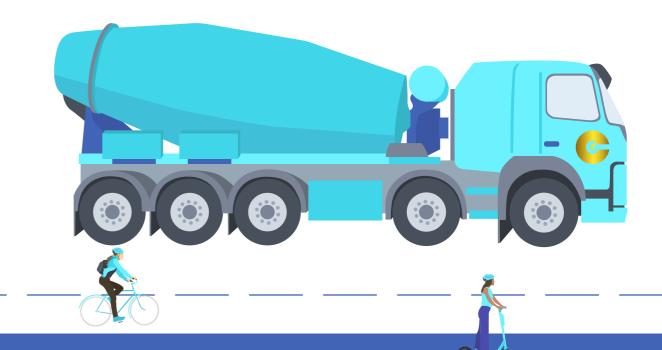


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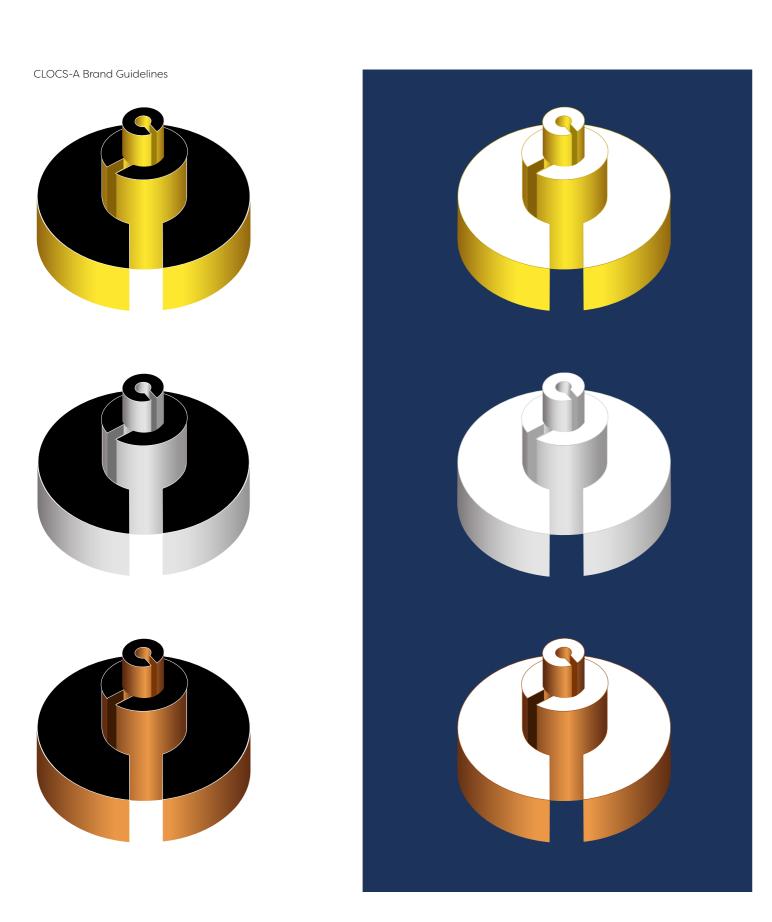


**Primary Logo** 

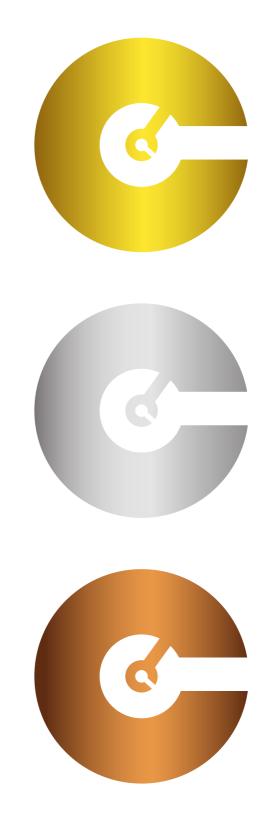


**Reverse Logo** 

Logo







**Membership Insignia**Print Application

Logo

### Filson Soft

**Filson Soft Medium** 

Titles
Headings & Subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%^&\*()\_+{}[]<>?

Filson Soft Book

**Body Copy** 

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890!@#\$%^&\*()\_+{}[]<>?

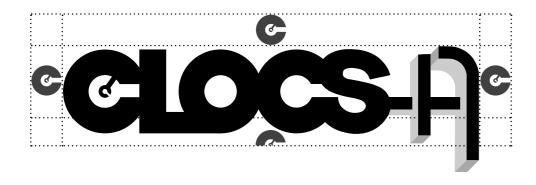
CMYK (50,50,50,100) CMYK (0,0,0,0) CMYK (19,15,16,0) CMYK (36,29,29,0) RGB (0,0,0) RGB (255,255,255) RGB (204,204,204) RGB (168,168,168) HEX (#000000) HEX (#FFFFF) HEX (#CCCCCC) HEX (#A8A8A8) Membership Insignia CMYK (3,3,92,0) CMYK (36,56,100,21) RGB (253,231,47) RGB (145,101,15) HEX (#91650F) HEX (#FDE72F) CMYK (53,48,45,11) CMYK (9,7,7,0) RGB (123,118,120) RGB (228,228,228) HEX (#7B7678) HEX (#E4E4E4) CMYK (38,78,94,53) CMYK (6,46,81,0) RGB (95,44,18) RGB (234,152,71) HEX (#5F2C12) HEX (#EA9847) **Background** CMYK (98,85,37,29) CMYK (21,0,1,0) CMYK (42,0,8,0) RGB (30,51,91) RGB (192,241,255) RGB (108,245,255) HEX (#1E335B) HEX (#COF1FF) HEX (#6CF5FF) CMYK (70,7,22,0) CMYK (81,64,0,0) CMYK (65,18,0,0) RGB (66,100,186) RGB (73,169,223) RGB (53,180,197) HEX (#4264B6) HEX (#49A9DF) HEX (#35B4C5)

## **Typography**

## **Colour Palette**

#### **Logo Clear Space**

To ensure the brand is not interrupted by other visual factors, an area of blank space surrounding the logo is required.



#### **Logo Minimum Size**

The minimum size set for the logo ensures complete visibility at all times. Do not resize the logo below this mesurement.

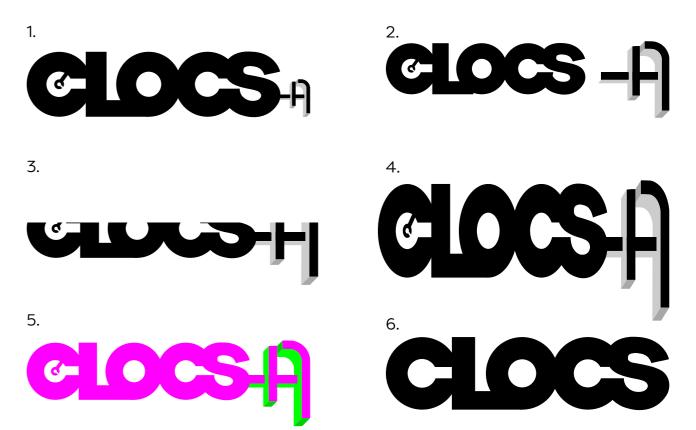


## **Logo Constraints**

#### **Logo Improper Use**

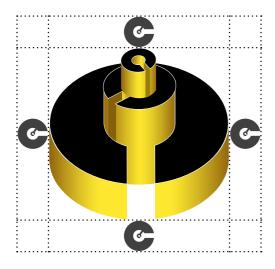
To maintain the integrity of the CLOCS-A brand, use of the logo must be correct at all time. These are examples of how *not* to use the logo.

- 1. Resize any elements
- 2. Separated
- 3. Cropped
- 4. Squashed/Distorted
- 5. Colour Changed
- 6. Removed Elements



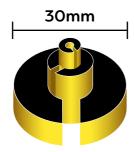
#### **Insignia Clear Space**

To ensure the brand is not interrupted by other visual factors, an area of blank space surrounding the insignia is required.



#### **Insignia Minimum Size**

The minimum size set for the membership insignia ensures complete visibility at all times. Do not resize the logo below this mesurement.

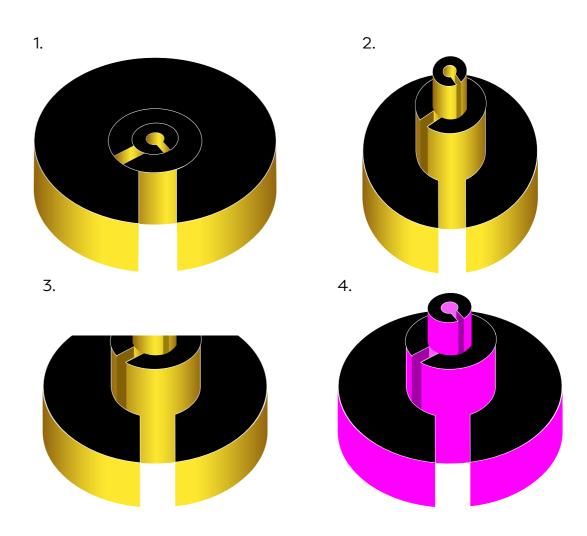


# **Insignia Constraints**Digital

#### **Insignia Improper Use**

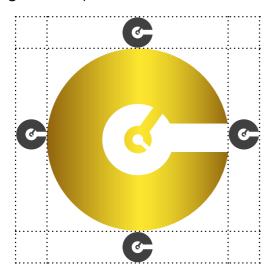
To maintain the integrity of the CLOCS-A brand, use of the membership insignia must be correct at all time. These are examples of how *not* to use the insignia.

- 1. Removed Tiers
- 2. Squashed/Distorted
- 3. Cropped
- 4. Colour Changed



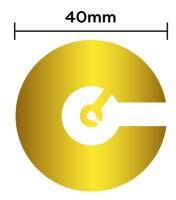
#### **Insignia Clear Space**

To ensure the brand is not interrupted by other visual factors, an area of blank space surrounding the insignia is required.



#### **Insignia Minimum Size**

The minimum size set for the membership insignia ensures complete visibility at all times. Do not resize the logo below this mesurement.

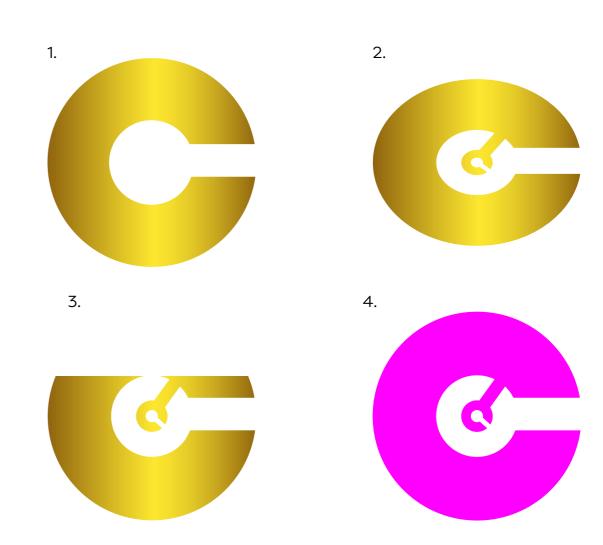


# **Insignia Constraints**Print Application

#### **Insignia Improper Use**

To maintain the integrity of the CLOCS-A brand, use of the membership insignia must be correct at all time. These are examples of how *not* to use the insignia.

- 1. Removed Elements
- 2. Squashed/Distorted
- 3. Cropped
- 4. Colour Changed



















## **Imagery**

It is important to source free stock images that represent Australian roads, construction sites and materials, combining these with images of vulnerable road users and community road settings.

#### **Heavy Vehicles**



#### **Vulnerable Road Users**













#### **Buildings**









#### Other













### **Icons**

Icons and infographics are used to visually communicate the context and purpose of CLOCS-A, therefore featuring heavy vehicles and vulnerable road users.

