



BUILDING UPGRADE FINANCE

SOUTH AUSTRALIA

BRAND GUIDELINES

VERSION 1.1 | SEPTEMBER 2019

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01. LOGO

Stacked Logo

The stacked logo is to be used when portrait orientation is required on collateral.

Inverse and monotone versions of the stacked logo have been produced for the following use:

Inverse – to be used when the logo is applied on dark backgrounds.

Monotone – to be used when the logo is applied on a blue background, and printing and design limitations apply.

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Full colour preferred logo application

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Full colour preferred logo application



01. LOGO

Landscape Logo

The landscape logo is to be used when landscape orientation is required on collateral.

Inverse and monotone versions of the landscape logo have been produced for the following use:

Inverse – to be used when the logo is applied on dark backgrounds.

Monotone – to be used when the logo is applied on a blue background, and printing and design limitations apply.

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Full colour preferred logo application

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Full colour preferred logo application

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01. LOGO

Monotone Logo

The monotone logo is to be used when the logo is placed over a blue background or blue imagery.

The cyan 'A' logo version is not to be placed on a blue tone to ensure the full logo is legible.

The monotone logo can also be used for specialty printing where a monotone logo may be required.



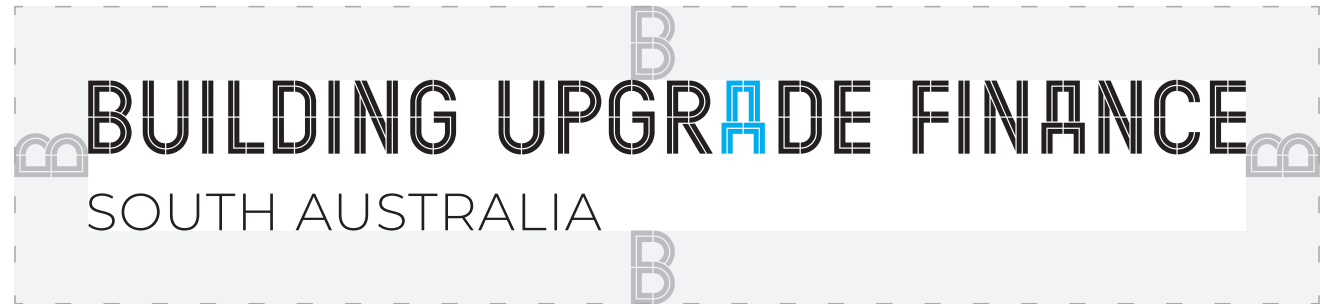
01. LOGO

Clear Space

Please allow a minimum clear space on all sides of the logo. This is defined as the height of the 'B' in the word 'Building' in the logo.

The clear space will protect the logotype from being crowded by other elements such as text, other organisation's logos, and images.

DO NOT use logos with border - visual purposes only.



01. LOGO

Incorrect Use

To ensure the logo is used appropriately please adhere to these rules of use.

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❌ Do not alter the
logo's text.

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❌ Do not stretch or
skew the logo.

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❌ Do not outline the
logo.

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❌ Do not add
effects such as
drop shadow or
glow to the logo.

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❌ Do not alter the
colour of the logo
outside of the
colour palette.

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❌ Do not alter the
spacing of the
logo in any way.

01. LOGO

Minimum Sizes

To ensure the logo is clear and legible at all times please ensure the logo is no smaller than these sizes.

The stacked logo must never be displayed smaller than 10mm or 28 pixels in width.

The landscape logo must never be displayed smaller than 30mm or 85 pixels in width.

15mm / 42px

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Actual size

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40mm / 113px

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Actual size

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01. LOGO

Co-branding

When the logo is used in conjunction with community or stakeholder branding, where possible, ensure the logo is of a similar size proportionate to the co-branded logo and enough clear space has been considered for both logos.

Examples of co-branding:



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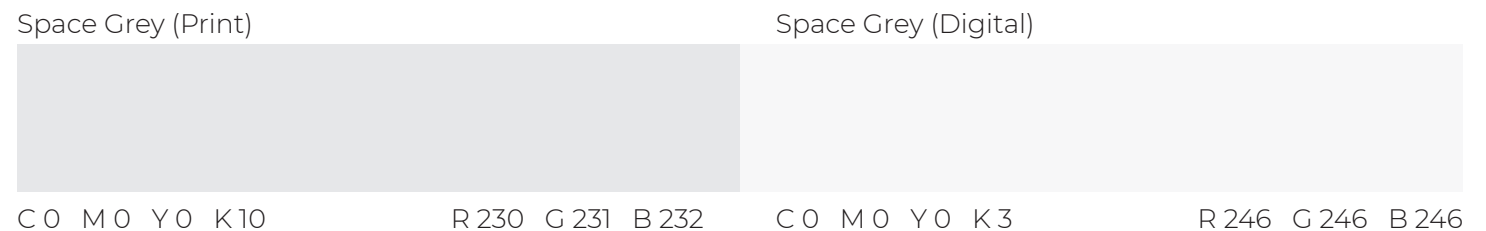
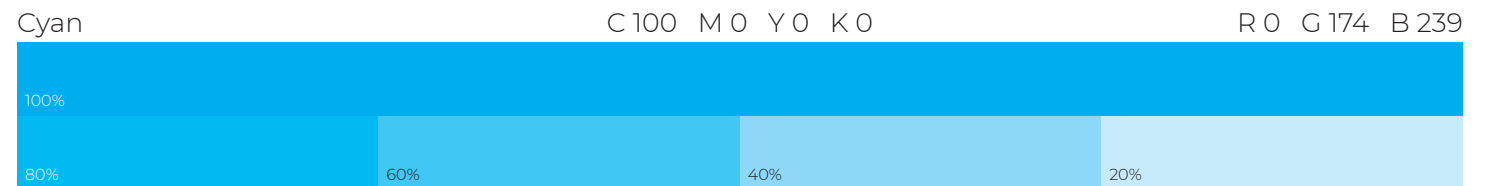
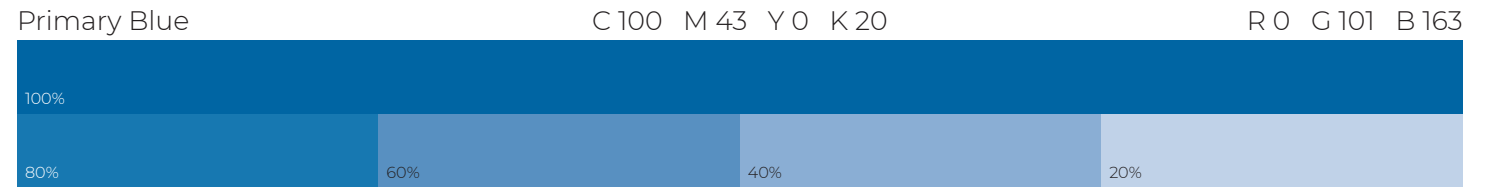
A black and white photograph of a classical building's corner, viewed from a low angle looking up. The building features a prominent pediment with a triangular gable. Thick, white smoke or steam is rising from the roofline, partially obscuring the upper part of the facade. The sky is a uniform, overcast grey. The text '02. COLOUR PALETTE' is overlaid in white, sans-serif capital letters across the center of the image.

02. COLOUR PALETTE

02. COLOUR PALETTE

Primary Palette

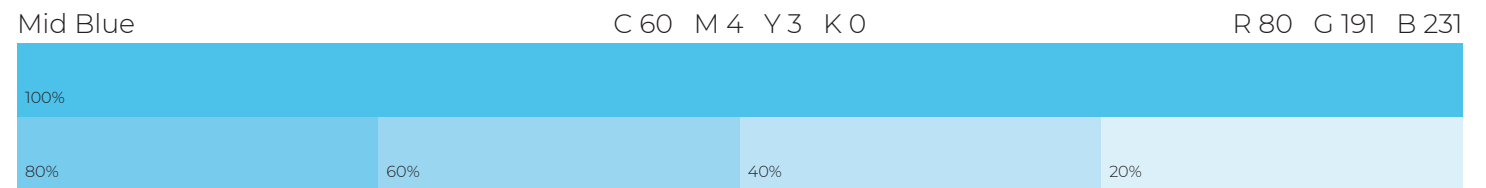
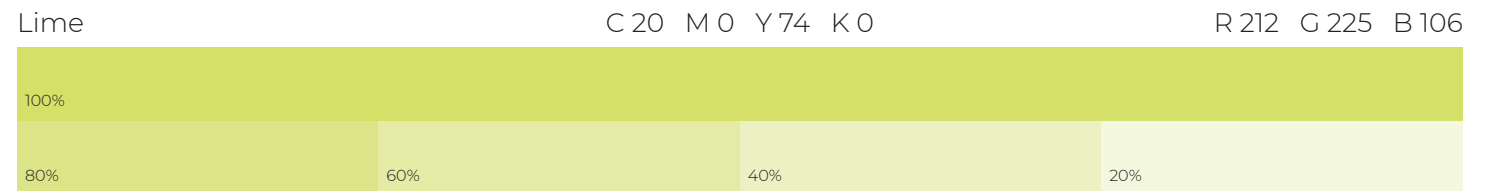
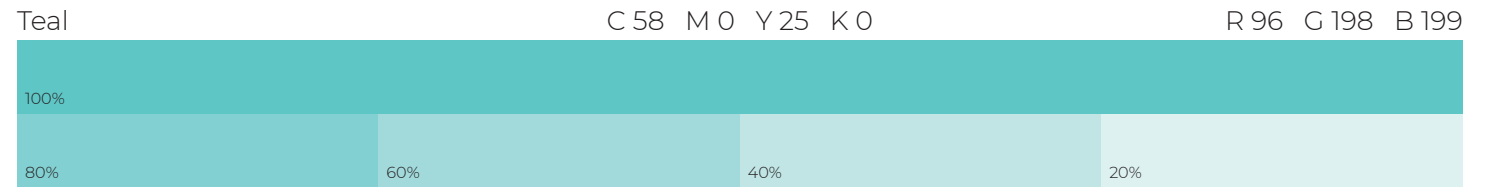
These four colours are the main colours to distinguish the brand and its personality throughout all communication collateral.



02. COLOUR PALETTE

Secondary Palette

These colours are to be used to support the Primary Colour Palette.



03. TYPOGRAPHY



03. TYPOGRAPHY

Primary Typeface

Montserrat is the primary typeface to be applied appropriately across all marketing and advertising collateral.

Montserrat Light is the primary type weight used in collateral for large headings and body copy.

Montserrat Regular is used for subheadings.

Different type weights of Montserrat can be used to create further hierarchy in collateral.

Montserrat Bold is the thickest type weight to be used in collateral. Montserrat ExtraBold and Black are not to be used.

Montserrat – Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat – Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat – Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat – SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

03. TYPOGRAPHY

Alternative Typeface

Arial is the alternative typeface to Montserrat for use in Microsoft Word documents and PowerPoint presentations as Arial is a common typeface to all computers.

For marketing collateral and documents that will be converted to PDF Montserrat is to be used.

Arial – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

04. DESIGN EXAMPLES



05. DESIGN EXAMPLES

Stationery

An example of how the brand has been applied to stationery including business card, letterhead, envelopes, and email signature. These examples include the state specific Building Upgrade Finance branding for South Australia.

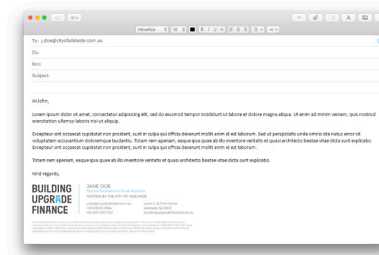
When printed, stationery is to be printed on recycled sustainable stock where possible.



Building Upgrade Finance Stationery



Business Card



Email signature



A4 Letterhead

05. DESIGN EXAMPLES

Brochures

An example of how the brand has been applied to different brochure formats in DL and A4 applications.

When printed, brochures are to be printed on recycled sustainable stock.



FAQ A4 Brochure



FAQ DL Brochure

05. DESIGN EXAMPLES

Merchandise

An example of how the brand has been applied to merchandise including lanyards, pens, notebooks, and sustainable coffee keep cups.



Corporate pens



Notebooks



Coffee Keep Cup



Lanyard variations

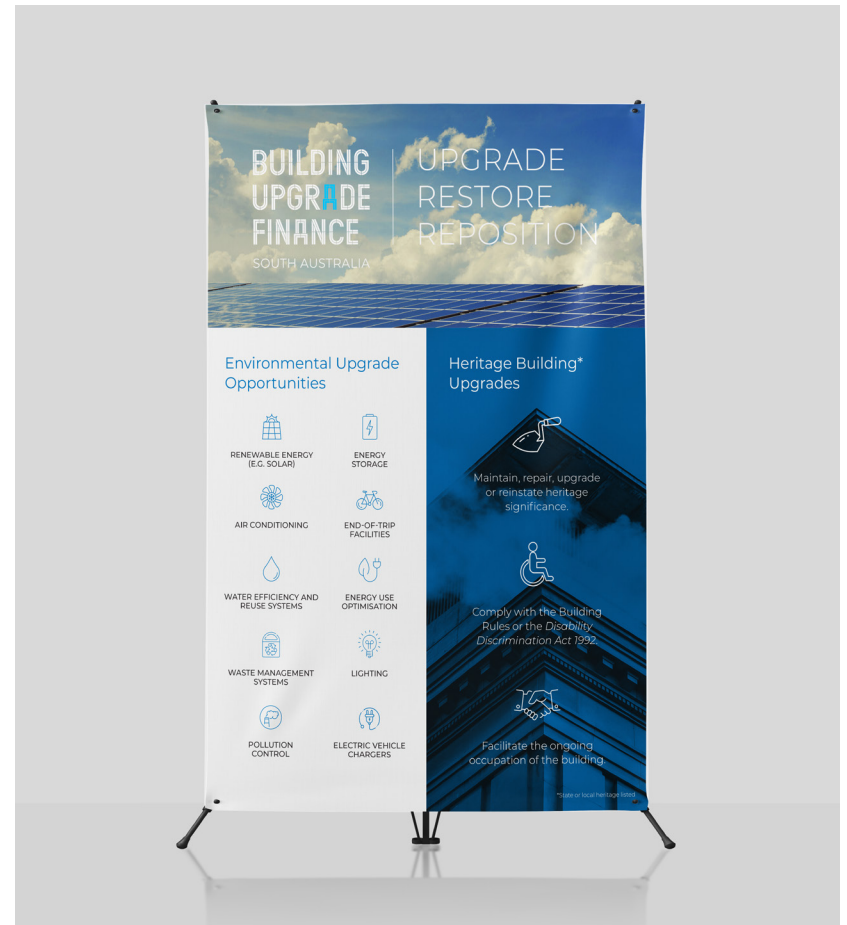
05. DESIGN EXAMPLES

Signage

An example of how the brand has been applied to signage for events including pull up banners and stand banners.



Event Pull Up Banner



Event Stand Banner



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