first nations MEDIA AUSTRALIA

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The First Nations Media logo forms the foundation of the organisation's brand identity and must be used prominently across all touch points.

1.0 LOGO

LOGO

The First Nations Media logo must be used in its specified proportions and its size must only be increased or decreased in accordance with these proportions.

CLEAR SPACE

Clear space refers to an invisible area surrounding the logo which must remain clear of individual visual elements such as type or the edge of a page.

Demonstrated here is the formula for calculating the minimum clear space required. The formula is based on letter size and can be used to quickly determine clear space for any sized version of the logo. Where possible, allow more clear space around the logotype than the minimum specified.

MINIMUM SIZE

To avoid any reproduction issues, a recommended minimum size for the logotype has been specified.

x

MINIMUM SIZE
41MM X 24MM

2.0 PROPORTIONS AND SPACING

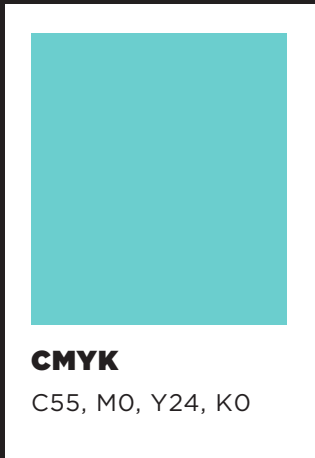first
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BLACK & WHITE USE

Where required, the First Nations Media logo can be reproduced in black and white on a coloured, white or black background.

3.0 BLACK & WHITE USE

COLOUR PALETTE

Colours are integral to the First Nations Media brand. When reproducing, the CMYK colour model must be used in accordance to our colour pallette.

CMYK

C1 M39 Y100 K0

CMYK

C10 M86 Y86 K22

CMYK

C55, M0, Y24, K0

CMYK

C0, M0, Y0, K0

Gotham Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()?!

Gotham Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()?!

Gotham Ultra

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()?!

PRIMARY TYPEFACE
The recommended typface is Gotham [Book],
[Bold] and [Ultra].

5.0 PRIMARY TYPEFACE

For branding clarification, contact Jaja Dare
via email, at jaja@indigitube.com.au

6.0 CONTACT DETAILS