Australia Day

Reflect. Respect. Celebrate.

A brief guide to using the assets in the Australia Day Event Kit

The logo – stacked version

In April/May 2020 the tagline 'Reflect. Respect. Celebrate.' was included in all versions of the Australia Day logo. The font has also been updated to ITC Avant Garde for consistency.

When using the logo on the green, gold and white background, please ensure that the tagline - Reflect. Respect. Celebrate. is positioned no lower into the green, as shown on the right. It is important that the logo is illuminated in the white space section of the gradient and maintains its integrity.

Australia Day

Reflect. Respect. Celebrate.

Colour palette - Logo

When it comes to using the colour palette in mediums and channels such as print and digital, it is very important to follow the provided values.

Here are the gradients used in the Australia Day logo, including selected colour points that can be used in campaign collateral, for headings and design elements.

C 0
M 14
Y 100
K 0

R 255
G 214
B 0

C 0
M 45
Y 91
K 0

R 249
G 157
B 49

C 0
M 83
Y 100
K 0

R 240
G 83
B 35

C 0
M 97
Y 34
K 0

R 238
G 35
B 108

C 0
M 100
Y 0
K 0

R 236
G 0
B 140

C 15
M 100
Y 0
K 0

R 207
G 18
B 140

C 86
M 96
Y 0
K 10

R 71
G 47
B 136

PANTONE 305 CP
C 100 M 31 Y 0 K 3
R 0 G 136 B 206
#0088CE

C 61
M 0
Y 22
K 0

R 83
G 196
B 204

C 83
M 0
Y 31
K 0

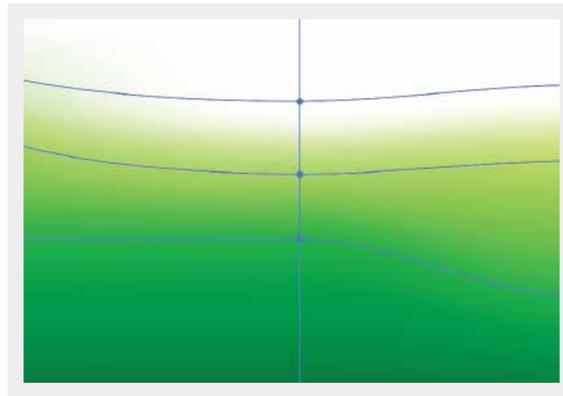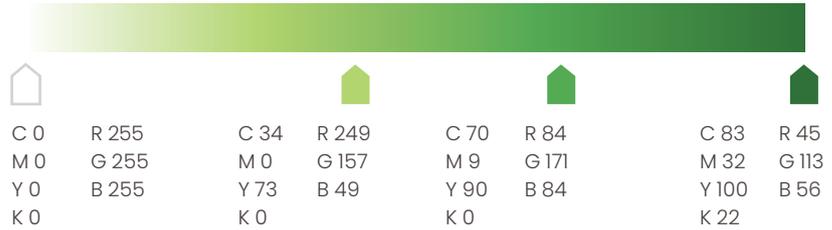R 0
G 180
B 188

C 100
M 74
Y 30
K 27

R 0
G 65
B 105

PANTONE 7701 CP
C 89 M 14 Y 0 K 56
R 0 G 88 B 126
#00587D

Green, gold and white gradient

These are the colours used to make up the gradient in all of the assets. Please do not change the gradient colours.

The gradient is used as a background on many of the assets, it is setup as a gradient mesh as shown on the right.

If the artwork needs to be modified to fit a certain size of banner (or other design) the background can be resized. If possible, please keep the spacing and gradient mesh the same.

| C 0 | R 255 | C 34 | R 249 | C 70 | R 84 | C 83 | R 45 |
M 0	G 255	M 0	G 157	M 9	G 171	M 32	G 113
Y 0	B 255	Y 73	B 49	Y 90	B 84	Y 100	B 56
K 0		K 0		K 0		K 22	

Resizing event assets

Please do not change the design.

That means no changes to colours. No removing design elements or adding design elements.

You may resize the background, adjust design elements to suit the size and dimensions.

Note: Make sure you adjust the stroke of the lines, as they may appear too thin or too thick depending on how you resize the artwork.
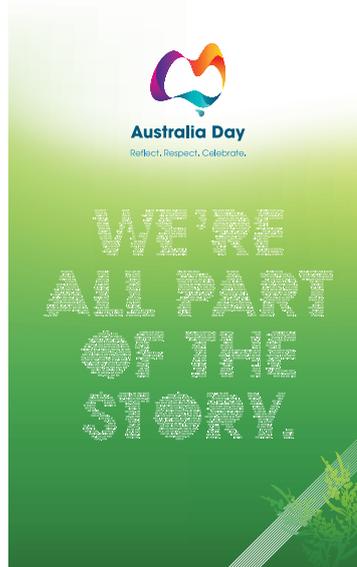
Co-branding assets

If you would like to include your organisation's logo or branding, please follow these guidelines.
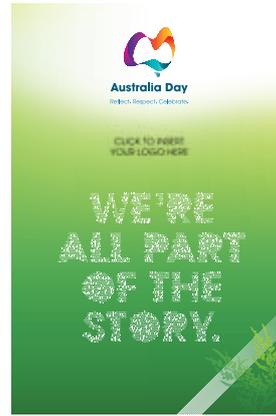
Use a logo with transparent background and insert in space provided.

Only insert additional logo on assets designed for co-branding. These are provided on our website.

Ensure that the logo inserted is easily visible and not obstructing any other elements on the original design.

Examples of co-branded designs are shown here.

Poster

Pull up banner

Bunting

If you require the original artwork files please email
imogen.koch@australiaday.org.au

National Australia Day Council

Old Parliament House, King George Terrace
Parkes ACT 2600
02 6120 0600

australiaday.org.au
australianoftheyear.org.au