

ND
RI

BRAND GUIDELINES INTRODUCTION

The NDRI Style Guide sets out the guidelines to follow when presenting the NDRI brand to ensure clarity, consistency and recognition.

Please refer to this manual when producing any visual material that bears the NDRI brand.

Contact Information

For assistance when using this guide, please contact:

Studio Papa
189 Brisbane St
Perth WA 6000, Australia
E: info@studiopapa.com.au
www.studiopapa.com.au

NDRI LOGO

The NDRI logo is intended to be used in the majority of cases where space is an issue or where the logotype or full name of the company has been made apparent in a previous slide or page or location.

Logo Green



Logo Black



NDRI LOGOTYPE

The standard Logotype should be used in the majority of situations across print and web, where size is not an issue and the name of the business has not been made previously apparent.

Logotype Green



Logotype Black



NDRI ENDORSED LOGOTYPE

The endorsed of the NDRI logotype is intended to be used in the majority of cases where NERA's endorsement is required or desired to be made apparent.

Endorsed Logotype Green



Endorsed Logotype Black

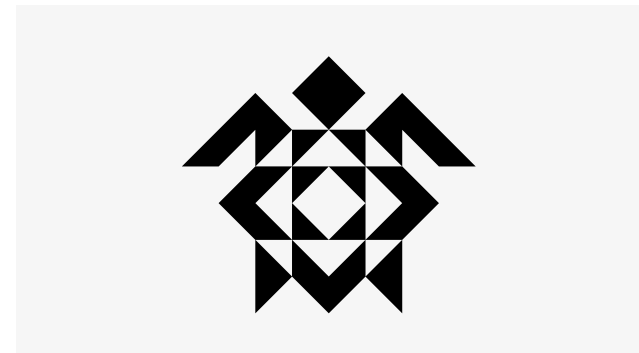


NDRI ICON

The NDRI turtle icon is to be used as a supporting graphic at any size where the NDRI logo isn't being used, when the name or acronym does not need to be visible, or when size is more of a concern.



Icon Green



Icon Black

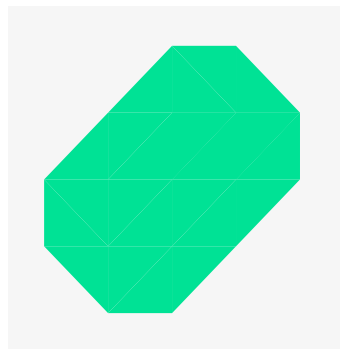
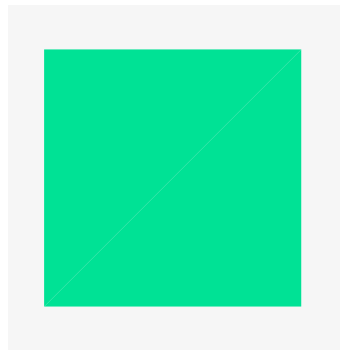
NDRI BRAND ASSETS

Shapes, Icons, & Containers

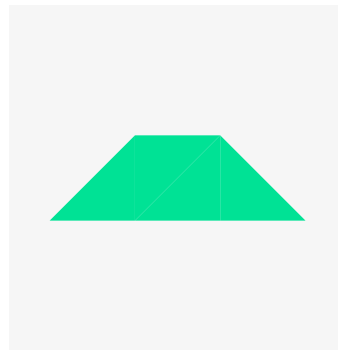
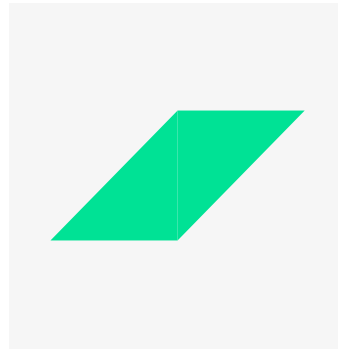
The base of all shapes and Icons is the isosceles triangle. This shape can be built with and used to create angled shapes for containing photos or illustrations. A selection of the most useful and brand appropriate of these shapes have been provided as a guide.

The triangle can also be used to make illustrative icons as a way to directly communicate information in an infographic or to make clear a subject on a webpage.

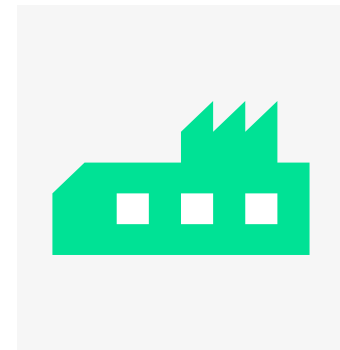
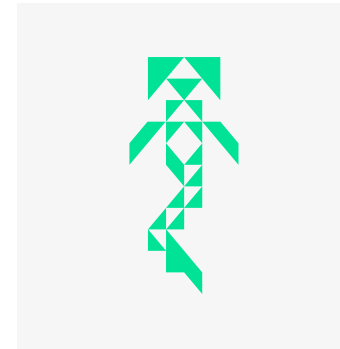
Shapes + Containers



Shapes + Containers



Icons



NDRI BRAND ASSETS

Pattern

Made from the base triangle shape, this pattern should be used primarily as a filler graphic to balance compositions or to provide a branded alternative to blank or sparse printed and web pages.



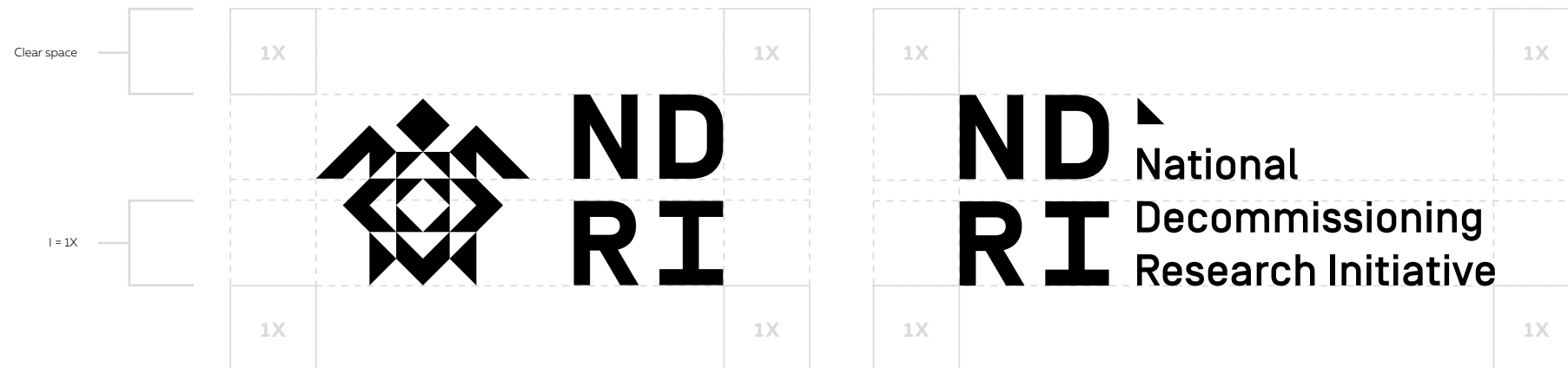
LOGO APPLICATION LOGO CLEAR SPACE

It is important to keep the NDRI logo clear of any other graphic elements.

To regulate this, an exclusion zone has been established around the logo. This zone indicates the closest any other graphic element or message can be positioned in relation to the logo.

In both the logotype and logo the clearzone has been determined by the height of one of the letters in NDRI. The clear space is a square of this height measurement.

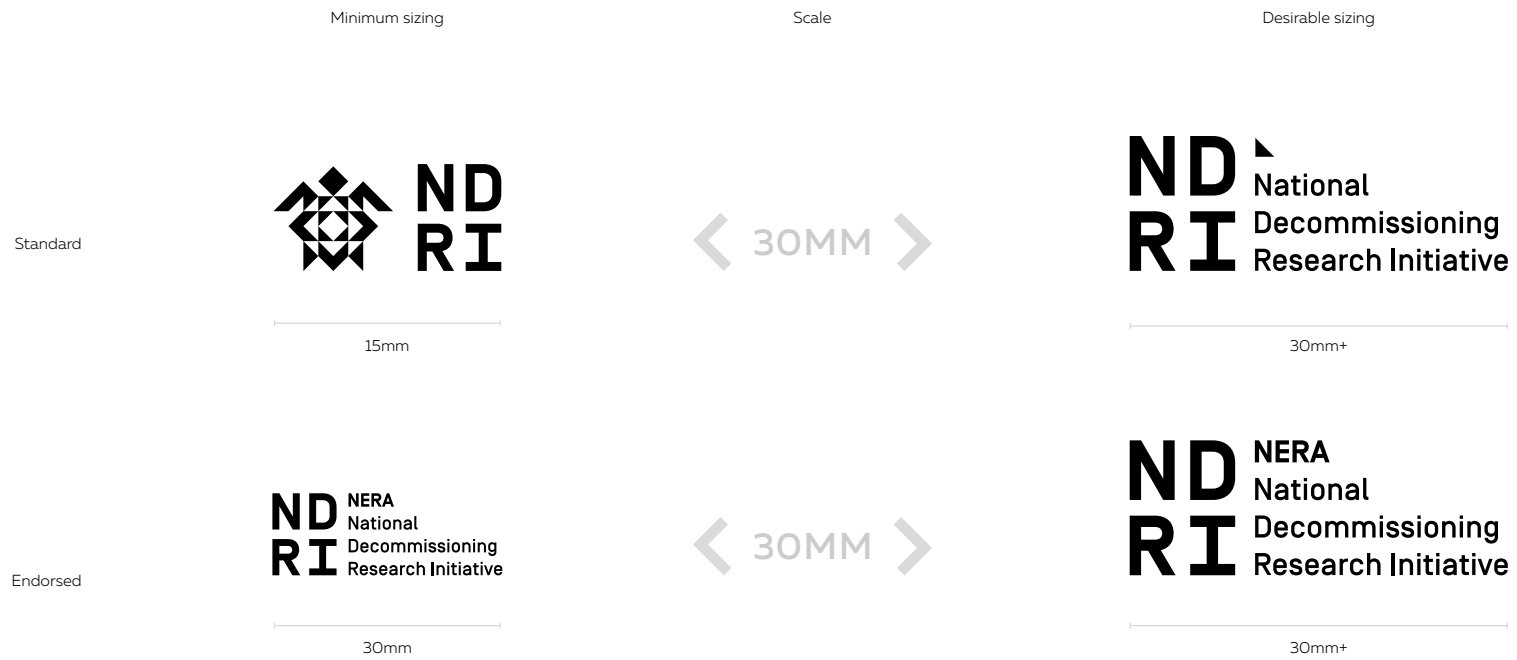
Follow this rule for minimum recommended clear space on all instances of the logo.



LOGO APPLICATION MINIMUM SIZE & SMALL SCALE VERSIONS

The standard logo provided the smallest but most legible footprint and should be used when economical use of space is a priority or when the full name of NDRI has been made apparent elsewhere. It should also be used as a replacement for the full NDRI logotype when under 30mm of size.

The endorsed version of the logotype does not have an alternate smaller version and should thus not be printed under 30mm width size.



LOGO APPLICATION DO'S AND DON'TS

These examples apply to all logos and brand assets in the NDRI family.



Don't stretch, warp or otherwise distort



Don't rotate



Don't recolour



Don't add any effects. Ever.



Avoid awkward white boxes. Use proper amounts of Clear space. Use a PNG or EPS version of the logo (they have transparent backgrounds)



Don't reposition elements

BASIC ELEMENTS

COLOUR

A controlled palette of modern and vibrant colours have been created to support the NDRI brand in communication materials.

Green



C:47 M:0 Y:51 K:0
R:0 G:224 B:153
HEX#:00e099
Pantone 802c

Navy



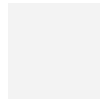
C:20 M:60 Y:95 K:17
R:10 G:61 B:77
HEX#:0a3d4d
Pantone 548c

Charcoal



C:29 M:27 Y:14 K:22
R:148 G:144 B:159
HEX#:94909F
Pantone 445c

Grey



C:6 M:4 Y:5 K:0
R:242 G:242 B:242
HEX#:f2f2f2
Pantone 9285c

White



C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX#:ffffff

BASIC ELEMENTS

TYPOGRAPHY

A selection of typefaces have been used to build the NDRI brand identity.

Simplon BP – available from

Bold	<p>ABCDEF GHIJK LMNOP QRSTUVW XYZ</p> <p>abcdefghijklmnopqrstu vwx yz</p> <p>1234567890!@#\$%^&*[]</p>		Headings
Medium	<p>ABCDEF GHIJK LMNOP QRSTUVW XYZ</p> <p>abcdefghijklmnopqrstu vwx yz</p> <p>1234567890!@#\$%^&*[]</p>		Headings & Subheadings
Regular	<p>ABCDEF GHIJK LMNOP QRSTUVW XYZ</p> <p>abcdefghijklmnopqrstu vwx yz</p> <p>1234567890!@#\$%^&*[]</p>		Body Copy
Light	<p>ABCDEF GHIJK LMNOP QRSTUVW XYZ</p> <p>abcdefghijklmnopqrstu vwx yz</p> <p>1234567890!@#\$%^&*[]</p>		

*More weights and settings available