

EMERGE - SIMPLE BRAND GUIDELINES

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.

L1 heading

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

This is the body copy paragraph.

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

- This is an example of a bullet point.

Colour Variations

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

Full Colour



Alternate reverse (Less preferred, use only when blue arrow/G is not clearly visible)

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.