

Brand Style Guide

October 2011



CONTENTS

Introduction 1.0

What is a Style Guide? 1.1

Our Brand Defined 2.0

Our Identity 2.1

Our Mission 2.2

Objectives and Strategies 2.3

What is a Brand 2.4

What is a Positioning Statement 2.4

Our Website URL 2.4

Identity Elements 3.0

Our New Brandmark (The Logo) 3.1

Clear-Space and Minimum Sizing 3.2

One Colour Logos 3.3

Design Elements - Watermark 3.3

Positioning The Logo 3.4

Imagery 3.5

Colour 4.0

Primary Colour Palette 4.1

Secondary Colour Palette 4.2

Typography 5.0

Typefaces 5.1

Online Typefaces (web) 5.2

Graphic Language 6.0

The Design Grid 6.1

Sample Layouts and Examples 6.2

Corporate Applications 7.0

Business Cards 7.1

Letterheads 7.2

With Compliments Slips 7.3

Envelopes 7.4

Examples Gallery 7.5

Resources 8.0

Which Logo Format Do You Use? 8.1

Brand Champion Contacts 8.2

1.0 Introduction

A faint, repeating pattern of stylized human figures in a lighter shade of orange is visible in the background of the slide. The figures are arranged in a grid-like fashion, with some appearing to be in motion or interacting. The pattern is most prominent on the left side of the slide and fades out towards the right.

1.1 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:

Dorina Fanning

Publications Coordinator
COTA South Australia

Tel (08) 8232 0422
dfanning@cotasa.org.au

Nicola Thurston

Branding coordinator
COTA South Australia

Tel (08) 8232 0422
nthurston@cotasa.org.au

2.0 Our Brand Defined



2.3 Our Brand Defined | Objectives and Strategies

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.

2.4 Our Brand Defined | What is a Brand?

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



3.1 Identity Elements | COTA Logo Standards

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



3.3 Identity Elements | One Colour Logos

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

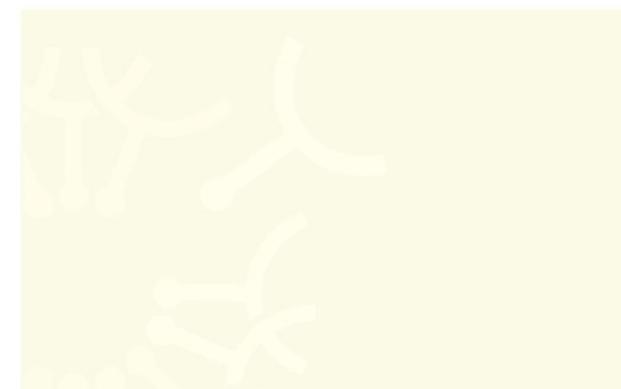
The symbol part of the logo can be used as a watermark across marketing communications. It should be used cropped from the left-hand side of the page and only on the COTA Orange background.

Watermark COTA Orange PMS 144 U



PMS 144 U

Watermark Colour Screen Effect



PMS 391 10% tint

3.4 Identity Elements | Positioning the Logo

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.



3.5 Identity Elements | Imagery

Photography is a powerful and dynamic tool.

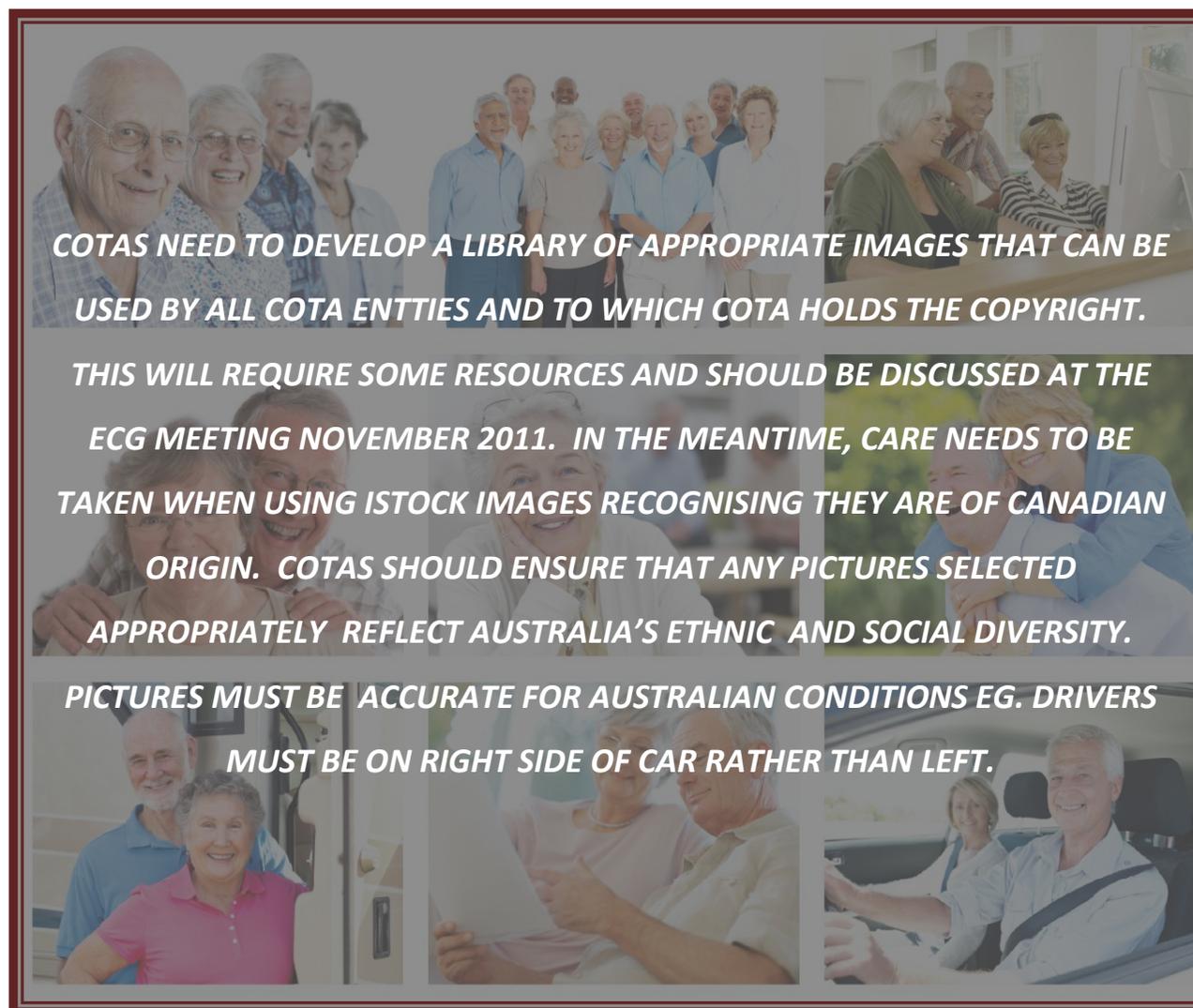
Our values and ethos are reflected in the images we use. They should communicate the diversity, energy and personality of what we do. Our images show natural, real-life people and situations.

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

The image features a solid orange background. In the top-left corner, the text "4.0 Colour" is written in a white, sans-serif font. A thin white horizontal line runs across the page just below the text. On the left side, there are several faint, white, semi-transparent geometric patterns. These patterns consist of curved lines and circular shapes, resembling stylized architectural elements or abstract symbols. The patterns are arranged in a way that they appear to be layered or overlapping. A second thin white horizontal line is located near the bottom of the page, above a solid orange footer bar.

4.1 Colour | Primary Colour Palette

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

APPLE GREEN

PMS - Pantone 377 U

CMYK - 45c 0m 100y 24k

RGB - 120r 162g 47b

HEX# 78a22f

COTA ORANGE

PMS - Pantone 144 U

CMYK - 0c 48m 100y 0k

RGB - 248r 151g 29b

HEX# f8971d

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



5.1 Typography | Typefaces

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@\$%&!

Bold

AaBbCcDdEeFfGgHh
123456789@\$%&!

2. MYRIAD PRO

Regular

AaBbCcDdEeFfGgHh
123456789@\$%&!

Semibold

AaBbCcDdEeFfGgHh
123456789@\$%&!

Bold

AaBbCcDdEeFfGgHh
123456789@\$%&!

Italic

AaBbCcDdEeFfGgHh
123456789@\$%&!

Bold Italic

AaBbCcDdEeFfGgHh
123456789@\$%&!

Regular Italic

AaBbCcDdEeFfGgHh
123456789@\$%&!

Semibold Italic

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@\$%&!

Bold

AaBbCcDdEeFfGgHh
123456789@\$%&!

Italic

AaBbCcDdEeFfGgHh
123456789@\$%&!

Bold Italic

AaBbCcDdEeFfGgHh
123456789@\$%&!

6.0 Graphic Language



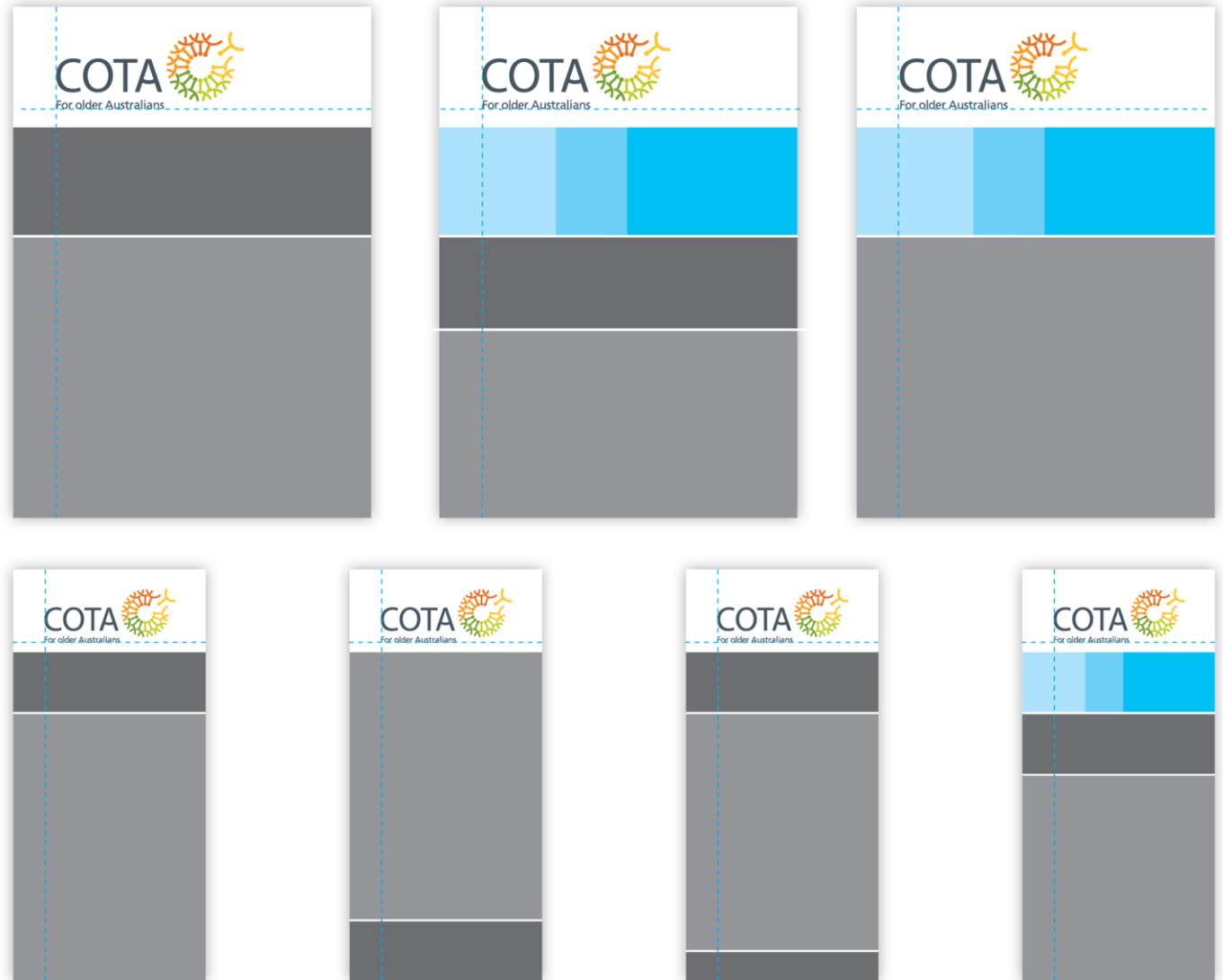
6.1 Graphic Language | The Design Grid

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.



6.1 Graphic Language | The Design Grid

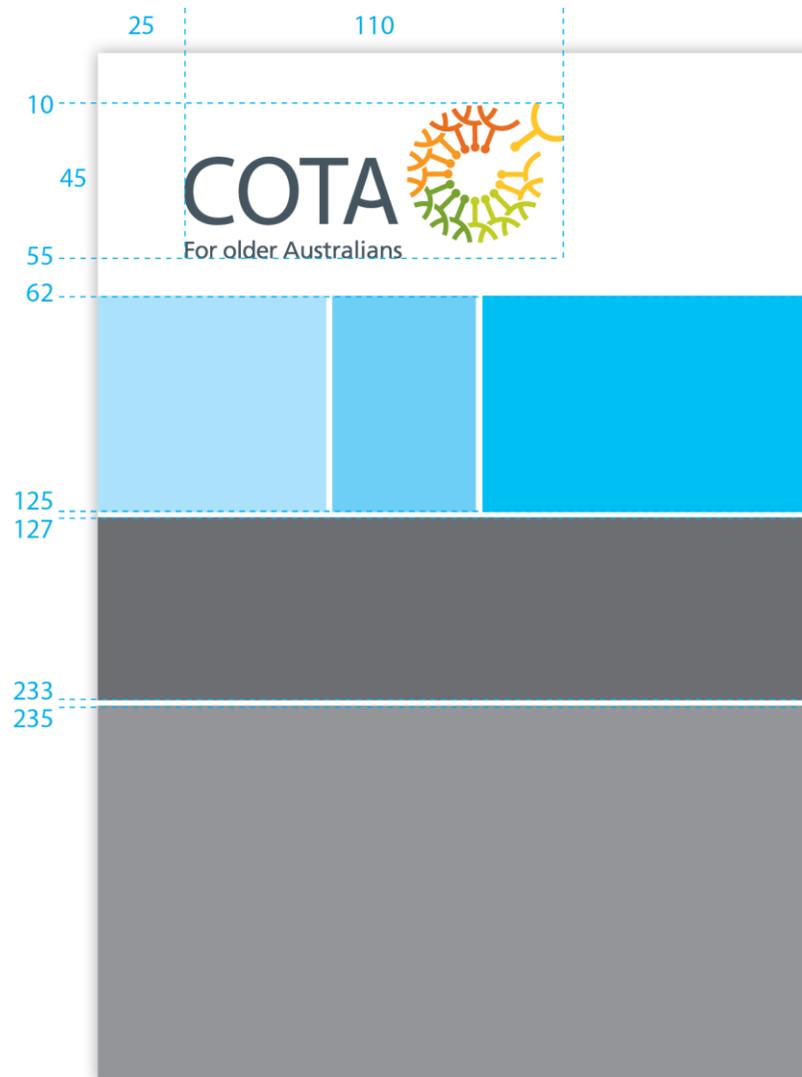
A4 Grid

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.



6.1 Graphic Language | The Design Grid

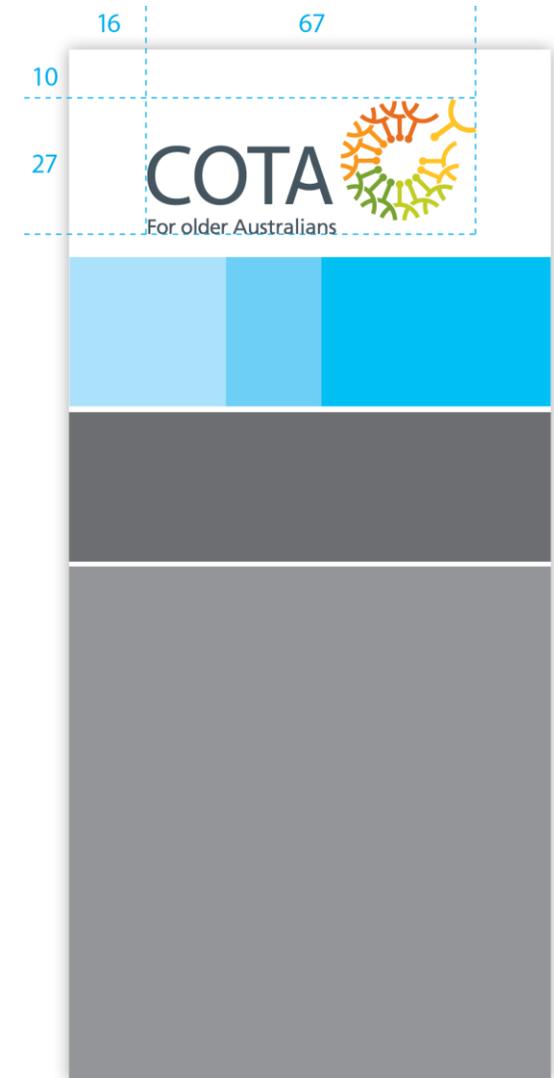
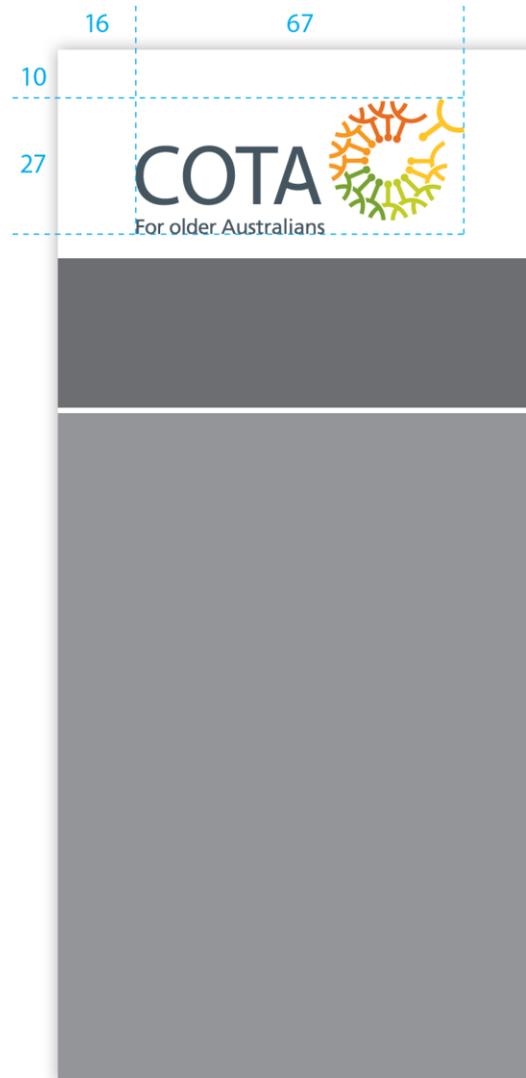
DL Grid

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.



6.2 Graphic Language | Sample Layouts

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.



Exclusive benefits and rewards

COTA members receive exclusive access to The COTA Rewards and Savings Program which incorporates The Ambassador Card, Australia's premier member benefit program.

This provides:

- a Dining program: receive two-for-one meal offers from a wide range of restaurants and cafes all around Australia and New Zealand
- using pre-purchased Gift Cards, save up to 5% when shopping at Coles, Woolworths and Safeway supermarkets, ABC Shops, Super Cheap Auto, Dick Smith Electronics, Calve/Woolworths petrol stations and The Good Guys
- a Travel Club: plan a holiday and save on local and international travel and accommodation
- a Wine club: offering great discounts on quality wines, delivered free to your home
- incredible savings at tourist attractions, retail shopping, leisure and entertainment, movies and more!

Other exclusive benefits members receive include:

- Six free issues per year of our members' magazine, OMECOTA - a 56 page, full colour magazine providing information on our advocacy work, events, health and well-being articles, give-aways and more
- COTA Home Maintenance Services - a reliable, secure, competitively priced and guaranteed service for small and large jobs around the home, that you can trust
- COTA Insurance - the insurance specialists.
- COTA Mobile Phone - designed especially for our members
- Invitations to events, workshops and seminars on informative and interesting topics - to improve health and wellbeing and meet and connect with others

Have your say on matters that are important to you!

BE LONG

As a member of COTA, you will belong to an organisation that works with you and for you. You will be invited to participate in various programs and events, get to meet and connect with others, and enjoy opportunities to improve your lifestyle. Both single and joint memberships are available.

BE NEAR

As a COTA member you will receive a personalised membership card giving you access to The COTA Rewards and Savings Program, which incorporates The Ambassador Card - Australia's premier member benefit program. This provides a wide range of exclusive benefits and services, which will save you money on everyday living expenses and improve your wellbeing.

BE HEARD

As a COTA member, you will have ongoing opportunities to tell us about issues that are important to you. We then use that information to deliver better outcomes for older Australians. Mature age employment, retirement income, health, public transport, housing, aged care services and the cost of energy and are just some of the areas we are constantly seeking better outcomes. We have made a great deal of progress in our 50 years however, there is still a lot more that needs to and can be done.

COTA Membership Application

I am an existing COTA member
COTA Member Number _____

PERSONAL DETAILS

I wish to become a COTA member in my State or Territory.
Please select 12 month membership type:
 Single Joint (Two people)

Title: Mr/Mrs/Miss/Ms (please circle) _____

First Name _____ Date of Birth _____

Surname _____

Street Address _____

Suburb _____ State _____ Postcode _____

Postal Address _____

Suburb _____ State _____ Postcode _____

Phone (H) _____ (W) _____

Mobile _____

Email _____

Title: Mr/Mrs/Miss/Ms (for joint membership only)

First Name _____

Surname _____ Date of Birth _____

Signature _____

Signature _____

You are hereby notified that the information you provide to COTA is for the purpose of providing you with the services and benefits of COTA and may be used for other purposes. Your information will be stored in a secure system and will not be shared with any other organisation. You may request access to your information at any time. For more information, please contact COTA on 1300 1400 50.

7.0 Corporate Applications



7.1 Corporate Applications | Business Cards

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)



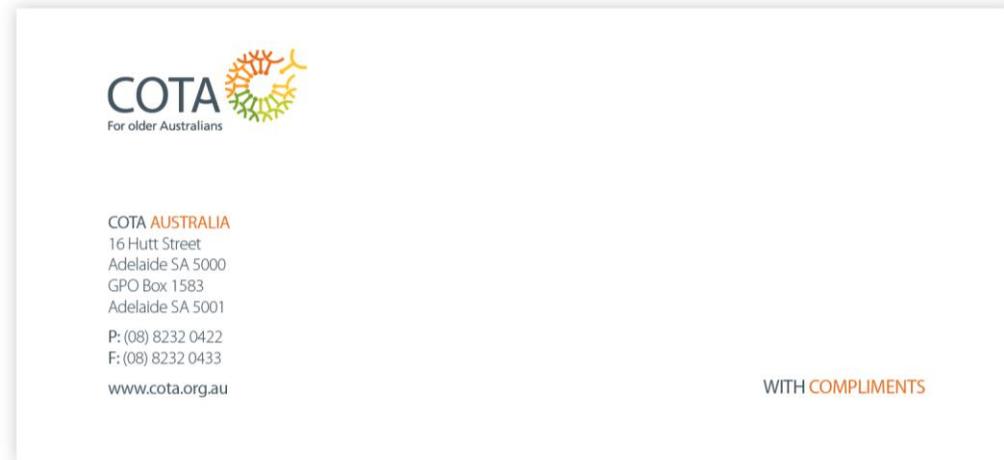
7.2 Corporate Applications | Letterheads

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



7.3 Corporate Applications | With Compliments Slips

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



7.4 Corporate Applications | Envelopes

A full range of COTA Branded Envelopes are available.

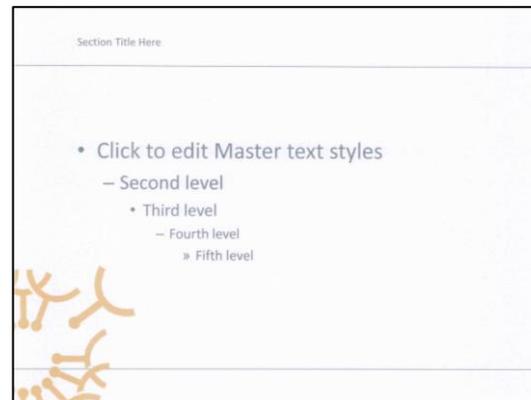
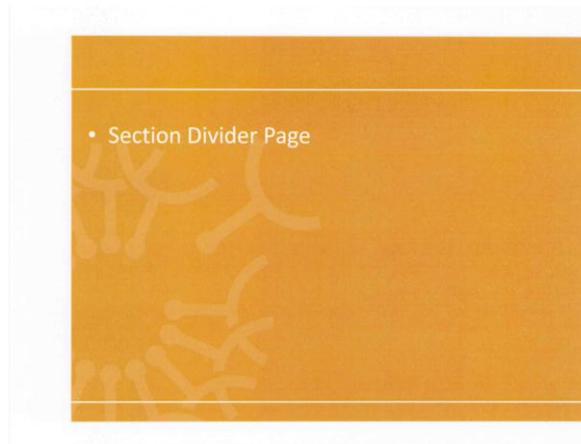
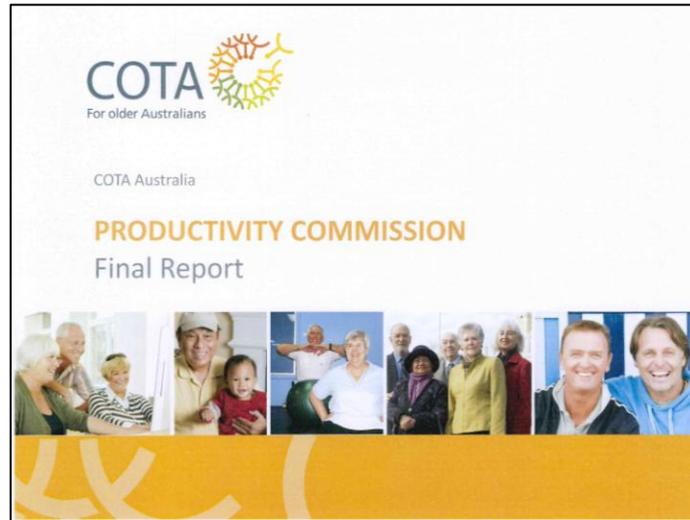
Envelopes can be printed in colour if required.



COTA Powerpoint examples

Example pages are shown

Templates are available from Nicola or Dorina on request.



7.4 Corporate Applications – name badges

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

 **COTA AUSTRALIA**
For older Australians

COTA AUSTRALIA
16 Hunt Street
Adelaide SA 5000
ABN 55 008 483 574

GPO Box 1583
Adelaide SA 5001
www.cota.org.au

PI(08) 8332 0422
F(08) 8332 0433
e: info@cota.org.au

MEDIA RELEASE

 **COTA AUSTRALIA**
For older Australians

COTA AUSTRALIA
16 Hunt Street
Adelaide SA 5000
ABN 55 008 483 574

GPO Box 1583
Adelaide SA 5001
www.cota.org.au

PI(08) 8332 0422
F(08) 8332 0433
e: info@cota.org.au

FAX

To: _____

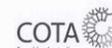
Company: _____

From: _____

Fax: _____

No. of pages: _____ Date/Time: _____

MESSAGE

 **COTA AUSTRALIA**
For older Australians

COTA AUSTRALIA
16 Hunt Street
Adelaide SA 5000
ABN 55 008 483 574

GPO Box 1583
Adelaide SA 5001
www.cota.org.au

PI(08) 8332 0422
F(08) 8332 0433
e: info@cota.org.au

MEMORANDUM

To: _____

From: _____

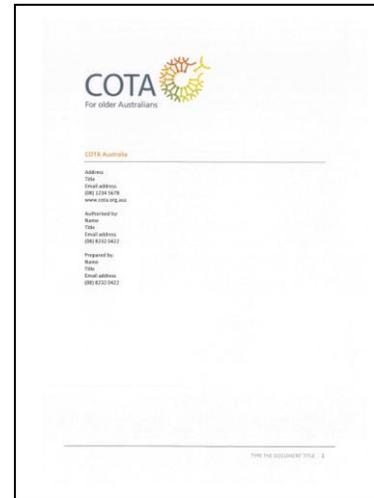
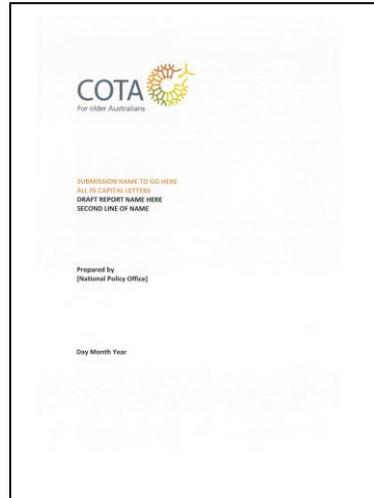
Subject: _____

Date: _____

Lorem ipsum etc.

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

7.5 Corporate Applications | Submissions template



COTA brochure examples



7.5 Corporate Applications | Co branded brochures

COTA co-branded brochure – Beyond Blue examples

COTA
For older Australians

beyond maturityblues
Anxiety, depression and older people.
Free information sessions for Seniors Clubs and Groups

W
NOVEMBER
PROUDLY FORGED

beyondblue
www.beyondblue.org.au

COTA ACT
P.O. Box 5566,
Hughes ACT 2605
P: (02) 6282 3777

COTA New South Wales
Peer Education Unit,
Level 6, 280 Pitt Street,
Sydney NSW 2000
P: (02) 9286 3868

COTA NT
GPO Box 852,
Darwin NT 0801
P: (08) 8941 1004

COTA Victoria
4th Floor, Block Arcade,
98 Elizabeth Street,
Melbourne VIC 3000
P: (03) 9654 4443

COTA SA
16 Hutt Street,
Adelaide SA 5000
P: (08) 8232 0422

COTA Queensland
GPO Box 21,
Brisbane QLD 4001
P: 1300 738 348

COTA Tasmania
'Westella',
181 Elizabeth Street
Hobart TAS 7000
P: (03) 6231 3265

COTA Western Australia
P.O. Box 7896, Cloisters
Square, Perth WA 6850
P: (08) 9321 2133

To book a 'beyond maturityblues' information session at your club or group phone the COTA organisation in your State or Territory.
A peer educator will be allocated to your group and all session details will be confirmed.

For further information on depression, anxiety and related disorders contact: **beyondblue** on www.beyondblue.org.au or call P: 1300 22 4636

Anxiety, depression and older people

Why is it important people learn about anxiety and depression and their effects?
Anxiety and depression are often not recognised and can seriously affect physical and mental health. With early diagnosis and appropriate treatment the impact of these illnesses can be reduced.

How common are anxiety and depression?
Anxiety and depression are common treatable illnesses.

- Around one million Australian adults live with depression each year.
- Over two million have an anxiety disorder.

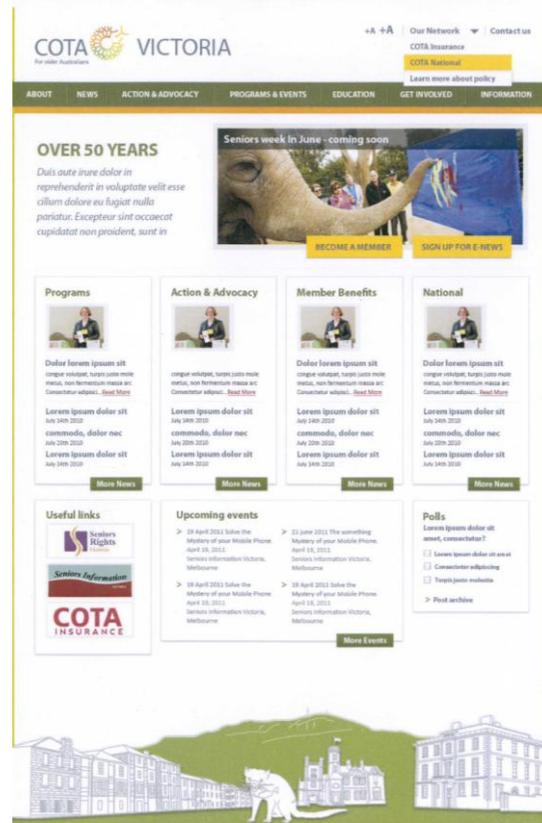
What makes an older person more at risk of anxiety and depression?
As people age they are more likely to develop physical health problems or conditions, such as heart disease, diabetes or stroke.

Other issues that may impact on the mental wellbeing of an older person include chronic pain, side effects of medications, loss of independence, work and income, mobility and flexibility. Sometimes older people undergo a significant change in living arrangements and lifestyle. This can impact on their mental wellbeing.

*Australian Bureau of Statistics, (2008) 2007 National Survey of Mental Health and Wellbeing: Summary of Results (4326.0). Canberra: ABS.

7.5 Corporate Applications | Branding Examples

Website update for National and State organisations.



8.0 Resources



8.1 Resources | Which Logo Format Do You Use?

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 lose 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.

8.2 Resources | Brand Champion Contacts

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
robyn.lesley@cotant.org

COTA QUEENSLAND
Mark Tucker-Evans
Chief Executive
Tel (07) 3316 2999
mte@cotaqld.org.au

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

COTA TASMANIA
Jane Jeppson
Tel (03) 6231 3265
janej@cotatas.org.au

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