**** 

**BRANDING GUIDE**

# LOGO

The **Master Logo** is the primary visual tool for Education Alliance Queensland (EAQ).

* The logo is to appear no smaller than 40mm width and 19m height.
* The logo maybe used in black. The white logo may be used when the background is dark; it may also be overlaid on a photographic image, provided the contrast is adequate.



The **abbreviated logo** may be used in conjunction with the Master Logo.

* It may be displayed no smaller than 15mm width and 10mm in height. This logo is only available as full colour.



## **Process Colours**

Blue: C100 M58 Y0 K21

Green: C64 M6 Y100 K0

## **Spot Colours**

Pantone Blue: 7462C

Pantone Green: 7489C

## **File Formats**

.JPG – use this format for both printing and web

.PNG – transparent background

.EPS – vector art file

# TYPOGRAPHY

The **two fonts** that make up the visual aspect of the brand are Open Source fonts, selected on the basis of legibility, flexibility in weight as well as visual style.

Open Sans Extra Bold

Open Sans Semi Bold

The **secondary typeface**, Cormorant Regular is to be used for all ‘body’ text in marketing and presentations to harmonise the brand visually.

*Produced by Testify Studio 2018*