

# SU AUSTRALIA - SIMPLE BRAND GUIDELINES

## Logo

The core colour is mid-blue as shown, but the logo may be used in other colours as needed, see colour variations. Where possible, try to stick with the colours in the SU Australia colour palette.

Primary logo



Logo with tagline



Stacked logo



Stacked logo with tagline



## Colour

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 SU Australia brand in a digital space.



PANTONE® 7455  
RGB 45 /85 /190  
CMYK 87 /68 /0 /0  
HEX # 2a6acb



PANTONE® 2171  
RGB 59 /160 /255  
CMYK 64 /30 /0 /0  
HEX # 3ba0ff

- ☒ Tints ok
- ☒ Best as RGB



PANTONE® 7563  
RGB 224 /153 /0  
CMYK 11 /44 /100 /0  
HEX # df9827



PANTONE® 7408  
RGB 255 / 202 / 0  
CMYK 0 /20 /100 /0  
HEX # ffc907

## Colour Variations

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



Full Colour



Black



Reversed  
on solid colour

## Clear Space

The clear space around the logo is the height of the U.



Minimum size 28mm



The logo must not be reproduced with a height less than 28mm.

## Unacceptable Usage of Logo

The logo should never be reproduced in any of the following ways.



DO NOT rearrange logo elements



DO NOT use change the colour of the logo



DO NOT distort or skew the logo



DO NOT adjust proportions of logo elements



DO NOT rotate the logo



DO NOT apply any special effects



DO NOT use parts of the logo



DO NOT place logo on busy backgrounds

## House of Brands vs Branded House

SU Australia's brand combines the concepts of Branded House and House of Brands. In simple terms, SU Australia, Generate and SU Chaplaincy maintain a uniform look and feel (Branded House).

Other SU ministries and events will enjoy greater brand flexibility under the House of Brands model.

These ministries/events can have their own designs, but will reference SU Australia (see examples below).



Preferred version: "A ministry of"



Alternate version:  
"Supported by"

If you have any further questions related to this, please contact the team for more info at [brand@su.org.au](mailto:brand@su.org.au).

## Photos and Video

We have a library of photos and videos that can be used for promotional purposes. Contact our Marketing and Production Team at [brand@su.org.au](mailto:brand@su.org.au) for more info.

## Approval

All uses of our brand MUST be submitted for approval before publication. Please email artwork proof as low-resolution JPG or PDF files to [brand@su.org.au](mailto:brand@su.org.au) and allow one week for the Marketing and Production team to approve.

## “A Ministry of” logo

SU Australia’s brand combines the concepts of Branded House and House of Brands.

A ministry or event associated with SU Australia is sometimes referred to as the House of brands.

When SU Australia is facilitating an event or ministry which has its own branding, one of the two logos shown should be used.

Preferred version: “A ministry of”



Alternate version: “Supported by”



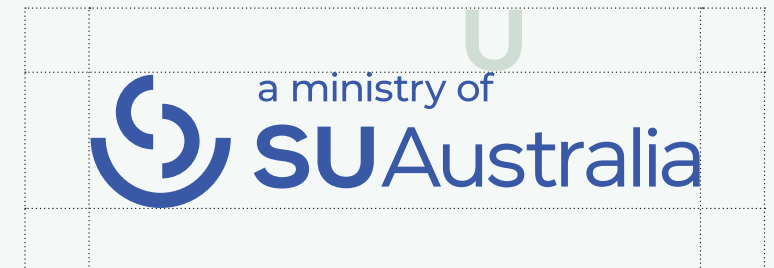
## Colour Variations

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



## Clear Space

The clear space around the logo is the height of the U.



Minimum size 28mm



The logo must not be reproduced with a height less than 28mm.

## Rondel Logo

This 'rondel' version may be used on occasions where the organisation name needs to accompany the landmark, but there's not enough room for the primary logo.



## Coloured Rondel Logos

The rondel logo has variations with solid colour backgrounds. These are designed for use on materials that have pre-existing branding, or where the standard SU logos don't fit.



## Colour

They can be used in any of the colourways below, but please ensure there is good **contrast** with the other design elements and **balances** well with the other colours in the design.

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 SU Australia brand in a digital space.

## Advanced usage

**For advanced designers only:** While we recommend using the coloured rondels in their standard flat format, but you may also add a drop shadow or white outline if extra contrast is needed. We do not recommend using these alterations if you are not a confident graphic designer, and/or you are not using graphic design software.

**If using these, please send your design for approval to [brand@su.org.au](mailto:brand@su.org.au) before you publish or print.**



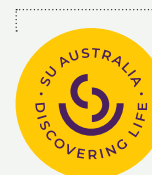
**Drop shadow:** 1mm distance; 15% opacity; 135° angle. Keep it subtle!



**Outline:** outer stroke; 2pt stroke white.

## Sizing & quantity

Minimum size 20mm



The logo must not be reproduced with a height less than 20mm.

Maximum one logo / rondel per design.

Typography

This is an example how copy should be treated in printed documents, although note there is flexibility when it comes to type treatment.

This is the intro copy paragraph. This is the intro copy paragraph. This is the intro copy paragraph. This is the intro copy paragraph.

Introduction  
Montserrat Semibold  
14pt font size, 20pt leading

L1 Heading

L1 Heading  
Montserrat Semibold  
16pt font size, 17pt leading

L2 Heading Smaller as Shown Here

L2 Heading  
Montserrat Semibold  
12pt font size, 15pt leading

This is the body copy paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut volutpat sem velit, vitae imperdiet ex cursus ac. Lorem ipsum dolor sit amet.

Body  
Montserrat Regular  
9pt font size, 12.5pt leading

- This is an example of a bullet point. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Second bullet point

L3 HEADING

L3 Heading  
Montserrat Semibold  
10pt font size, 13pt leading,  
25pt tracking ALL CAPS

More body copy paragraph. Lorem ipsum dolor sit amet, adipiscing elit.

This is how text will appear in a box. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut volutpat sem velit, vitae imperdiet ex cursus ac. Integer vulputate, odio at bibendum pharetra.

“Children, young people and families can experience God’s love and good news.”

Pull Quote  
Montserrat Bold Italic  
15pt font size, 18.2pt leading

Box  
SU Australia Grey (50% Tint)



## SU Australia Embroidery Guide and Logos

Please ensure you only use the Logos for Clothing.  
These logos are to correct scale (90 x 45mm) for printing on the left chest region.

Please do not resize, stretch, squash, or change the logos to other colours.  
Avoid embroidering the logo on complex images, patterns or on colour where the logo may become hard to read.



White on Black



White on Blue