



An Australian Government Initiative



national science week

BRANDING & STYLE GUIDE



BRANDING & STYLE GUIDE CHEAT SHEET

Once you've read the guidelines, this cheat sheet can act as a quick reference.

ESSENTIAL

These must be employed when preparing promotional material.

National Science Week Logo (Page 10)



Australian Government Initiative / Inspiring Australia logo (Page 14)



Colour swatch (Page 24)



Typeface (Page 24)

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

For professionally designed material, please use:

DIN Schrift 1451 Mittelschrift

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

RECOMMENDED

We strongly recommend you include the following in your promotional material.

Web address (Page 26)

www.scienceweek.net.au

Twitter hashtag (Page 26)

#scienceweek

Dates (Page 27)

2018: 11–19 August

2019: 10–18 August

2020: 15–23 August



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5.0 PARTNER LOGOS

1.0 WELCOME



1.1 WELCOME

WELCOME TO THE NATIONAL SCIENCE WEEK BRANDING AND STYLE GUIDE.

The aim of this guide is to help protect the National Science Week brand and create consistency across collateral being produced across Australia. We also aim to simplify and reduce the time you need to spend in preparing promotional material for National Science Week.

The National Science Week brand describes who we are and what we do. Every time we use the brand we communicate a consistent message to the community.

In this guide, you will find applications for the logos, colours, typefaces and design templates that express our brand. It covers all material produced for National Science Week, including advertising, posters, electronic material and stationery. You will be able to find information and guidance on the use of the National Science Week logo and the use of our partner logos.

For National Science Week, maintaining a consistent, high quality and structured image means that we can build a stronger awareness of National Science Week amongst members of the public. To make this happen, we need your help!

As you work through this guide, if you have any questions please contact the National Science Week team at Questacon on 02 6270 2880 or scienceweek@industry.gov.au

1.2 BRAND

The National Science Week festival is unique – it's a grassroots program that is accessible and collaborative, engaging all ages and interest levels of science. It is a celebration of achievements in science and the future's up-and-coming talent. National Science Week is bright, captivating, interesting, inspirational and proudly Australian!

This is who we are – it's the National Science Week brand.

1.3 OBJECTIVE

National Science Week aims to raise the profile and increase the public understanding and public appreciation of science, innovation, mathematics, engineering and technology, and their role in maintaining and improving our society, economy and environment.

Overall, our objectives are to:

- > Celebrate Australian talents and achievements in science, innovation, mathematics, engineering and technology ('science' will be used as the generic term for these fields);
- > Provide an opportunity for all Australians to participate in events and activities that showcase science;
- > Demonstrate how science is interesting, challenging, important, and of direct relevance to our daily lives, the well-being of society and the environmentally sustainable growth of our economy;
- > Encourage young people to continue science studies beyond the compulsory years of schooling and to pursue science-based careers; and
- > Demonstrate the links between science subjects and science-based careers.

By creating a consistent brand for National Science Week, we can increase the impact of the brand and add credibility to individual events.



2.0 LOGO

2.1 LOGO

The National Science Week logo should be included on every piece of material produced for National Science Week.

The Logo is available in two primary layouts - as a horizontal ('inline') version and as a vertical ('stacked') version.

To a reasonable extent, the Logo you use is left to your discretion.

There are two versions of the inline Logo, as demonstrated below.

Inline on white background



Inline on black background

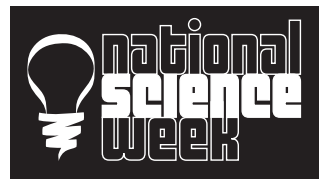


There are two versions of the stacked Logo, as demonstrated below.

Stacked on white background



Stacked on black background



2.2 APPEARANCE

When placing the National Science Week Logo on the page, please consider the following:

- > If you have received a grant then the Logo should always be accompanied by the composite Australian Government Initiative / Inspiring Australia logo (see section 2.5).
- > Second to the Australian Government Initiative / Inspiring Australia logo, the Logo should wherever possible be used as a heading being as large, if not larger, than the event title.
- > On the rare occasions where this is not possible:
 - the Logo must always be the largest logo on the page;
 - where National Science Week is not clearly visible in the heading, the Logo should be included at the top of the page, with any partners' logos listed at the bottom.
- > The Logo used should be the highest resolution version available.

2.3 COLOUR USE

It is intended that the National Science Week logo be reproduced in two colours only — black and white. To add flexibility to this reproduction, guidelines for limited colour use have been developed.

- > The Logo can be placed on a coloured background. In this case, use the Logo where the word 'science' has the highest contrast to the background colour.
- > The Logo should not change in its colours, only the background should change.
- > The Logo should not be represented in anything but black and white.
- > The Logo should not appear as a dark colour on a dark background.

2.4 USAGE

2.4.1 Choosing a logo

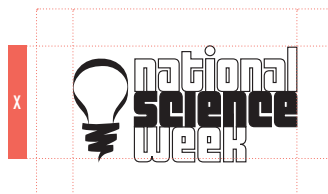
To a reasonable extent, the Logo you use is left to your discretion. We only ask that the Logo you select is the one where the word 'science' is the most contrasting to the background. For example, on a white background you would use the Logo where 'science' is black.



2.4.2 Spacing and sizing

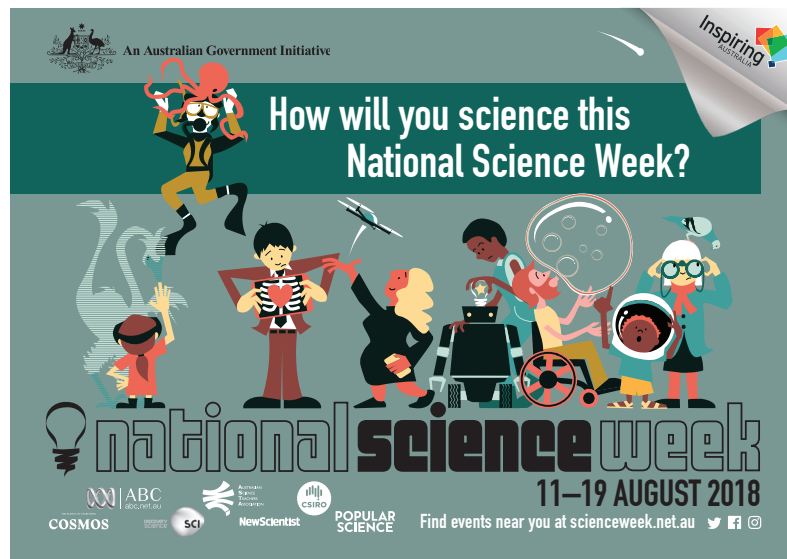
Wherever possible the minimum height of the inline Logo is 0.5cm and the minimum height of the stacked Logo is 1.5cm. It should never appear smaller than this, as demonstrated on the right.

For web use the minimum height of the inline Logo is 15 pixels and the minimum height of the stacked Logo is 44 pixels.



2.4.3 With other logos

As stated earlier, the National Science Week Logo should always be the most prominent logo when used alongside other logos. Please ensure this is not jeopardised.



2.4.4 Incorrect usage

Consistency of the Logo is critical to establishing consistency across Australia.

Please make sure you avoid the following:

- > Do not tilt the design
- > Do not enlarge or alter in proportion any part of the design
- > Do not rearrange the design
- > Do not reduce the design below the minimum size
- > Do not use the design in a low contrast manner
- > Do not use the lightbulb image on its own



2.5 THE GOVERNMENT LOGO

National Science Week is an Australian Government Initiative so it is appropriate to acknowledge that support by including the Australian Government Logo in the following ways.

2.5.1 Usage

There are two versions of the Logo, as demonstrated on the next page.

The Australian Government Logo should appear above or next to the National Science Week Logo, and have prominence over and above other images and graphic elements. Please refer to the link below for use of the Australian Government Logo.

www.dpmc.gov.au/guidelines/docs/design_guidelines_PMC.rtf

In-line



Stacked



2.5.2 Incorrect usage



2.6 EVENTS FUNDED BY THE AUSTRALIAN GOVERNMENT

Recipients of Australian Government funding for National Science Week must, in all publications, promotional materials and activities relating to the event:

- > Acknowledge the financial and other support you have received from the Australian Government. The following acknowledgement may be used:

This Inspiring Australia initiative is supported by the Australian Government as part of National Science Week.

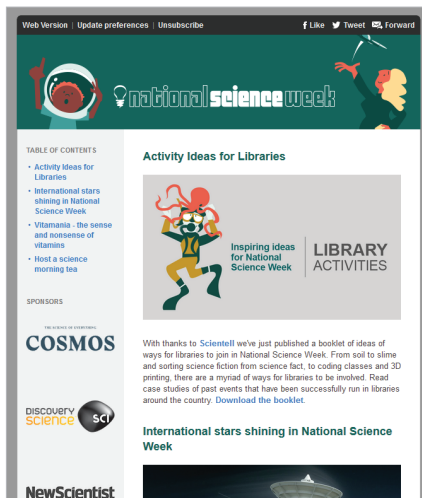
- > Use the Australian Government Initiative/ Inspiring Australia Logo provided on the National Science Week website in accordance with our instructions.



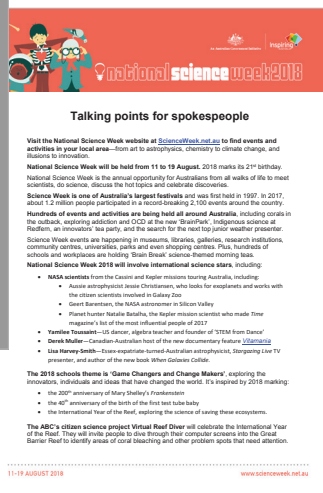
3.0 BRAND APPLICATIONS

3.1 BRAND APPLICATIONS

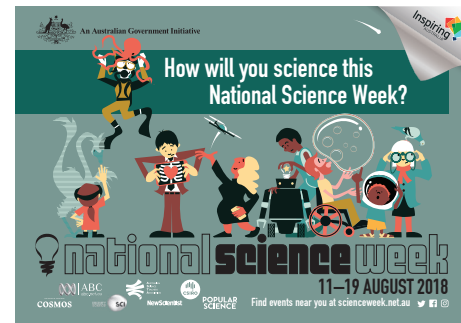
Newsletter / Letterhead



Web Banner



Magazine Ad



3.2 DESIGN ELEMENTS

There are eight character-based design elements that can be used when creating your own promotional material.

They are not the logo, but simply an additional graphic design feature that can be used in promotional material on their own or as a set. They are designed to be applied to black or white backgrounds.

These elements are available as eps and png files and can be found on the Science Week website.



Health + AR



Drone



Space



Robotics



Bubble physics



Marine science



Paleontology + VR



Ornithology

3.3 TEMPLATES

A comprehensive range of templates have been provided and should minimise the amount of collateral you need to produce. When using the templates, all the text colours and sizing have been specified.

Please do not tamper with the templates in any way.

These templates can be downloaded from the National Science Week website.

Here is a full list of what is provided:

- > Letterhead
- > Memo
- > Media Release
- > Community Listing
- > Media Alert
- > Event Running Sheet
- > Publicity Guide
- > Poster
- > Invitation
- > E-Invitation
- > Web Ads
- > Certificate of Appreciation

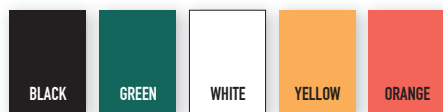




4.0 BRAND ELEMENTS

4.1 COLOUR SWATCH

This is the National Science Week colour swatch and these should be the primary colours used in your promotional material.



Green

CMYK = 87, 40, 63, 25

RGB = 24, 101, 92

Yellow

CMYK = 0, 36, 74, 0

RGB = 251, 175, 89

Orange

CMYK = 0, 75, 64, 0

RGB = 242, 102, 89

4.2 TYPEFACE

In all collateral produced for National Science Week – internal and external – please use this typeface:

ARIAL

HEADINGS: 14PT, CAPITALS, BOLD

SUBHEADINGS: 12PT

Body text: 11pt

Contact details: 11pt

For professionally designed material, please use:

DIN SCHRIFT 1451 MITTELSCHRIFT

HEADINGS: 18PT, CAPITALS

SUBHEADINGS: 9.5PT, CAPITALS

Body text: 8.5-9.5pt

WEB: DIN SCHRIFT 1451 ENGSCHRIFT: 30kern

4.3 LANGUAGE

Always refer to National Science Week by its full name, and not Science Week. You may wish to use the initials NSWk when referring to National Science Week internally, but this should not be used in any public communications.

The hashtag is #scienceweek

4.4 TAGLINE

**‘How will you science?’
is the tagline for National
Science Week.**

The tagline may be used to communicate the National Science Week feel, but is not an essential component for promotional material.

4.5 YEAR SPECIFIC LOGO

If you wish to use the Logo as your heading, you can include the year alongside the Logo.

 **national science week 2018**

 **national science week 2018**



4.6 WEB PRESENCE

The National Science Week website is a great resource and reference to the site should be included in all collateral except internal communication.

www.scienceweek.net.au

The website should be clearly visible in your promotional material but the positioning is for you to decide.

National Science Week is on Facebook at facebook.com/nationalscienceweek, on Twitter @aus_scienceweek and on Instagram as @nationalscienceweek

NOTE: The hashtag for National Science Week has changed and is now #scienceweek.



The National Science Week App is available for both iOS and Android.



4.7 KEY FACTS

When preparing collateral, particularly informative pieces, you may wish to include the key facts of National Science Week:

- > National Science Week is one of Australia's largest festivals, with an annual audience of over a million across more than 1800 events.
- > National Science Week is a celebration of science, engineering, mathematics, technology and innovation.
- > In 2018 National Science Week will run from 11 to 19 August, with events taking place in every state and territory of Australia.
- > National Science Week is an initiative of the Australian Government, and is strongly supported by the Commonwealth Scientific and Industrial Research Organisation (CSIRO), the Australian Science Teachers Association (ASTA) and Australian Broadcasting Corporation (ABC).
- > Now moving into its twenty second year in 2018, National Science Week has hosted tens of thousands of events over the years and around 40% of the Australian population are aware of the festival.
- > The majority of National Science Week events are free and open to the public, and they offer an opportunity for all Australians to get involved.

4.8 DATE

These are the dates for National Science Week:

2018 11–19 AUGUST

2019 10–18 AUGUST

2020 15–23 AUGUST

It is helpful to include relevant dates in your promotional material where no other date is specified.

4.9 PHOTOGRAPHIC IMAGERY

Photographic imagery should reflect the brand of National Science Week.

As described in Section 1.2, National Science Week is unique, grassroots, accessible and collaborative. Try to capture these elements in your imagery!

Be sure to use photos that accurately reflect the National Science Week audience – both adults and children.





5.0 PARTNER
LOGOS

5.0 PARTNERS LOGOS

The following information is only applicable for members of the state and territory Coordinating Committees.

For significant pieces of promotional material, you may desire to include the National Science Week Management Committees' logos – ABC, ASTA and CSIRO. Refer to the table below for use of these:

ABC	Always requires approval. Email Kylie Andrews who will supply the logo and seek MD's approval: andrews.kylie@abc.net.au
ASTA	Does not require approval
CSIRO	Does not require approval

