Brand Style Guide

October 2011

COTA
For older Australians

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1.0 Introduction

What is a Style Guide?

A Style Guide is a simple and comprehensive description of an organisations brand, detailing the brand structure and values, the visual elements and their appropriate application across all media.
It is an essential reference tool for presenting a new brand
with maximum effect, both within the organisation and to the public.

Why Do We Need a Style Guide?

COTA Australia is a large and geographically dispersed organisation. The representation of the brand will be managed by numerous individuals and groups which inevitably leads to multiple interpretations of the brand and its application.
This guide delivers a unified brand, one that appears consistent every time it is presented to market. This consistency builds consumer recognition and protects the integrity of the brand.

Who Will Use This Style Guide?

This Style Guide will be used by any person or organisation creating communication, advertising or promotions for the COTA brand. It is important that before commencing work with this brand that the Style Guide and digital files are supplied along with an appropriate brief.

Contact
If further assistance is required regarding the COTA brand, please contact:

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2.0 Our Brand Defined

Our Identity is not just a logo. It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel that makes the COTA brand instantly recognisable.

The following pages guide you through the core elements. They will assist you in designing and producing compelling communication with a high degree of creative flexibility.

Our purpose is to advance the rights, needs and interests of older people by being a highly effective peak body.

Our Brand Essence

The core of our brand:
Working in the best interests of older Australians by promoting, improving and protecting their circumstances and wellbeing.

Brand Values

The attractive qualities that define our brand:
Trustworthy, professional accessible, protective, engaging, connecting.

Brand Benefits

The benefits offered to members by our brand:
Be respected, consulted, included, represented and heard; have access to appropriate support and care; age with dignity and purpose.

What is a Brand?

It is more than the visual representation of a corporate logo, it is the feelings, associations and values that everyone involved shares.

What is a Positioning Statement/Strap Line?

This is a concise written statement of the desired market position, conveying the unique attributes, benefits and promise of your brand.

What is COTA's Positioning Statement?

For older Australians

This positioning line is used as part of the logo; the wording and the graphic together form the logo.

The positioning line is to be used on all national publications. Individual State/Territory COTAs can delete the positioning line "For Older Australians" but cannot replace it with anything else.

Our Website URL

Our website address is written in lowercase with 'www.' preceding it and should always be typed in Calibri Semibold weight as shown below.

It will most often feature in COTA Grey but can also feature in COTA Dark Orange when appropriate.

www.cota.org.au

3.0 Identity Elements

Our new identity represents advocacy for older Australians and a connection with others.

The COTA logo must always appear clearly and legibly on a white or light coloured background whenever possible. Always observe clear space specifications and ensure legibility by placing the COTA logo in an area that is simple and uncluttered. The COTA logo may be reproduced in Black or Greyscale in one-colour materials only.

The COTA logo is comprised of 3 main elements:

1) the mark (COTA)
2) the symbol
3) the strapline “For older Australians”
4) the strapline can be removed for individual State/Territory COTA publications but cannot be replaced with anything else.

The COTA logo has been created to print in 4 colour process. This is because our brand colours can be consistently and accurately reproduced in CMYK.

3.2 Identity Elements | Clear Space and Minimum Sizing

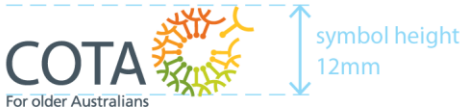
Clear Space
To ensure the brandmark appears clear of other graphic elements a clear space has been defined. This is the minimum space required, however it's recommended you allow for more clear space wherever possible.

Alternative Sizes
The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down in proportion.

Minimum Size
To ensure clarity and legibility of the brandmark, a minimum size has been defined for both print and online environments.

In print: 12mm high

Online: 86 pixels high



Featured here are our limited colour brandmarks.

Greyscale
For restricted or one-colour applications, the COTA logo appears in Greyscale or Black and White. The Greyscale version employs the use of Greys to represent the symbol.

One Colour
The mono version must only be used in situations where only one colour is permitted.

Watermark
The symbol part of the logo can be used as a watermark across marketing communications. It should be used cropped from the left-hand side of the page and only on the COTA Orange background.

Watermark COTA Orange PMS 144 U

PMS 144 U

Watermark Colour Screen Effect

PMS 391 10% tint

Consistent positioning of the logo is vital; it should appear on the left.

In some instances the logo may need to appear in the lower right, as per advertising ad requirements. In those instances please adhere to the Clear Space guidelines.

A4 POSTERS
Logo 110mm
left margin 25mm
top left margin 10mm

DL FLYERS
Logo 67mm
left margin 16mm
top left margin 10mm

Landscape formats
The top and left margins remain the same for the corresponding landscape formats.

Photography is a powerful and dynamic tool.

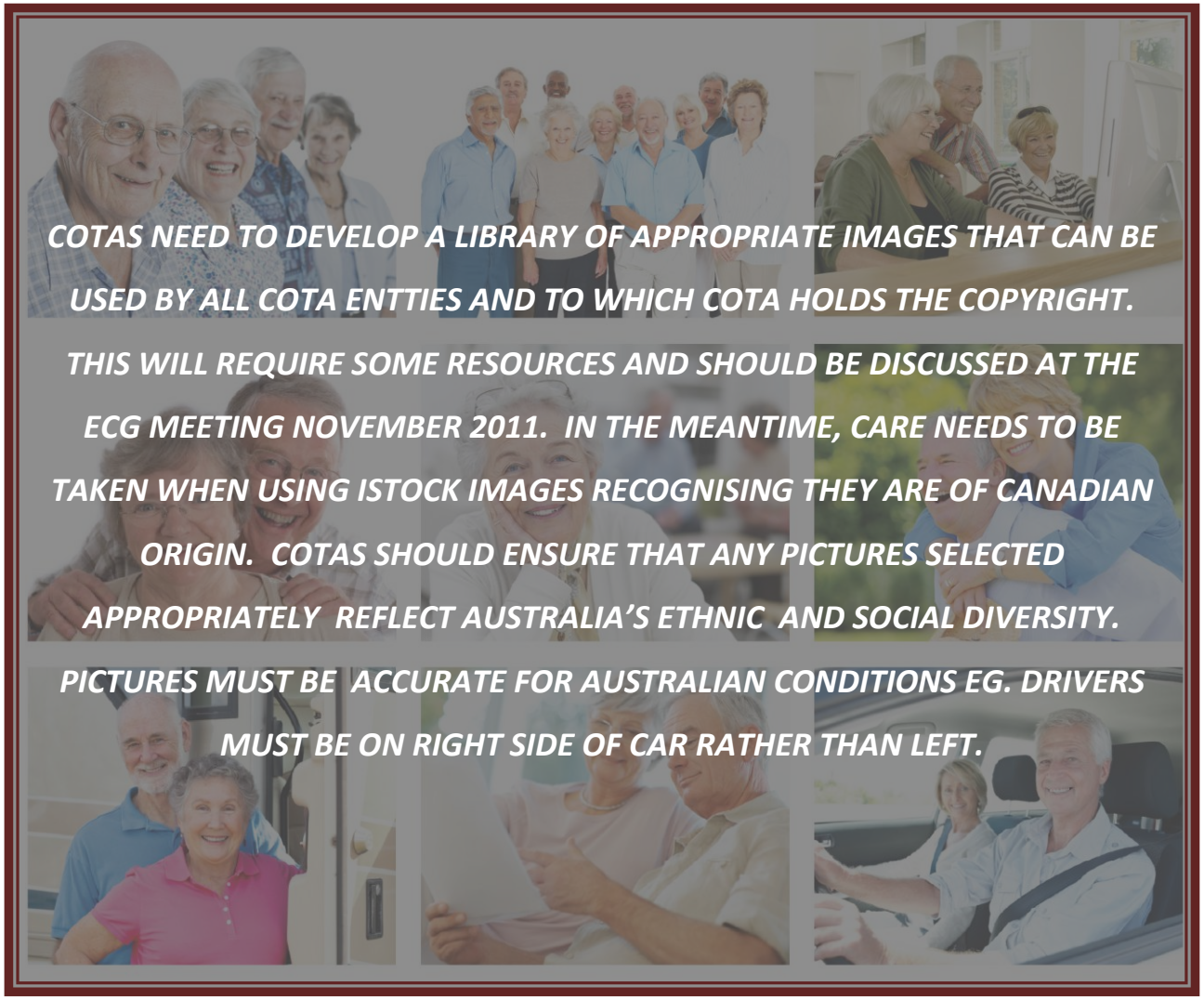
Our values and ethos are reflected in the images we use. They should communicate the diversity, energy and personality of what we do. Our images show natural, real-life people and situations.

Images that are used in printed materials should be reproduced at print quality – 300 dpi.

Note: It is prohibited by copyright law to take images from the internet and reproduce them without permission.

If you do not have suitable images, you can purchase them through www.istockphoto.com.

If you have your own photos from events you would like to use in publications, **always ask permission from people who can be identified in the photo** before using it. If using photos provided from third parties you will need to ensure that the same permission was obtained before you reproduce them. This is especially important where children are shown.



*Photograph examples © COTA Australia, istockphoto.com.au, shutterstock.com

4.0 Colour

Building a strong colour palette for the COTA brand is critical to strengthening brand awareness.

Used consistently over time, colours become associated with companies. Consistent use of colour will help make our communication even more recognisable to our audiences.

The COTA colour system is comprised of four colours:

COTA Grey – text only
For text over 14 point only
All text under 14 point to be **Black**
COTA Orange – background only
As background box with watermark if desired.
Any overprinted text must be 14 point or over.
Dark Orange
For headings and boxes with reversed out white print (14 point and over). This colour is 2 shades darker than on the COTA logo to enhance visibility for reversed out text.
Dark Green
For headings and boxes with reversed out white print (14 point and over)

Primary Palette

COTA GREY
PMS - Pantone 432 U
CMYK - 23c 2m 0y 77k
RGB - 75r 87g 95b
HEX# 4b575f

COTA ORANGE
PMS - Pantone 144 U
CMYK - 0c 48m 100y 0k
RGB - 248r 151g 29b
HEX# f8971d

APPLE GREEN
PMS - Pantone 377 U
CMYK - 45c 0m 100y 24k
RGB - 120r 162g 47b
HEX# 78a22f

DARK ORANGE
PMS 180

The colour codes which apply to dark orange need to be clarified so they reproduce accurately in all common software programs. WIP. We hope this can be clarified soon.

5.0 Typography

Typography is an important part of our visual language. Consistency is essential in order to build a strong national brand.

The following Calibri typeface family must be used as the primary font for all written communication and all artwork produced in house.

For professional use only, Myriad Pro in regular, semi-bold or bold can be used for brochures, banners and promotional artwork.

1. CALIBRI

Roman

AaBbCcDdEeFfGgHh
123456789@$%&!

Italic

AaBbCcDdEeFfGgHh
123456789@$%&!

Bold

AaBbCcDdEeFfGgHh
123456789@$%&!

Bold Italic

AaBbCcDdEeFfGgHh
123456789@$%&!

2. MYRIAD PRO

Regular

AaBbCcDdEeFfGgHh
123456789@$%&!

Regular Italic

AaBbCcDdEeFfGgHh
123456789@$%&!

Semibold

AaBbCcDdEeFfGgHh
123456789@$%&!

Semibold Italic

AaBbCcDdEeFfGgHh
123456789@$%&!

Bold

AaBbCcDdEeFfGgHh
123456789@$%&!

Bold Italic

AaBbCcDdEeFfGgHh
123456789@$%&!

Our online font

The following typeface has been selected for internal and online use.

Calibri Usage:
Headlines and feature text.

This has been chosen as the preferred Microsoft Word and Powerpoint font for letters, memos and corporate presentations. The Italic weights can also be used where appropriate in text.

1. CALIBRI

Roman

AaBbCcDdEeFfGgHh
123456789@$%&!

Italic

AaBbCcDdEeFfGgHh
123456789@$%&!

Bold

AaBbCcDdEeFfGgHh
123456789@$%&!

Bold Italic

AaBbCcDdEeFfGgHh
123456789@$%&!

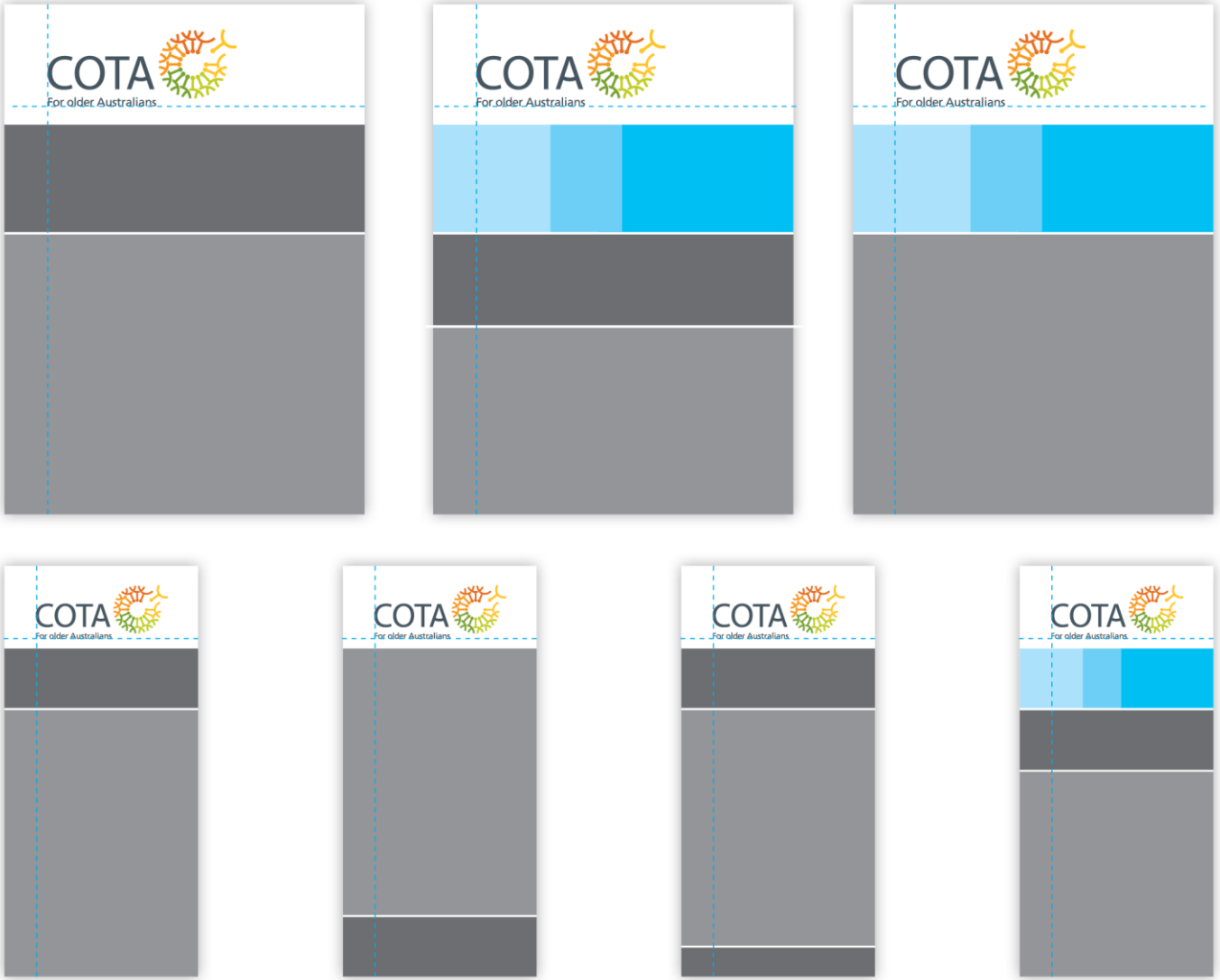
6.0 Graphic Language

The horizontal grid structure forms the basis of COTA's brand language. It adds a unique and distinctive personality.

It generates brand recognition and creates an underlying and consistent structure for all promotional communication.

The grid allows a customised design approach and can be applied in a dramatic or minimal way. It allows a large variety of layouts and designs to be created, whilst maintaining maximum brand presence.

The horizontal grid is a flexible device designed to add structure to the layout. Images are placed within a horizontal panel, as represented by the blue shaded areas opposite. Text must be aligned left inline with the logo placement.



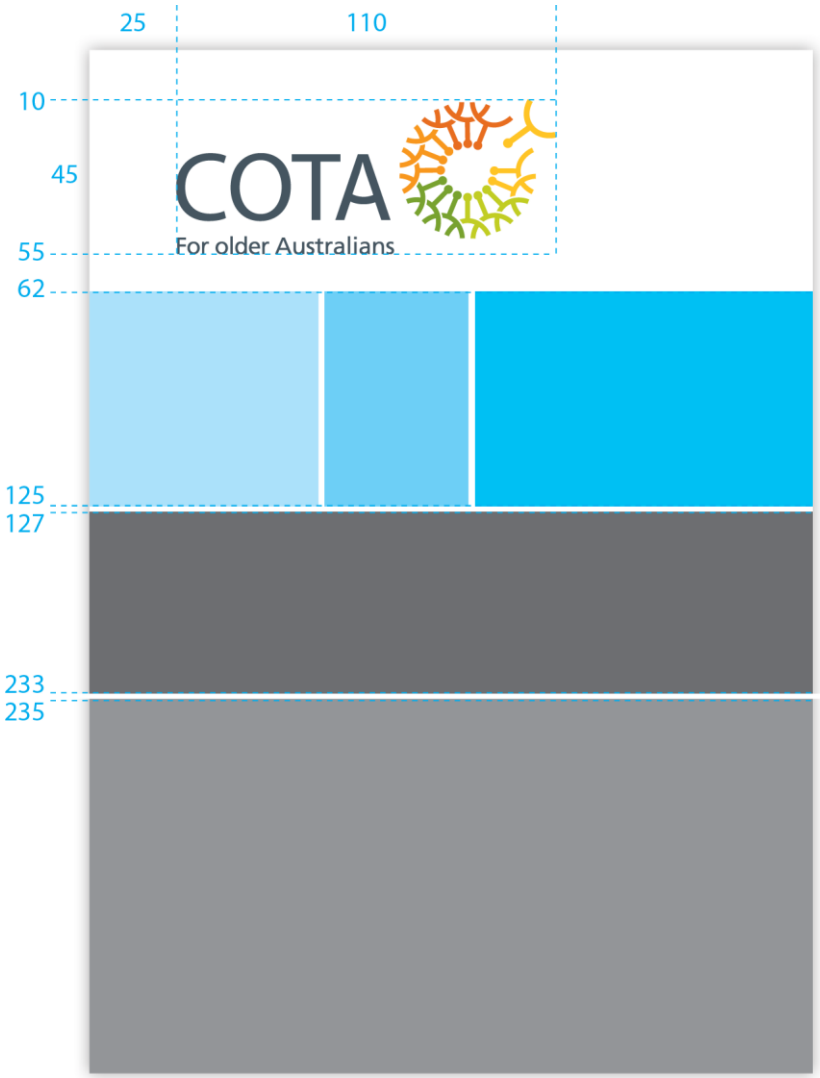
A4 Grid

The example opposite illustrates our A4 grid template. The logo must always appear in a consistent size and position at the top of the page. See pages 14 for size and positioning guidance.

The grid is available as an InDesign file in A4 and DL formats.

The grid must be used as a guide for the placement of text and images. This includes titles which should appear as part of the main design of the page.

Please see page 24 for examples.



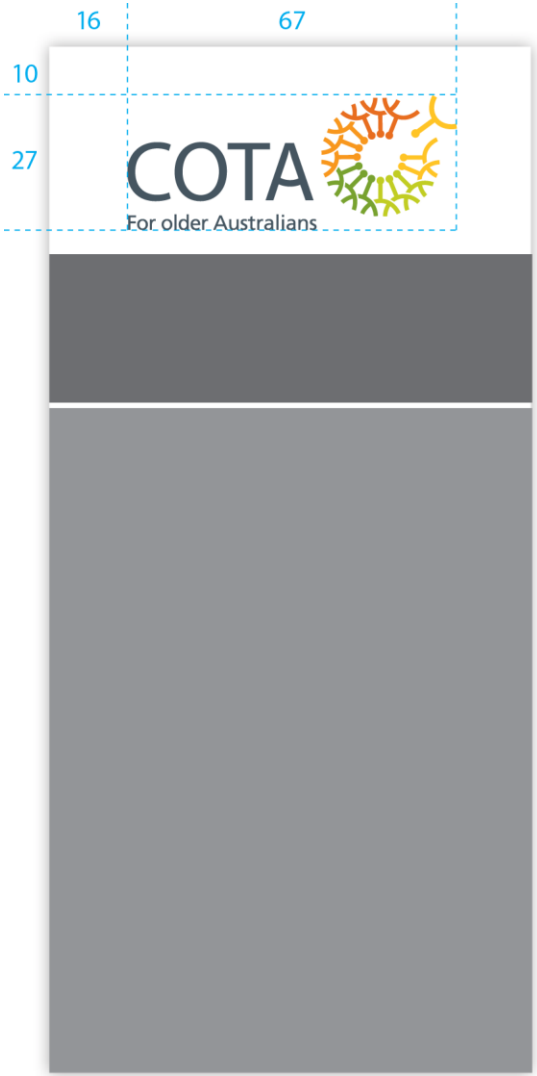
DL Grid

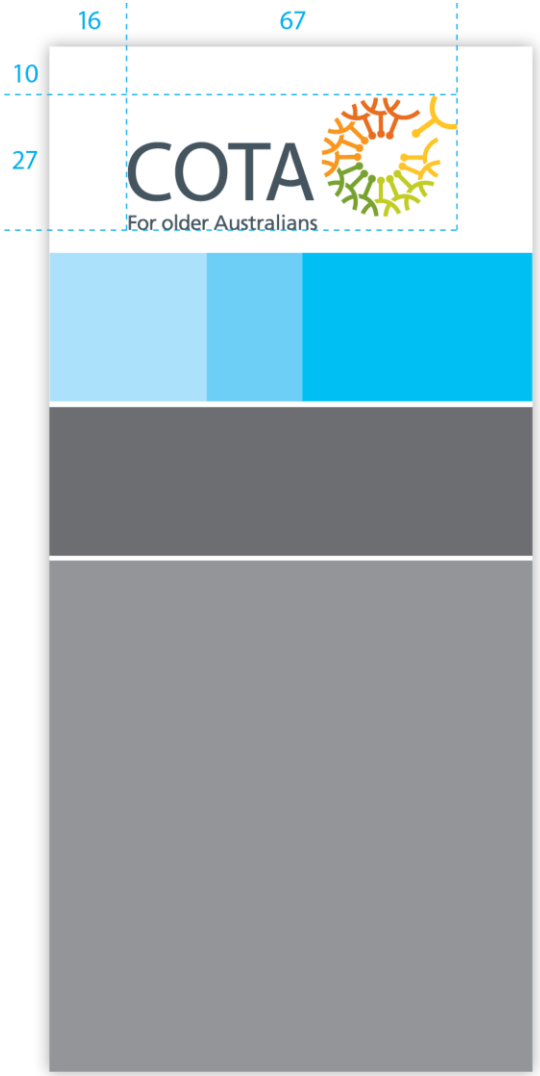
The examples opposite illustrates our DL grid template. The logo must always appear in a consistent size and position t the top of the page. See pages 14 for size and positioning guidance.

The grid is available as an InDesign file in A4 and DL formats.

The grid must be used as a guide for the placement of text and images. This includes titles which must appear as part of the main design of the page.

Please see page 25 for examples.





Using The Grid
These examples highlight the versatility of the grid used in cover and brochure layouts.

Templates have been created to provide a range of options using this grid system.

Method
Different combinations of the horizontal panels can be used as required.

Use the grid structure to hold titles, departmental names and images.

The grid can also be used to incorporate different images within a horizontal panel.

Titles
Please note that titles should be ranged left.

Do not use centred or justified titles and text.

Titles and text can be ranged from the left-hand edge of the COTA logo.

7.0 Corporate Applications

The COTA business cards are designed to be printed one or two sided.

The front features personal and address details while the reverse is generic.

Business card templates are available in a horizontal format.

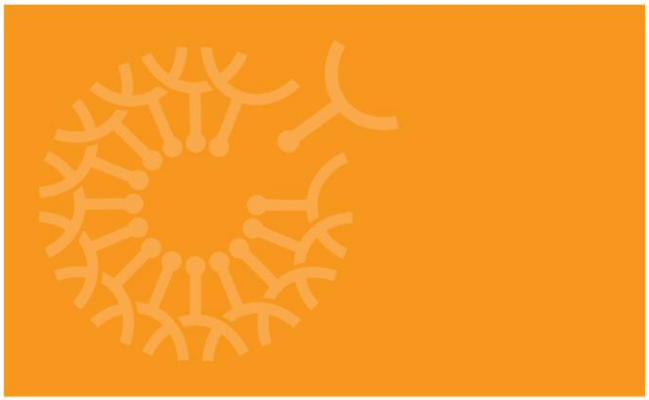
The coloured print reverse of the card is optional and will add to the cost of printing. Your local printer will be able to advise if you want to explore this option.

National Business Card

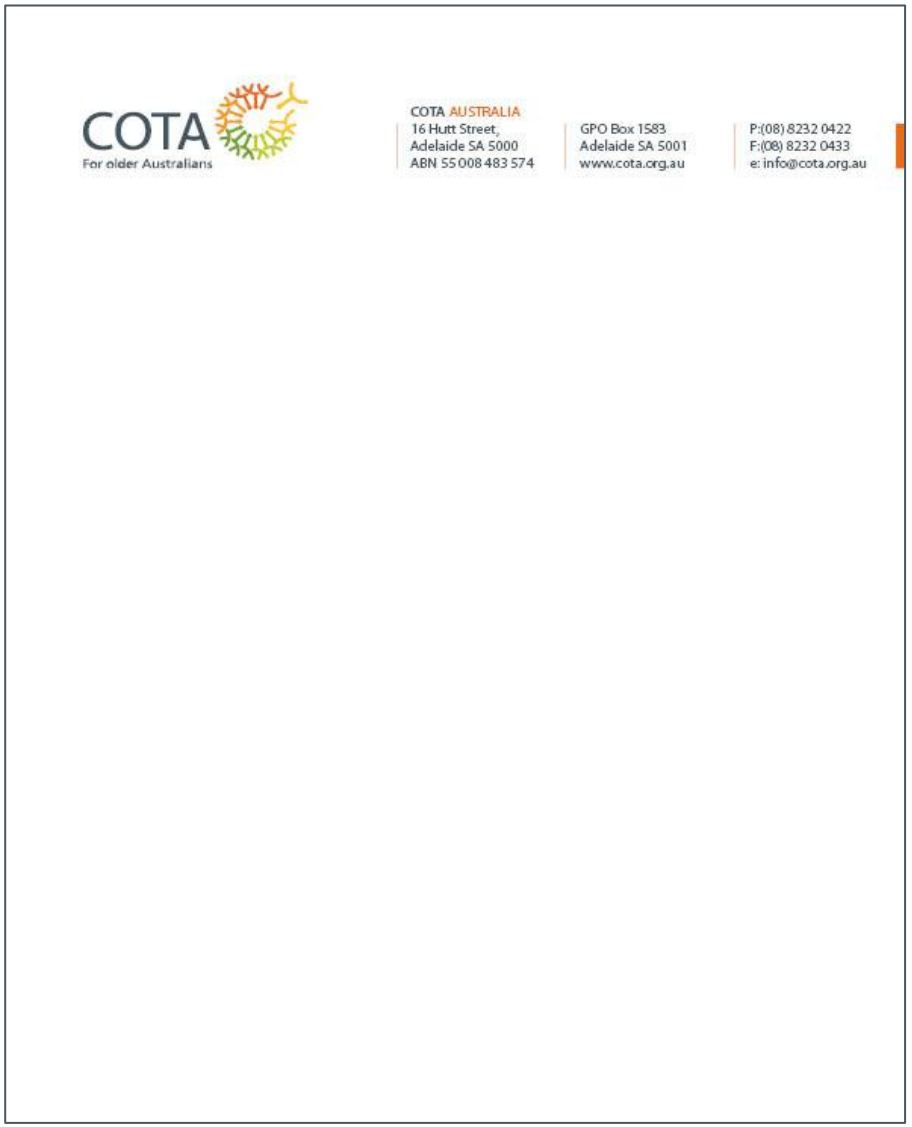
Front

Business Card

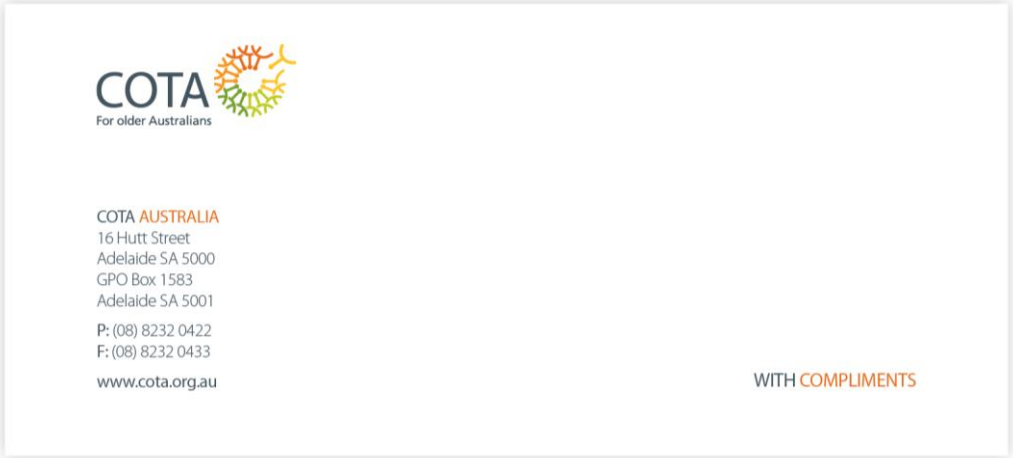
Back (Optional)



The COTA letterheads are designed single sided with the National and State organisation details along the top panel.



The COTA With Compliments are designed single sided with the National and State organisations details aligned left justified.



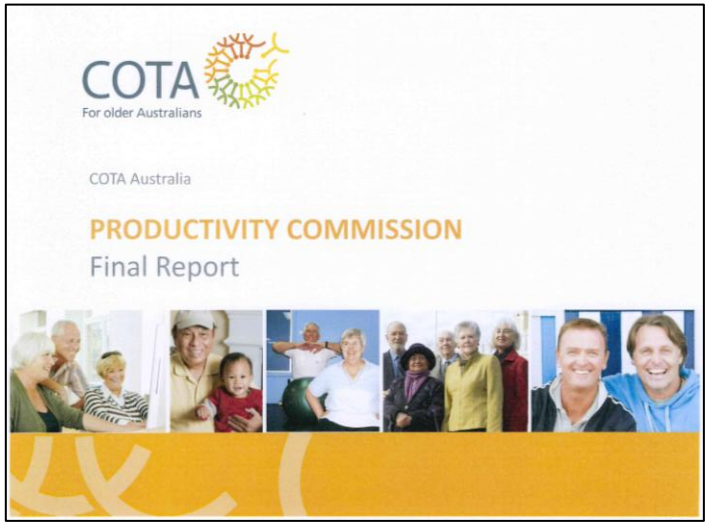
A full range of COTA Branded Envelopes are available.

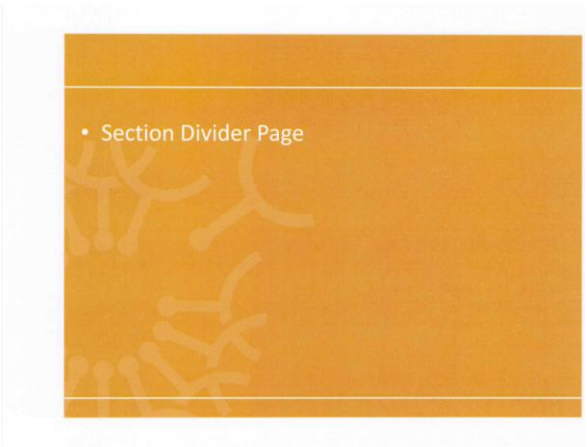
Envelopes can be printed in colour if required.

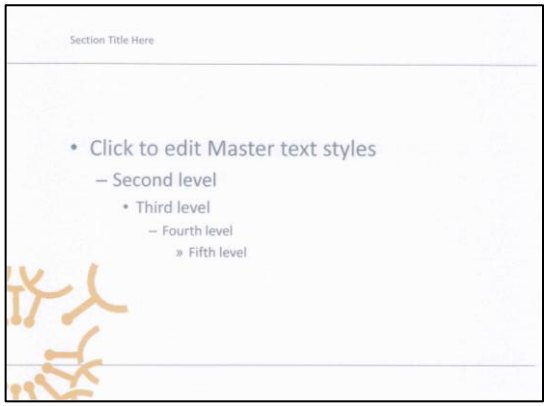
COTA Powerpoint examples

Example pages are shown

Templates are available from Nicola or Dorina on request.







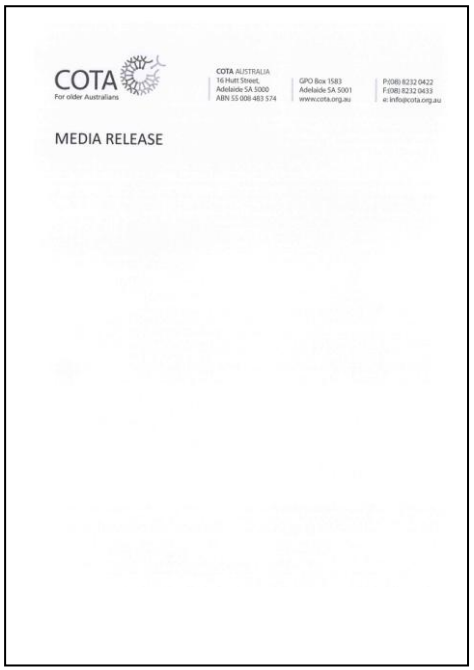
Example of name badge formats

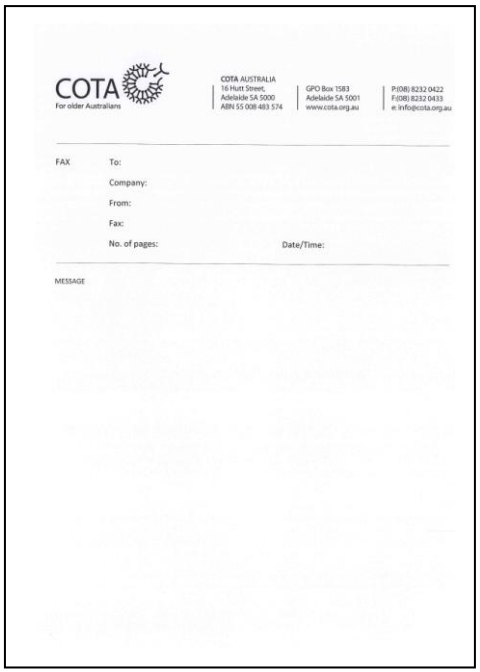
Title: Calibri 10 Bold
Title: Calibri 9 (not bold).

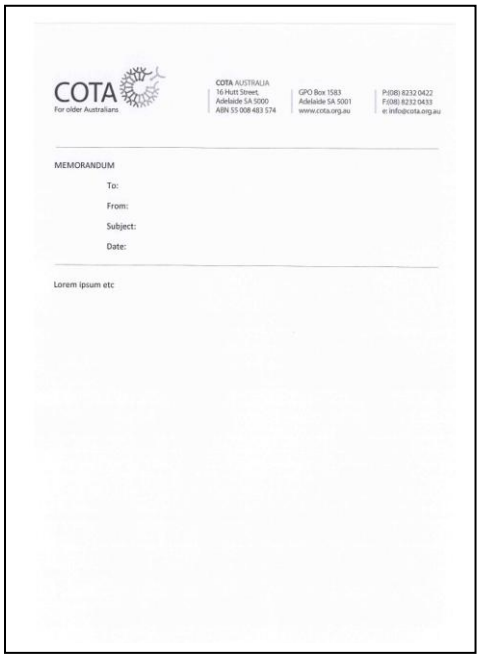
Recommended size:
76mm x 25mm

Logo and first name only – 15 pt

7.4 Corporate Applications – faxes, media releases, memos

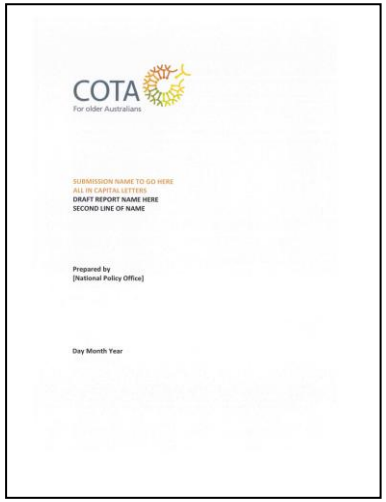


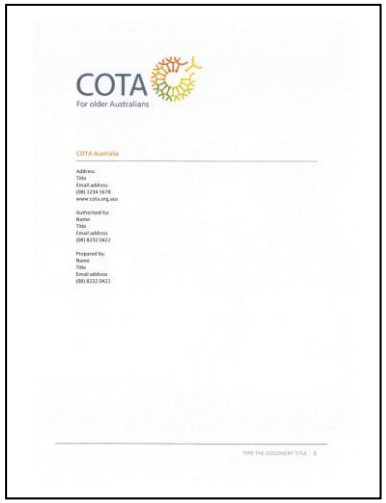


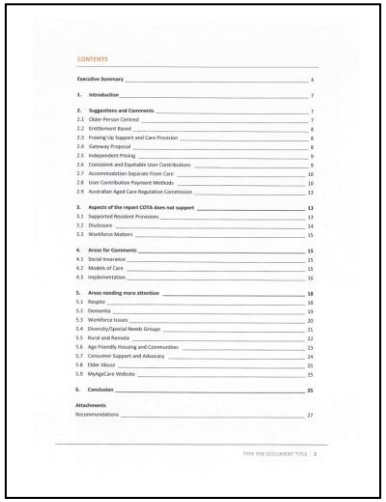


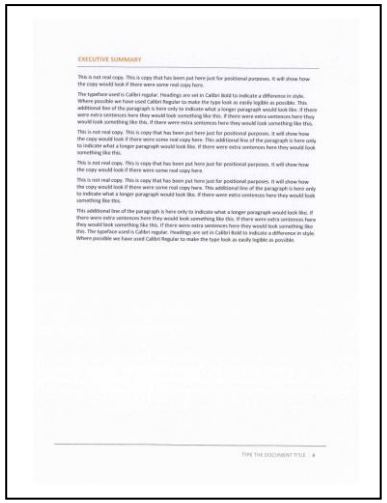
Note: COTA Australia media release template includes a footer explaining the purpose of the organisation.

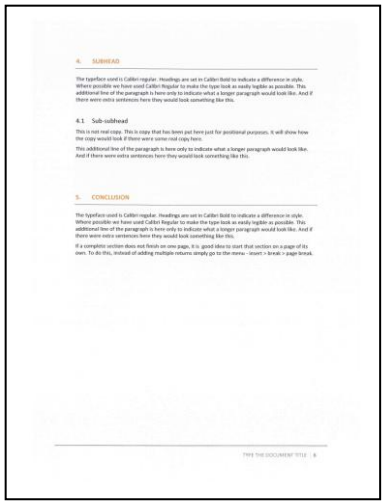
7.5 Corporate Applications | Submissions template





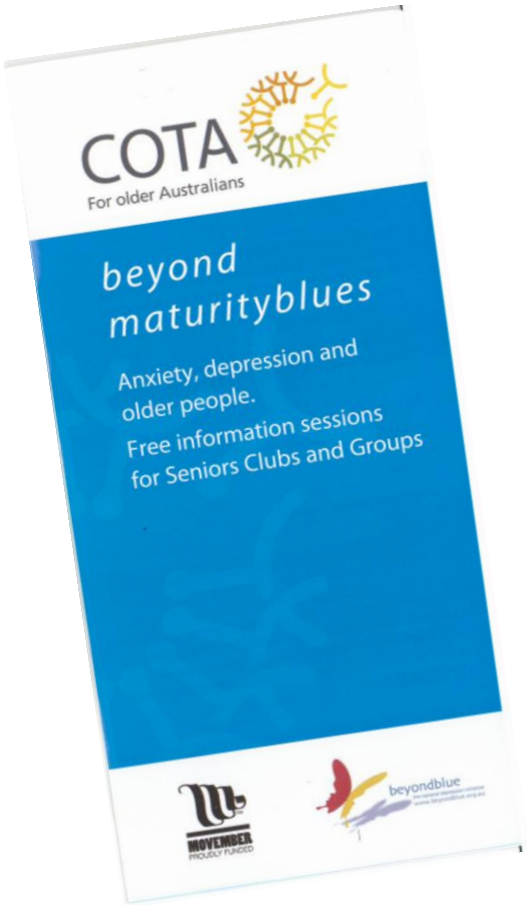


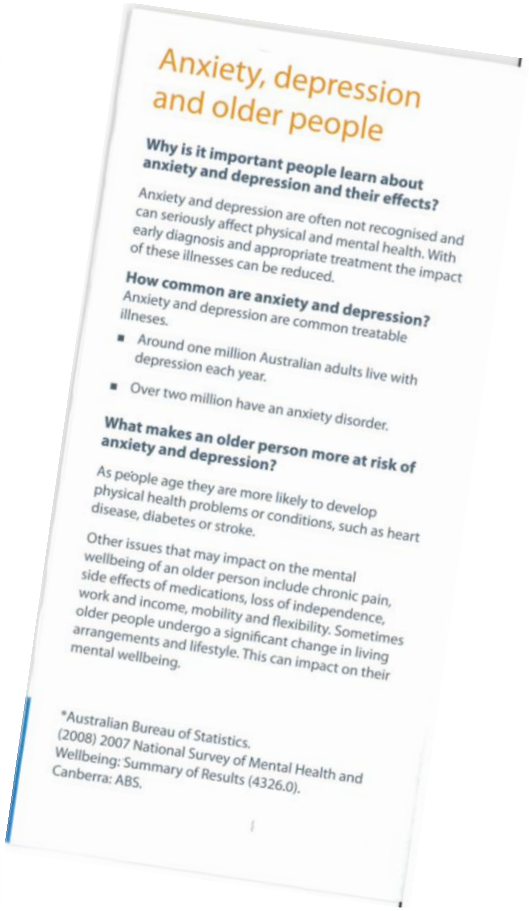




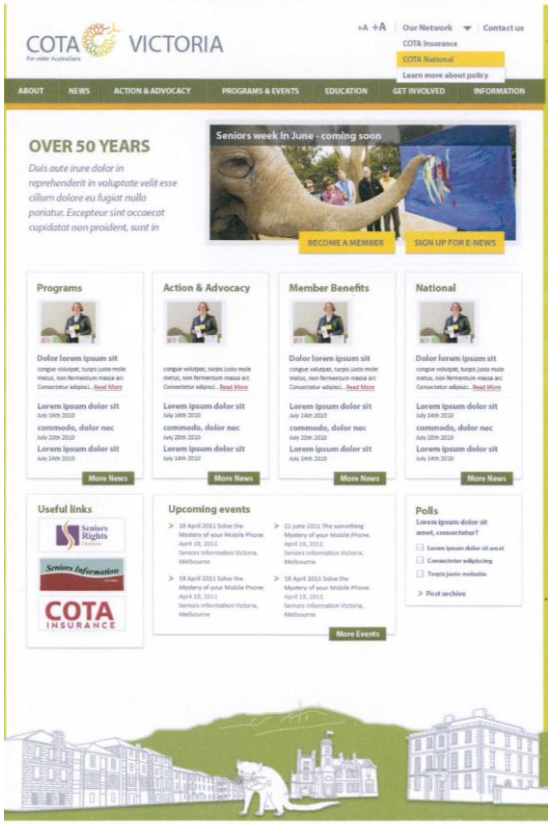
COTA brochure examples

COTA co-branded brochure – Beyond Blue examples





Website update for National and State organisations.



8.0 Resources

Which logo format do you use?

JPEG files
Designed to be used on-screen especially for web and also in applications like Microsoft Word and Powerpoint. They are in RGB format so they will not print as accurately from colour laser/inkjet printers to match our primary brand colour specification. They may also view differently from screen to screen depending on the model, age and settings used.

The JPEGS are saved at high resolution - 300dpi. This allows them to be scaled a small amount before they loose their sharpness.

EPS files
These files are vector based (created in Adobe Illustrator CS5.5) and are the best format for logos used in artwork.

Design studios and printers will require these files when creating COTA material. They can be scaled to any size without loss of quality.

The file naming structure defines the logos

JPEG files

COTA_LOGO_RGB.jpg ← Logo is for internal/on-screen use (eg. Word/Powerpoint)
COTA_LOGO_MONO.jpg ← MONO: Logo is for use in Black and White material

VECTOR LOGOS

COTA_LOGO_CMYK.eps ← CMYK: Artwork ready file for full colour printing
COTA_LOGO_GREYSCALE.eps ← GREYSCALE: Logo is for use in Black and White material
COTA_LOGO_MONO.eps ← MONO: Logo is for use in Black and White material
COTA_LOGO_PMS_C.eps ← PMS-C: Logo set in Pantone Coated Colours for Embroidery/Screen Printing/ Large format on coated stock
COTA_LOGO_PMS_U.eps ← PMS-U: Logo set in Pantone Uncoated Colours for specific job printed on uncoated stock
COTA_LOGO_REV.eps ← REV: Logo is white (It's an EPS so it's for use in printing eg Brochures/Apparel)
COTA_LOGO_RGB.eps

.TIFF files
Are useful if having to supply a high resolution logo. They are also made up of 4 colours CMYK not rgb.

What is a Brand Champion?

A Brand Champion is your State's personal contact for managing the consistency of our brand nationally.

The ECG branding group should also be used as a reference for questions about branding:

Sue Hendy

Mark Tucker-Evans

Ian Day

Iain Patrick

COTA Australia
Dorina Fanning
Graphic Designer
Tel (08) 8232 0422
dfanning@cota.org.au

COTA ACT
Helen Taylor
Housing Options Adviser
Tel (02) 6282 3777
htaylor@cota-act.org.au

COTA NEW SOUTH WALES
Ian Day
Chief Executive
Tel (02) 9286 3860
ian.day@cotansw.com.au

COTA NT
Robyn Lesley
Chief Executive
Tel (08) 8941 1004
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COTA QUEENSLAND
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COTA VICTORIA
Jill Bodnar
Office Manager/PA to CE
Tel (03) 9654 4443
cotavic@cotavic.org.au

COTA WESTERN AUSTRALIA
Flyura Pak
Finance & Admin Officer
Tel (08) 9321 2133
admin@cotawa.asn.au

COTA INSURANCE
Heather Blaylock
Marketing Manager
Tel (08) 8112 8137
hblaylock@cota.org.au

COTA MEMBERSHIP SERVICES
Kim Rainsford
Marketing Manager
Tel (08) 8224 5502
kim@cotamembership.org.au