Brand Principles

National Trust of Western Australia

Updated 06 April 2018

National Trust
WESTERN AUSTRALIA

We help awaken our community to the value of heritage in Western Australia

This is a guide to establish best practice guidelines for the use of the **National Trust of Western Australia** logo and corporate identity.

It is important that visual consistency is achieved through all documents and publications to control and maintain a unified tone for the organisation.

Our identity reflects the passion and freshness of perspective we bring to the National Trust of Western Australia brand and how we connect Western Australians with the stories of their natural, Aboriginal and historic heritage.

LOGO

Identity

LEAF & GUMNUT ELEMENT

The leaf and gumnut element may be used as a decorative element in publications.

The symbol of the National Trust of Australia is a trio of gum leaves with 2 gumnuts. The leaves are, in order of growth, an old leaf with a broken edge, which represents the past, a mature full leaf representing the present and a smaller young leaf representing the future.

The symbol represents Australia's heritage yesterday, today and tomorrow.

The leaf element is available to be used in accordance with the core colour palette.

STANDARD APPLICATION:

This version has more pronounced leaf veins which are visible when using at a small size.

Examples of application:

- as part of the logo
- small print and digital application (~ under 100mm)

LARGE APPLICATIONS:

This version has more subtle leaf veins.

Examples of application:

- large format signage
- promotional posters
- when using as a large graphic element (~100mm plus)

The Logo

THE LOGO

The logo is a major part of the visual representation of the National Trust of Western Australia. It is a clean and contemporary logo reflecting a forward looking organisation. It is important to maintain a high standard of visibility and legibility in any use of the logo.

Colour Palette

CORE PALETTE

The core palette consists of three colours. These colours make up the NTWA logo.

SECONDARY PALETTE

The secondary palette consists of two colours which can be used across all NTWA corporate facing material. These can be used at all levels of transparancy for background for text.

LIGHT GREEN
PMS 360 C

C	M	Y	K
60	0	95	0

R	G	B
113	191	75

GREY
PMS COOL GREY 9C

C	M	Y	K
30	22	17	57

R	G	B
117	120	123

GUMLEAF GREEN
PMS 5477 C

C	M	Y	K
66	24	43	66

R	G	B
62	93	88

LIGHT GUM
PMS 5507 C

C	M	Y	K
27	5	17	18

R	G	B
157	176	172

ORANGE

Please note this orange is not to be used other than in the wording in the logo (Western Australia)

ORANGE
PMS 7579 C

C	M	Y	K
0	74	100	0

R	G	B
220	88	42

Treatment

COLOUR

The preference is to use the colour version wherever possible against a white background, as this is our core Master Brand logo. Horizontal is the primary logo to be used. Stacked logo only to be used with space restrictions or to compliment partner logo.

REVERSED

The logo should be only be reversed out against the two colours from our primary core palette.

HORIZONTAL STACKED COLOUR

HORIZONTAL WIDE REVERSED

HORIZONTAL STACKED REVERSED

HORIZONTAL WIDE REVERSED

HORIZONTAL STACKED REVERSED

BLACK AND WHITE

Colour should always be used where possible.

White and black logo to be used when white background is not possible.

National Trust
WESTERN AUSTRALIA

National
Trust
WESTERN AUSTRALIA

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WESTERN AUSTRALIA

National
Trust
WESTERN AUSTRALIA

USING OUR LOGO ON OTHER COLOURED BACKGROUNDS

The colour logo should always be used if possible, followed by the reversed out white logo.

However in some circumstances the white or color logo will not be legible. In this case only you can use a black logo. As displayed.

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National Trust
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MINIMUM SIZE

To ensure our logo is clearly visible and reproduced consistently, a minimum size has been established.

LOGO CLEARANCE SPACE

The minimum clearance space around the logo defines an area into which no other element should intrude. For all logo formats, use the height of the two lines of text, 'National Trust Western Australia' as the clearance height.

INCORRECT USAGE

Always constrain proportions when resizing the logo to avoid stretching or squashing. Do not alter or change any element of the logo including colour, typeface or arrangement. Some examples of incorrect usage are shown here.

HORIZONTAL WIDE (MASTER)

National Trust
WESTERN AUSTRALIA

40 mm

HORIZONTAL STACKED

National Trust
WESTERN AUSTRALIA

35 mm

X
X   **National Trust**   X   'X' equals
    WESTERN AUSTRALIA   height of text
X

National Trust
WESTERN AUSTRALIA

DO NOT DISTORT PROPORTIONS

National Trust
WESTERN AUSTRALIA

DO NOT ALTER COLOURS OR FONT

ENSURE LOGO IS LEGIBLE
IN ALL APPLICATIONS

Accessibility

In order to meet Web Content Accessibility Guidelines (WCAD 2.0) foreground and background colours must meet contrast criteria. Black against white is always best but when using brand colours the following combinations are AA compliant.

Black on Green	Gumnut on White

White on Gumnut	Black on Grey

VISABILITY

In Australia, it is estimated that as many as 1.3 million people have a print disability. It is our responsibility to ensure Australians with a print disability are not being discriminated against through non-provision of information in a suitable format. Black ink is preferred. Type should only be reversed if the type size is large

- Wherever possible use a standard print size of;

    - Heading between size 28 - 36 point

    - Body size 12 point (min size font is 11 point)

- For large print text the recommended size is 18 point

- Leave space betrween paragraphs

- Don't cram the page - use a second page if needed

- Have generous margins

- Use a large margin or a vertical rule (for large print) between colums

- Use bold for headings

- Do not underline

- Use italics sparingly

- Use hyphernation sparingly

Typeface

BASKERVILLE REGULAR

National Trust
WESTERN AUSTRALIA

DIN REGULAR

THE MYRIAD FAMILY

This is the preferred typeface for use in headings and body copy on all communication, advertising and publications.

LIGHT — National Trust of Western Australia

REGULAR — **National Trust of Western Australia**

SEMIBOLD — **National Trust of Western Australia**

CALIBRE

This is the preferred typeface for use in email, word and other communication that is for marketing purposes.

LIGHT — National Trust of Western Australia

REGULAR — **National Trust of Western Australia**

SEMIBOLD — **National Trust of Western Australia**

Working with Lotterywest

LOCKUPS WITH LOTTERYWEST

The NTWA logo is located to the left of the Lotterywest logo in lockups.

In a competing environment the NTWA logo is made more dominant by being placed in a circle. This is a unique version of the logo only to be used in when situated alongside other logos.

MINIMUM SIZE

The minimum size for the NTWA logo is 30mm. The Lotterywest logo will scale proportionally to 25mm. The Lotterywest logo has a minimum size of 15mm, when not locked up with the NTWA logo.

National Trust
WESTERN AUSTRALIA

lotterywest
supported

National Trust
WESTERN AUSTRALIA

lotterywest
supported

National Trust
WESTERN AUSTRALIA

lotterywest
supported

30 mm

25 mm

Working with Government

LOCKUPS WITH STATE CREST

State crest is located to the left hand side of the NTWA logo and should appear visually to be at least the same size as the NTWA logo.

STATE GOVERNMENT OWNED PROPERTIES

Selected property signage and publications need to acknowledge the ownership of the property by the State Government of Western Australia by using the following line:

GOVERNMENT OF
WESTERN AUSTRALIA

National Trust
WESTERN AUSTRALIA

GOVERNMENT OF
WESTERN AUSTRALIA

Managed by the National Trust of Western Australia on behalf of the community and Government of Western Australia.

TONE OF VOICE

The National Trust of Australia (WA) is our legal name

National Trust of Western Australia is our trading name

The Trust at the start of a sentence, or the Trust in the middle of a sentence. Or we can call ourselves the National Trust. We don't need to mention Western Australia, as it is clear from our logo and branding that we are inherently refering to Western Australia.

Calling Western Australia WA in print. This is OK for social.

Calling ourselves The Trust or The National Trust

Calling ourselves The NTWA, or just NTWA

WRITING FOR THE TRUST

Everyday one of us will sit down and write something for the Trust.

While some government bodies will require jargon, it is important to remember that the community don't speak this language.

Our tone must be community focused, benefit driven and always answer the question "why should the reader care"?

Always do a final read to eliminate any jargon. A good test is asking someone outside of the Trust read it for you, and tell you if they understand it.

From this...

The National Trust of Western Australia is a statutory body that delivers heritage services through whole of government appropriations. The organisation delivers services in the areas of property and collections management, natural heritage management and educational and learning programs

To this...

At the Trust, we are passionate about connecting all Western Australians with the stories of their cutural hertiage, we do this through promoting and protecting heritage.

We work with partners to help people take collective action towards conserving and protecting our heritage for future generations to enjoy.

PHOTOGRAPHY

Examples to be provided

Fun, engageing, authentic, contemporary action shots. We do not want staged photos as a standard.

PRINT COLLATERAL

Brochure

A5 PROPERTY INFORMATION FLYER

These flyers contain information about properties. They are designed to be eye-catching and inviting to the reader.

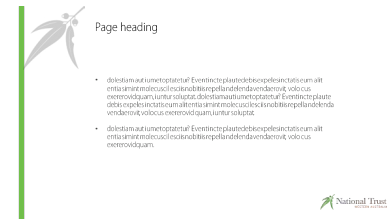FRONT COVER
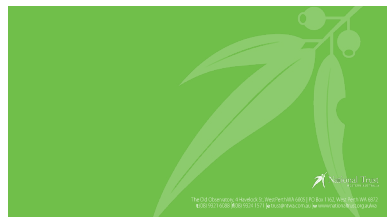
BACK COVER

Brochure

A5 PROPERTY INFO FLYER

ADDITIONAL COLLATERAL

Powerpoint Template

COVER

Presentation Name
Presentation Subheading

WITH PHOTO

WITHOUT PHOTO

INTERNAL: PULLOUT QUOTES

INTERNAL: TEXT SLIDES

Page heading

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CLOSING SLIDE

Newsletter

HEADER & FOOTER

Brand and colour
consistency needs to be
carried through to email
news communication.

HEADER

FOOTER

Email Signature

EMAIL SIGNATURE

The email signature is a combination of plain text, the logo and social media icons as jpegs.

Email signature will have full details including address in intital signature. Reply signature will have reduced content.

Julian Donaldson
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National Trust
WESTERN AUSTRALIA

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