



AUSTRALIAN NATIONAL
BOTANIC GARDENS

STYLE GUIDE



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LOGO

The Australian National Botanic Gardens logo can only be used in the configuration displayed below. Colour variations follow over page.



**AUSTRALIAN NATIONAL
BOTANIC GARDENS**

COLOUR FORMATS



AUSTRALIAN NATIONAL
BOTANIC GARDENS

Full colour

CMYK, spot colour (PMS) and RGB colour formats only.



AUSTRALIAN NATIONAL
BOTANIC GARDENS

Mono

100% Black



Reverse

100% White

Note: The rectangle is for demonstration purposes and is **NOT** part of the logo.

CLEARSPACE

An isolation zone has been established to ensure that the dignity of the logo is not jeopardised through crowding. This zone is defined as 'X' and is based upon the combined height of the two lines of text in the logo – see diagram below for example. Please note: this zone should be seen as a minimum dimension, and it applies in every application of the logo.

X x = minimum exclusion zone



MINIMUM SIZE

The logo should always be used at a size that is appropriate for the materials being produced.

No maximum size has been set, but there is a minimum size. If used at smaller sizes the logo becomes too difficult to read.

PRINT



25mm



25mm



25mm

WEB

For web use, the full logo must not be reduced to less than 100 pixels wide. For smaller use – down to 16 pixels – a simplified version of the logo has been created.



100 pixels



16px

INCORRECT USE OF THE LOGO

Consistency of application of the logo is critical to maintaining recognition for the Australian National Botanic Gardens. For this reason, the integrity of the logo and its use should be maintained at all times.

The logo must never be traced, re-drawn or modified in any way.

The examples below show how the logo is **NOT** to be used.



Never use the logo in any colours other than black, reverse (white), or the specified CMYK, PMS or RGB colours.



Never use the logo in a low contrast manner. On dark backgrounds always use the reverse (white) version of the logo.



Never place the logo over a box or other shape.



Never distort the logo.



Never tilt the logo, or move, readjust or modify any part of the logo.



Never add a drop shadow or any other graphic elements or type to the logo.

TAGLINES

The “Alive with...” line has been devised to maintain an element of consistency, while giving the flexibility to be tailored to a wide range of audiences, occasions and promises. The thought behind the wording is that, of all the national institutions, the Australian National Botanic Gardens is the only one that is truly alive.

“Alive with discovery” is the overarching line for the Gardens, but the theme can be changed as necessary.

EXAMPLES:

General Gardens promotion brochure – *Alive with discovery; Alive with diversity*

Spring promotions – *Alive with colour; Alive with spring; Alive with blooms*

Summer promotions – *Alive with colour; Alive with summer*

Autumn promotions – *Alive with colour; Alive with autumn; Alive with beauty*

Winter promotions – *Alive with colour; Alive with beauty*

Venue hire promotion – *Alive with discovery*

Exhibitions (e.g. botanical art exhibition; photography exhibitions) – *Alive with creativity*

Botanical Resource Centre – *Alive with knowledge*

Education and school programs – *Alive with learning*

Children’s and family programs (e.g. Storyline in the Gardens) – *Alive with stories; Alive with enchantment*

School holiday programs – *Alive with fun*

Walks and trails (e.g. Flower to Tower Black Mountain walk) – *Alive with discovery*

Summer concerts / music programs – *Alive with music*

Outdoor cinema – *Alive with entertainment*

Snakes Alive (reptile display) – *Alive with discovery; Alive with excitement*

Bonsai display – *Alive with beauty*

Public talks (e.g. Friends’ Thursday talk) – *Alive with knowledge; Alive with information*

Debates and public forums – *Alive with conversation*

TAGLINE BRUSH STROKE

The tagline is always written in Dancing Script Regular. It is not to be positioned with the logo, but rather given its own space – usually contained within the ‘brush stroke’ graphic which is available in eps, jpeg and tiff format. The brush stroke can be coloured with any colour from the corporate palette, taking into account suitability to each design. See the sample brochure on page 16 for example.



MINIMUM SIZE

The ‘Alive with...’ text should appear at no less than 10pt to ensure legibility.

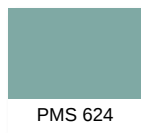


COLOUR PALETTE

Correct use and consistency of colours, fonts and the logo are vital to maintain the brand identity. The Australian National Botanic Gardens corporate colours are shown below.

RGB colours are suitable for online projects such as PowerPoint presentations, websites and video. Do not use RGB colours for printed material.

PRIMARY



CMYK: 47C 6M 28Y 18K

WEB: **6f9a93**

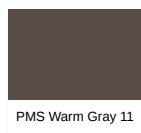
RGB: **111R 154G 147B**



CMYK: 0C 30M 100Y 0K

WEB: **e6b10a**

RGB: **230R 177G 10B**



CMYK: 23C 32M 31Y 64K

WEB: **463b36**

RGB: **70R 59G 54B**

SECONDARY



CMYK: 17C 13M 45Y 34K

WEB: **8b885e**

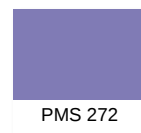
RGB: **139R 136G 94B**



CMYK: 3C 78M 100Y 15K

WEB: **b43b18**

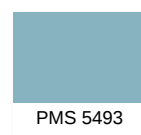
RGB: **180R 59G 24B**



CMYK: 60C 50M 0Y 0K

WEB: **6e64a5**

RGB: **110R 100G 165B**



CMYK: 46C 5M 14Y 14K

WEB: **78a4b2**

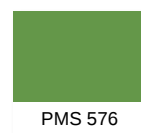
RGB: **120R 164G 178B**



CMYK: 25C 3M 100Y 14K

WEB: **9ab712**

RGB: **154R 183G 18B**



CMYK: 52C 6M 79Y 25K

WEB: **54873b**

RGB: **84R 134G 59B**



CMYK: 41C 13M 34Y 39K

WEB: **5d7063**

RGB: **93R 112G 99B**

TYPEFACES

The typefaces (or fonts) have been chosen for readability and visual appeal.

All three fonts are free and available for download for easy access.

BODY COPY

Liberation Sans Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Liberation Sans Italic *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz

Liberation Sans Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz

HEADINGS

Aller Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TAGLINE

Dancing Script Regular *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz

ICON ILLUSTRATIONS

These illustrations have been created for use throughout the Australian National Botanic Gardens print items and web. They can be used at the designer's discretion, and are usually reversed out of images and colour blocks to create a softer, more organic look. See the sample brochure on page 16 for suggested usage.



BUSINESS CARD

Aller Regular 9pt/9pt

Liberation Sans Regular 7.5pt/9pt

Liberation Sans Italic 7.5pt/9pt

Liberation Sans Regular 7.5pt/9pt

JOHN SMITH
Assistant Director
*Communications and
Visitor Services*



**AUSTRALIAN NATIONAL
BOTANIC GARDENS**

Clunies Ross St, Acton ACT 2601
GPO Box 1777 Canberra ACT 2601
t (02) 6250 9404
f (02) 6250 9528
e john.smith@environment.gov.au
anbg.gov.au



Australian Government
Director of National Parks

LETTERHEAD

Liberation Sans Regular 5pt/12pt

Liberation Sans Regular 8pt/12pt



AUSTRALIAN NATIONAL
BOTANIC GARDENS

GPO Box 1777 Canberra ACT 2601
t (02) 6250 9450 | f (02) 6250 9599
anbg.gov.au

ABN 13 051 694 963

WITH COMPLIMENTS

Liberation Sans Regular 5pt/12pt

Liberation Sans Regular 8pt/12pt



With compliments

Liberation Sans Bold 10pt/12pt

SAMPLE DL BROCHURE



Heading

Vestibulum vestibulum ullamcorper lacus sit amet eleifend. Vestibulum dolor leo, condimentum at tincidunt sed, fermentum nec velit.

Proin eu lectus ipsum, id sodales tellus. Nunc vehicula condimentum semper. Mauris ullamcorper vestibulum ornare. Nunc tincidunt ornare leo et rutrum. Duis a nunc tellus.

Cras egestas erat non lacus interdum in tincidunt nisi interdum. Vestibulum blandit quam nec dui consectetur ut congue libero tristique. Vestibulum vestibulum ullamcorper lacus sit amet eleifend. Vestibulum dolor leo, condimentum at tincidunt sed, fermentum nec velit.

Proin eu lectus ipsum, id sodales tellus. Nunc vehicula condimentum semper. Mauris ullamcorper vestibulum ornare. Nunc tincidunt ornare leo et rutrum. Duis a nunc tellus.

CONTACT

GPO Box 1777 Canberra ACT 2601
 t (02) 6259 9450 | f (02) 6259 9599
www.anbg.gov.au/anbg



Australian Government
 Director of National Parks



VISITOR'S GUIDE AND MAP



Alive with discovery



>Lorem ipsum dolor amet, consectetur adipiscing elit. Nam mattis placerat.

Heading

Vestibulum vestibulum ullamcorper lacus sit amet eleifend. Vestibulum dolor leo, condimentum at tincidunt sed, fermentum nec velit. Proin eu lectus ipsum, id sodales tellus. Nunc vehicula condimentum semper. Mauris ullamcorper vestibulum ornare. Nunc tincidunt ornare leo et rutrum. Duis a nunc tellus.

Cras egestas erat non lacus interdum in tincidunt nisi interdum. Vestibulum blandit quam nec dui consectetur ut congue libero tristique. Sed tincidunt porttitor lacus eget pulvinar. Morbi nulla elit, posuere id tempus et, placerat sed sem.

Nunc pulvinar rutrum ornare. Integer eget scelerisque urna. Praesent vehicula, quam elementum viverra luctus, metus metus dapibus dolor, facilisis semper tellus tellus eleifend dolor. Sed posuere dui vel enim iaculis aliquet. Phasellus id nulla in quam semper placerat. Nunc ultricies eleifend blandit. Cras et ante ac sem mollis blandit. Maecenas vitae risus ligula, eget ullamcorper elit. Etiam in diam non elit mattis dapibus in sed felis.

Heading

Morbi iaculis convallis velit sit amet tempus. Phasellus varius fermentum neque, eu consequat sapien dignissim sit amet. Phasellus commodo justo eu mauris aliquet sed tincidunt dui pulvinar. Cras fermentum sem id metus euismod pretium. Mauris ut metus sit amet nisi scelerisque sodales non non nulla. Sed sed lorem id urna rutrum molestie. Aliquam ac pretium enim. Nulla venenatis posuere felis, id molestie ipsum bibendum in. Aliquam erat volutpat. Cras sodales porttitor nisi pretium dapibus. Aliquam erat volutpat. Aenean at nulla velit.



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"Nulla sed neque in sem pretium molestie sed a elit. Pellentesque sodales turpis eget neque scelerisque quis pulvinar odio aliquet. Morbi ultrices sem id lacus laoreet id dictum ipsum varius."



SAMPLE DL BROCHURE



Heading

Vestibulum vestibulum ullamcorper lacus sit amet eleifend. Vestibulum dolor leo, condimentum at tincidunt sed, fermentum nec velit.

Proin eu lectus ipsum, id sodales tellus. Nunc vehicula condimentum semper. Mauris ullamcorper vestibulum ornare. Nunc tincidunt ornare leo et rutrum. Duis a nunc tellus.

Cras egestas erat non lacus interdum in tincidunt nisi interdum. Vestibulum blandit quam nec dui consectetur ut congue libero tristique. Vestibulum vestibulum ullamcorper lacus sit amet eleifend. Vestibulum dolor leo, condimentum at tincidunt sed, fermentum nec velit.

Proin eu lectus ipsum, id sodales tellus. Nunc vehicula condimentum semper. Mauris ullamcorper vestibulum ornare. Nunc tincidunt ornare leo et rutrum. Duis a nunc tellus.



EDUCATION SERVICES



Alive with discovery

CONTACT

GPO Box 1777 Canberra ACT 2601
t (02) 6250 9460 | f (02) 6250 9599
www.anbg.gov.au/anbg



Australian Government
Director of National Parks



Lorem ipsum dolor amet, consectetur adipiscing elit. Nam mattis placerat.

Heading

Vestibulum vestibulum ullamcorper lacus sit amet eleifend. Vestibulum dolor leo, condimentum at tincidunt sed, fermentum nec velit. Proin eu lectus ipsum, id sodales tellus. Nunc vehicula condimentum semper. Mauris ullamcorper vestibulum ornare. Nunc tincidunt ornare leo et rutrum. Duis a nunc tellus.

Cras egestas erat non lacus interdum in tincidunt nisi interdum. Vestibulum blandit quam nec dui consectetur ut congue libero tristique. Sed tincidunt porttitor lacus eget pulvinar. Morbi nulla elit, posuere id tempus et, placerat sed sem.

Nunc pulvinar rutrum ornare. Integer eget scelerisque urna. Praesent vehicula, quam elementum viverra luctus, metus metus dapibus dolor, facilisis semper tellus tellus eleifend dolor. Sed posuere dui vel enim iaculis aliquet. Phasellus id nulla in quam semper placerat. Nunc ultricies eleifend blandit. Cras et ante ac sem mollis blandit. Maecenas vitae risus ligula, eget ullamcorper elit. Etiam in diam non elit mattis dapibus in sed felis.

Heading

Morbi iaculis convallis velit sit amet tempus. Phasellus varius fermentum neque, eu consequat sapien dignissim sit amet. Phasellus commodo justo eu mauris aliquet sed tincidunt dui pulvinar. Cras fermentum sem id metus euismod pretium. Mauris ut metus sit amet nisi scelerisque sodales non non nulla. Sed sed lorem id urna rutrum molestie. Aliquam ac pretium enim. Nulla venenatis posuere felis, id molestie ipsum bibendum in. Aliquam erat volutpat. Cras sodales porttitor nisi pretium dapibus. Aliquam erat volutpat. Aenean at nulla velit.

Duis scelerisque tellus enim, sit amet auctor tellus. Aenean lacinia eleifend felis sed dictum. Curabitur bibendum congue dolor non fermentum.

Nulla facilisi. In volutpat ultrices mauris, eget mollis lorem tristique ut. Mauris in mauris sit amet ligula luctus sollicitudin vel facilisis nisi. Nulla in felis risus. Pellentesque porta tristique nibh, at convallis leo dignissim vitae. Nunc eu orci vitae massa interdum rutrum vel a quam. Aliquam sodales, urna eu elementum fringilla, lorem tellus feugiat sapien, in accumsan orci diam sit amet est. Vivamus placerat ultrices diam a porttitor.

"Nulla sed neque in sem pretium molestie sed a elit. Pellentesque sodales turpis eget neque scelerisque quis pulvinar odio aliquet. Morbi ultrices sem id lacus laoreet id dictum ipsum varius."





SAMPLE PRESS ADS



HEADING

Nulla facilisi. Morbi erat risus, sodales vel consectetur vitae, mollis sit amet justo. Suspendisse potenti. Curabitur ultricies, nibh sit amet vehicula convallis, tellus ante sollicitudin ante, euismod scelerisque arcu augue fringilla mauris. Pellentesque interdum tincidunt elit eget tempor. Maecenas velit sem, tincidunt at venenatis nec, adipiscing at enim.

Clunies Ross St, ACTON, Canberra
Open 8:30am – 5:00pm daily
ph: 02 6250 9540 | www.anbg.gov.au



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**AUSTRALIAN NATIONAL
BOTANIC GARDENS**

Alive with discovery



**AUSTRALIAN NATIONAL
BOTANIC GARDENS**

Summer Sounds on the Eucalypt Lawn

6 pm – 7.30 pm
Sat 22 Jan – Key Grip
Sun 23 Jan – **Special Australia Day
Concert: Annie & the Armadillos**

Dress up and join in a special Australia Day Concert. Annie & the Armadillos will be serving up a swag of Australian music in the perfect setting amongst the gum trees.

First 200 families receive an Australian native seedling courtesy of Greening Australia and a Gardening Australia magazine. Sausage sizzle and wine stall available from 5.30 pm.

Upcoming Concerts (last weekend)

Sat 29 Jan – Julia & the Deep Sea Sirens

Sun 30 Jan – Vertical

Alive with activity

Rhythm Interrupted – Life Redirected Exhibition

An exhibition of original lace works inspired by the 2003 Canberra bushfires
12 Jan – 8 Mar 2011 | Visitor Centre

Snakes Alive – Frogs In Our Backyard: Hop in to meet the locals!

Engage with lives frogs, lizards, snakes, turtles and crocodiles (FINAL WEEKEND)
17 – 23 Jan 2011 | Crosbie Morrison Bld
\$2 child, \$5 adult (conc \$4)

Free Guided Walks

Depart from Visitor Centre daily at 11 am and 2 pm



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Sponsor 1

Sponsor 2

Sponsor 3

Sponsor 4

SAMPLE PRESS AD – MONO



**AUSTRALIAN NATIONAL
BOTANIC GARDENS**



Alive with activity

Summer Sounds on the Eucalypt Lawn

6 pm – 7.30 pm
Sat 22 Jan – Key Grip
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SAMPLE PROMOTIONAL ITEMS

SHIRTS



SAMPLE PROMOTIONAL ITEMS

MUGS – OPTION 1



SAMPLE PROMOTIONAL ITEMS

MUGS – OPTION 2



SAMPLE PROMOTIONAL ITEMS

DRINKING BOTTLES AND HATS

