhered.

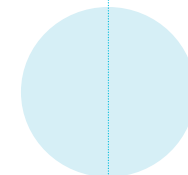
Refer to pages 3-4 for the clear space rules

As different relationships will require a different display of hierarchy please contact the New Colombo Plan Secretariat (ncp.secretariat@dfat.gov.au.) for further guidance.

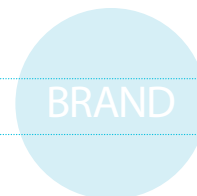
Horizontal relationship



Vertical relationship



BRAND



Co Branding the with New Colombo Plan as a secondary brand

When the need to co-brand the New Colombo Plan, the goal is to ensure the New Colombo Plan is the primary brand and the event owner is the secondary brand.

The goal is to ensure the New Colombo Plan is the primary brand and the event owner is the secondary brand.

Opposite demonstrates the approach.

The secondary co-brand approach is applicable when the New Colombo Plan is not:

- Leading the communication
- The event organiser / primary sponsor
- Author of the publication.

As different relationships will require a different display of hierarchy please contact the New Colombo Plan Secretariat (ncp.secretariat@dfat.gov.au) for further guidance.

Multi-page/frame display of brands Example: PowerPoint slide sequence



Slide 1 – Event owner



Slide 2 – New Colombo Plan

Single page/frame display of brands Example: Event pull-up banner



Position 1 – Event owner

Position 2 – New Colombo Plan

New Colombo Plan blue gradient background

Where possible the New Colombo Plan logo should be used on the gradient background for maximum impact.

Our blue background is created by using Navy + Light Blue + Navy on a linear gradient 90 per cent angle.

Navy	Light Blue (mid point)
BS` fa` W(' &5B	Pantone 7690CP
C 100 M 80 Y10	C 85 M 40 Y 5 K 0
K40 R 1 G 47 B 102	R 0 G 130 B 189 HEX
HEX #012f65	#0081bd

Sky Blue (colour of the earth in the logo)

BS` fa` W#5B

C 85 M 5 Y 0 K 0

R 0 G 174 B 234

HEX #00aeaa

Gradient background specifications



Navy

Pantone 654CP

C 100 M 80 Y10 K40

R 1 G 47 B 102 HEX

#012f65

Light Blue (mid point)

Pantone 7690CP

C 85 M 40 Y 5 K 0

R 0 G 130 B 189

HEX #0081bd

Navy

BS` fa` W(' &5B

C 100 M 80 Y10 K40

R 1 G 47 B 102

HEX #012f65



New Colombo Plan Scholars

New Colombo Plan Font

We use the **Myriad Pro** font family

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

! @ # \$ % ^ & * ()

1 2 3 4 5 6 7 8 9 0

Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

! @ # \$ % ^ & * ()

1 2 3 4 5 6 7 8 9 0

New Colombo Plan logo incorrect usage

- The logo must not be stretched, reflected or skewed.
- It must not reappear on an image
- The logo must never be traced, re-drawn or modified in any way.
- Do not reduce the logo below the minimum size without prior approval from the NCP Secretariat.
- Do not enlarge or alter the proportion of any part of the logo. Do not rearrange or reassemble the logo parts.

Examples of incorrect usage



Stretched



Below the minimum size (45mm wide)



Do not rearrange or reassemble the logo parts