



# Brand Guidelines

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## Table of contents

Introduction .....	<b>5</b>
Corporate logo .....	<b>6</b>
Symbol positioning and clear space .....	<b>8</b>
Logo don'ts .....	<b>9</b>
Company font .....	<b>11</b>
Company website font .....	<b>14</b>
Primary colour system .....	<b>17</b>
Secondary colour system.....	<b>19</b>
Our values .....	<b>20</b>
Contact .....	<b>21</b>

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To bring together and support those engaged in the study of learning, teaching and policy, and in the continuous improvement of higher education.

**- Our purpose**

introdu

## Introduction

### **About HERDSA**

The Higher Education Research and Development Society of Australasia (HERDSA) is a scholarly society for people committed to the advancement of higher and tertiary education. It was established in 1972 to promote the development of higher education policy, practice and the study of teaching and learning.

### **About these guidelines**

These guidelines reflect HERDSA's commitment to quality, consistency and style.

The HERDSA brand, including the logo, name, colours and identifying elements are valuable assets. Each of us is responsible for protecting the Society's interests by preventing unauthorised or incorrect use of the HERDSA name and marks.

The correct implementation of these guidelines is essential for the optimum performance of HERDSA's digital assets and overall consistency.

Any queries related to the implementation of new brand assets should be directed to the office of HERDSA on +61 2 9771 3911 or at [office@herdsa.org.au](mailto:office@herdsa.org.au).

Introduction

## Corporate logo

### Concept

The HERDSA masterbrand or corporate logo comprises two elements: the logo symbol and logo type.

The logo symbol is only used in isolation where space does not allow for the full masterbrand to appear, such as in a minimised navigation bar. In this case, the masterbrand must have been displayed first and the visual identity of the brand reinforced.

The logo type based on the font ITC Busorama has been chosen for its modern aesthetic. The legibility is preserved at all sizes and further enhanced by the use of upper case letters.

### 1 Coloured version

This is the preferred version. Use alternatives only where design considerations, such as a low-contrast background, require it.

### 2 Mono version

When the background colour is light, use the black version. When the background colour is light, use the dark version.

Always use the lock-ups as opposite, rather than placing the HERDSA name manually, to enforce consistency across the brand.

### Recommended formats

.eps | .ai | .png | .jpg

### Attention

The use of any stylised, animated, hand-drawn or other versions of the HERDSA logo is not permitted. This undermines the logo and brand consistency. Please consult with HERDSA if you have any questions or need further assistance.

### The logo symbol



### 1 Coloured version



### 2 Mono version



### Application on a background

This shows approved logo applications on different coloured backgrounds.

#### Green on black



#### White on green



#### Logo symbol outline on black (alternative design)



#### Black on white



#### HERDSA guides (alternative design)



#### Minimum logo size

Minimum size: 10mm width  
Neither the left-aligned masterbrand or the logo symbol should not be smaller than 35 pixels in height.



## Symbol positioning and clear space

### Logo with byline

The corporate logo can also be used with the expanded version of the HERDSA acronym.



### Positioning of the symbol

The symbol must always appear to the left of the logo type. The symbol placement is measured as the combined area of the "H" & "E" and sits left aligned to the left of the "H".



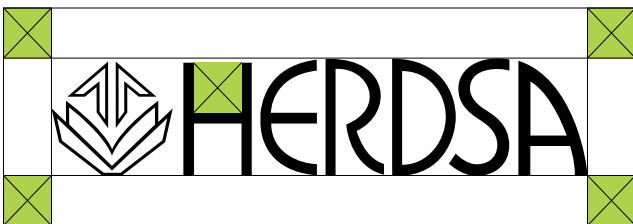
### Clear space

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate logo. It indicates the closest any other graphic elements or message can be positioned in relation to the logo symbol or the HERDSA name.

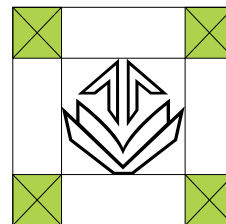
### How much clear space?

As a rule, leave clear space around the brand mark equal to the negative space within the HERDSA 'H'.

Exclusion zone



Exclusion zone

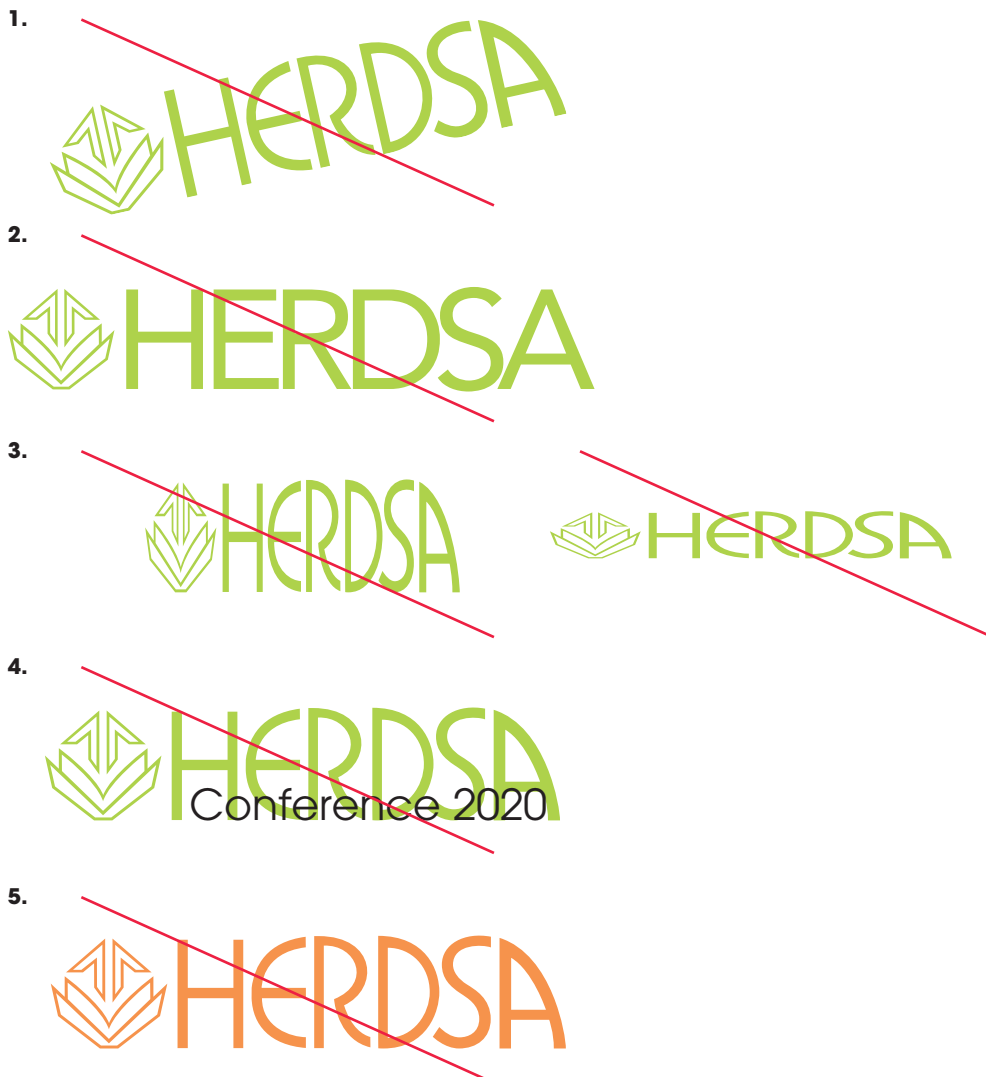




## Logo don'ts

### Do not

1. rotate the logo
2. alter the logo type font style
3. change the proportions of the logo vertically or horizontally
4. place copy over the top of the logo
5. change the colour of the logo



Company font  
Website font

typografi

## Company font

### Fonts

Typography plays an important role in communicating the overall tone and quality of the brand.

Careful use of typography reinforces our brand personality and ensures clarity and consistency across all HERDSA communications.

ITC Avant Garde Gothic is the primary corporate typeface. It is a versatile geometric sans-serif typeface

## ITC Avant Garde Gothic

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ITC Avant Garde Gothic Extra Light

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)

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ITC Avant Garde Gothic Medium

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)

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**ITC Avant Garde Gothic Bold**

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890?!\*+(.,)**

## ITC Avant Garde Gothic Complete set

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ITC Avant Garde Gothic Extra Light  
abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!\*+(.,)

---

ITC Avant Garde Gothic Book  
abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!\*+(.,)

---

**ITC Avant Garde Gothic Demi**  
**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890?!\*+(.,)**

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**ITC Avant Garde Gothic Bold**  
**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890?!\*+(.,)**

---

*ITC Avant Garde Gothic Extra Light Oblique*  
*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890?!\*+(.,)*

ITC Avant Garde Gothic  
Complete set

Extra Light

Book

Demi

**Bold**

*Oblique*

## Roboto Website font

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### Roboto Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!\*+(.,)

---

### Roboto Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!\*+(.,)

---

### Roboto Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!\*+(.,)

---

### Roboto Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890?!\*+(.,)**

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### *Roboto Light Italic*

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890?!\*+(.,)*

Roboto  
Website font

Light

Regular

Medium

**Bold**

*Italic*

Primary colour system  
Secondary colour system

colour



## Primary colour system

### Colour system

This colour palette has been chosen to create a unique visual identity for HERDSA. Care has been taken to ensure AA accessibility standards have been adhered to, so it's essential only specific combinations of colours are used together for legibility.

The primary colours should make up the majority of all sites built for HERDSA. The use of these colours is essential for consistency in the brand essence.

#### **PANTONE 2297 C**

C 36 M 0 Y 90 K 0  
R 185 G 207 B 52  
HEX #B9CF34

PANTONE  
2297 C



#### **PANTONE Black 6 C**

C 75 M 68 Y 67 K 90  
R 18 G 17 B 12  
HEX #12110C

PANTONE  
Black 6 C



Identity is cause;  
brand is effect, and  
the strength of the  
former influences the  
strength of the latter.

- Larry Ackerman

## Secondary colour system

### Secondary colour system

The secondary colours are to be used sparingly to highlight/pull out important call to actions and buttons. Their purpose is to stand out on the page and draw the eye to increase interaction on the page. The standard highlight colour for most situations is red, with purple as a fallback if contrast is an issue.

### Background colours

Background colours are used to divide horizontal content blocks on the page. Minimal use is recommended to retain an aesthetically pleasing experience.

#### PANTONE 1788 C

C 0 M98 Y 74 K 0  
R 229 G 19 B 54  
HEX #E51336



#### PANTONE 2735 CP

C 94 M100 Y 8 K 1  
R 62 G 36 B 127  
HEX #3E247F



#### Background colours



HEX #3A3537  
R58 G53 B55



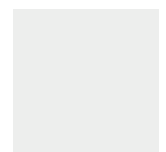
HEX #898687  
R137 G134 B135



HEX #C4C2C3  
R196 G194 B195



HEX #EAEBEA  
R234 G235 B234



HEX #F2F2F2  
R242 G242 B242

## Our values

# Our values

### **HERDSA's values**

In all our operations and relationships, we value:

- respectful interactions that encourage full participation by all members;
- high standards of ethical and inclusive practice;
- adherence to the Constitution and its principles;
- the promotion of HERDSA's goals and purposes.

HERDSA works to:

- advance educational policy and practice in the higher education and tertiary sector
- facilitate and promote the enhancement of teaching and learning
- encourage and disseminate research on higher education and tertiary teaching, learning, development, research, leadership and policy matters
- recognise and reward outstanding contributions to higher and tertiary education
- encourage collaboration and the development of professional communities in higher and tertiary education and
- assist its members in their ongoing professional development.

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our values

## Contact

# Contact

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