

Style guide

National
Careers Week



CAREERSWEEK.COM.AU

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AN INITIATIVE OF:



Using the NCW logo

Our logo contains some important elements. Make sure that when you're placing the logo, the dates and the full text are all legible. A good rule of thumb is to go no smaller than 4cm wide in print or 90px wide on screen.

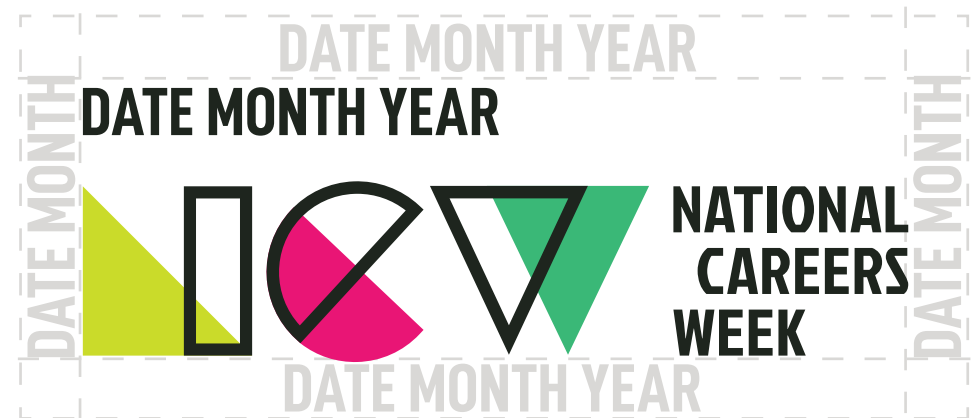
Please ensure this logo is only ever placed on white.
See page 3 for some examples of how to place the logo.



Logo clear space

The minimum amount of space around the logo should be enough to place another line of black text above and below like the example to the right.

If in doubt, make sure the logo has some "breathing" space around it with no other objects or edges intruding into that space. The logo should never butt up against the edge of the page either.



Colour

Use the codes below to recreate these key colours. Keep to one colour per page. When using text over the colours, use the below examples as a guide for best contrast.

LIGHT GREEN

PANTONE: 389 C
CMYK: 25 0 100 0
RGB: 205 222 0
HEX: #cdde00

MAGENTA

PANTONE: 213 C
CMYK: 2 97 24 0
RGB: 323 31 118
HEX: #e81f76

GREEN

PANTONE: 7479 C
CMYK: 70 0 72 0
RGB: 0 206 124
HEX: #00ce7c

Examples



The big picture

Here are some examples of how the logo, text and images have been applied to the collateral.

Avoid



✘ Don't place logo on coloured or image background



✘ Don't place logo in a floating white box



✘ Don't distort the logo in any way. Don't place logo on an angle.



✘ Don't remove any parts from the logo