Logo

The primary logo is EMERGE without the SU Australia co-branding, but the alternate logos can be used interchangeably when appropriate and depending on the context.

The core colours are as shown. Where developing promotional materials, try to stick with the colours in the colour palette below.

Primary logo



Alternate logos (Ministry of SU Australia)







Colours



PANTONE® 2171 RGB 59 /160 /255 CMYK 64 /30 /0 /0

HEX # 3ba0ff

PANTONE® 426C RGB 37 /40 /42 CMYK 81 /67 /55 /83 HEX # 25282a In order for colours to retain their vibrancy, please ensure to use the **RGB version** of the colour any time you are working with the EMERGE brand in a digital space.

Typography

This is an example how copy should be treated in printed documents, although note there is flexibility.



Heading: Montserrat Bold, 20pt font size, -50pt tracking, 22pt leading

This is the body copy paragraph.

· This is an example of a bullet point.

Body: Montserrat Regular, 9pt font size, 12.5pt leading

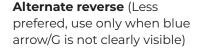
Colour Variations

The logo may only be used in the following colour variations.

Full Colour



Full Colour reverse







Clear Space

The clear space around the logo should be approximately the height of the blue arrow.



Minimum size 40mm



The logo must not be reproduced with a width less than 40 mm.