



20 years of
Reconciliation
Australia

MORE THAN A WORD



**RECONCILIATION
TAKES ACTION
-2021-**

Brand Guidelines

Contents

- 1** Introduction
- 2** Logos
- 3** Colours
- 4** Typography
- 5** Graphic Toolkit

1 Introduction

Marking the 20th anniversary of Reconciliation Australia, the theme for National Reconciliation Week 2021 calls out tokenistic responses to Reconciliation and rallies all Australians to commit themselves to the movement, emphasising that Reconciliation can only be achieved through meaningful reflection, dialogue and action.

‘Reconciliation’ isn’t just a term or concept, it’s an active, lived experience by all. The theme calls for a sense of urgency, and challenges us all to do more.

Please use these guidelines to apply our creative consistently and correctly to ensure the integrity of the assets and help us build a strong and instantly recognisable brand.

2 Logos

National Reconciliation Week logo

The logo for National Reconciliation Week 2021 by 33 Creative featuring the amazing artwork of artist Jessica Johnson of Nungala Creative. Johnson has a highly creative and innovative approach with a distinct voice shaped by her unique lived experience.

The design elements included in the logo tells the story of the active approach needed for action. Every person is asked to stand up for reconciliation and use their mind and soul to enact change.

The theme for 2021 – More than a word. Reconciliation takes action – asks for a whole-of-community response. Drawing on the strength of Reconciliation Australia's 20th anniversary, let us come together, and take action for Reconciliation.



2 Logos

Colour variations

There are four colour variations of our master logo which we use according to reproduction method. Our full colour logo and reverse logo are to be used as a preference in all collateral.

The logo can be used in single colour in Black or White. This would only be in cases where the logo is being used alongside other logos.

The white logo can also be used on photographic backgrounds when the contrast of the full colour logo is not legible.

Master full colour logo



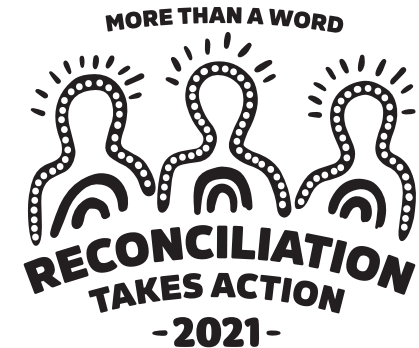
Master full colour logo



White logo



Black logo



2 Logos

Clear space and minimum size

Clear space

To protect the clarity and visual integrity of our logo, it must always appear with a minimum clear space that is the size of the left figure in the logo design.

No type or graphic elements should appear in this area.

Minimum size

To protect the integrity, legibility and impact of the logo, it must never be reproduced in sizes smaller than those shown on this page.

This logo should not be used at sizes smaller than 30mm. Any further reduction would impair its legibility.

If you need to use a smaller logo e.g. for a small promotional item such as a pen, please contact Reconciliation Australia.

Clear space



Minimum size 30mm



Minimum size 100px

2 Logos

Incorrect use

The logo is, in essence, our visual brand. The consistency and integrity of its usage of great importance.

As such, it must appear in a consistent form – regardless of whether it is displayed on an email message, brochure, t-shirt or legal document.

Accordingly, the logo must never be altered or re-proportioned in any way, or printed in colours other than the National Reconciliation Week 2021 colour palette.

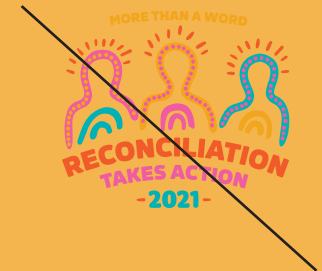
In logo should not be put on an angle.



The logo should not be distorted.



The logo should not appear on backgrounds that reduce legibility.



In logo colours should never be altered.



On occasions where the logo is used on photography make sure there is enough contrast so it isn't lost.



Do not change composition of logo elements.



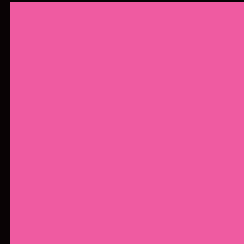
3 Colours

The colours are drawn from the amazing artwork of artist Jessica Johnson of Nungala Creative.

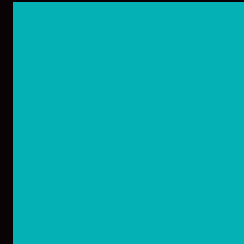
They are bold, engaging and fun.



Teal Blue
C94 **M**58 **Y**47 **K**28
R5 **G**80 **B**96
HEX #055060



Brilliant Rose
C0 **M**80 **Y**0 **K**0
R237 **G**91 **B**161
HEX #ef5ba1



Pacific Blue
C75 **M**5 **Y**33 **K**0
R4 **G**177 **B**180
HEX #04b1b4

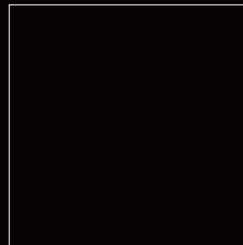


Fuel Yellow
C4 **M**39 **Y**100 **K**0
R240 **G**165 **B**31
HEX #f0a51f



Flamingo
C0 **M**80 **Y**95 **K**0
R241 **G**90 **B**41
HEX #f15a29

Background



Rich Black
C30 **M**30 **Y**30 **K**100
R0 **G**0 **B**0
HEX #000000

4 Typography

Headline and subheading font

Poppins is a free Google font that must be used across all applications. It can be downloaded from here:

<https://fonts.google.com/specimen/Poppins>

If Poppins, is unavailable for general business use, please use Arial Regular and Bold.

Body font

Our body font is Helvetica Neue. This is our body copy font that should be used in all long bodies of copy. It also aligns with the Reconciliation Australia master brand.

Helvetica Neue can be purchased as single fonts or as a set from: <https://www.fonts.com/font/linotype/neue-helvetica>

**Your headline font
is Poppins SemiBold**

Your subheading font
is Poppins regular.

Your body font is Helvetica Neue 45 Light. This font is in line with the Reconciliation Australia Brand.

5 Graphic toolkit

Reconciliation Australia 20 year lockup

2021 marks 20 years of Reconciliation Australia. This combined logo supports all activities right throughout the year.



**20 years of
Reconciliation
Australia**

Minimum size 18mm
or 160px

