National Reconciliation Week 2018
27 May - 3 June
Campaign Guidelines
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NATIONAL RECONCILIATION WEEK 2018

This year during National Reconciliation Week, Reconciliation Australia invites all Australians to learn more about Aboriginal and Torres Strait Islander cultures and histories, to share that knowledge and help us grow as a nation.

“Don’t Keep History A Mystery: Learn. Share. Grow” explores history hidden just beneath the surface, ready and waiting to be uncovered. The campaign aims to motivate audiences to actively explore and interpret their own role in and journey of historical acceptance.

This document should be used as a guide for the correct use of the NRW 2018 branding materials. If you have any questions regarding the use of this brand suite, please contact enquiries@reconciliation.org.au
LOGO

Master Logo | Stack

The master logos should be used with preference. A suite of secondary logos are supplied if the master is not appropriate. This will ensure consistency across all communications.
LOGO

Master Logo | Inline

Two alternate versions have been developed. When the logo is used along side content, the formal logo should be applied. For all other application the informal is available for use.

A suite of secondary logos are supplied if this is not appropriate. This will ensure consistency across all communications.
LOGO

Secondary logo | Stack

The secondary logo is to be used in specific circumstances when the master logo isn’t suitable. This is generally for smaller placements or restrictive layouts and applications.
This logo is generally for smaller placements or restrictive layouts and applications such as social media, email signatures and other digital communications.
LOGO

Clear Space

The clear space is defined by 3x the height of the ‘N’ in National Reconciliation Week. This clear space must be free of all other graphics and text.

Clear space applies to all logo variations. This is the minimum allowance for clear space and should be increased wherever possible.
LOGO

Minimum Size

Ensuring the logo is clearly legible at all times, you must follow the below minimum sizes to ensure legibility.

National Reconciliation Week 2018
27 May - 3 June

35mm W

National Reconciliation Week 2018
27 May - 3 June

78mm W
LOGO

Placement

The primary placement of the logo is on the orange gradient background and can be applied to a solid colour background where appropriate.

Always use the white logo when applied to a coloured background as shown. The logo should not be placed directly on to imagery.
LOGO

Co Branding

When co-branding the master logo should be used. Logos should neatly sit side by side and hold a similar visual weight, ensuring the logo adheres to its clear space.
LOGO

Do Not

Only use the logos as they are supplied.

Do not stretch or warp

Do not place logo's directly over imagery

Do not remove or alter the logo in anyway

Do not place the black logo onto the orange gradient background
CAMPAIGN

Typography

Helvetica Neue is the primary typeface and should be used for all communications, ensuring consistency across all digital and print assets.

Arial is the secondary typeface and should be used when Helvetica Neue is unavailable.
CAMPAIGN

Colour palette

The primary colour palette is the red to orange gradient. It is the leading colour for the campaign frame.

Secondary colours include a range of dark to light blue tones.
CAMPAIGN

Language

Campaign title: When referring to the campaign, there should be caps at the start of each word as shown.


(Campaign title)

Campaign copy: For use when introducing the campaign. This copy breaks down the tagline of Learn. Share. Grow.

This year during National Reconciliation Week, Reconciliation Australia invites all Australians to learn more about Aboriginal and Torres Strait Islander cultures and histories, to share that knowledge and help us grow as a nation.

(Campaign copy)

About National Reconciliation Week: For use when giving further information about Reconciliation Week.

National Reconciliation Week (NRW) is a time in which we can reflect on our reconciliation journey as a nation. Each year NRW is held from 27 May - 3 June. During the week, thousands of events are held nation-wide to celebrate and support reconciliation.

(About National Reconciliation Week)
CAMPAIGN
IN USE
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Learn more at reconciliation.org.au #NRW2018
EMAIL SIGNATURES & SOCIAL MEDIA

#NRW2018 Email Signature

#NRW2018 Social Media Banner