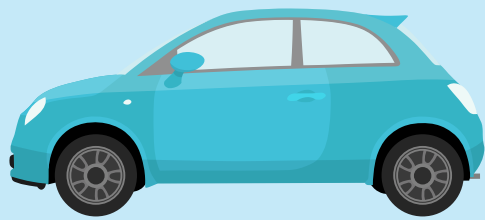


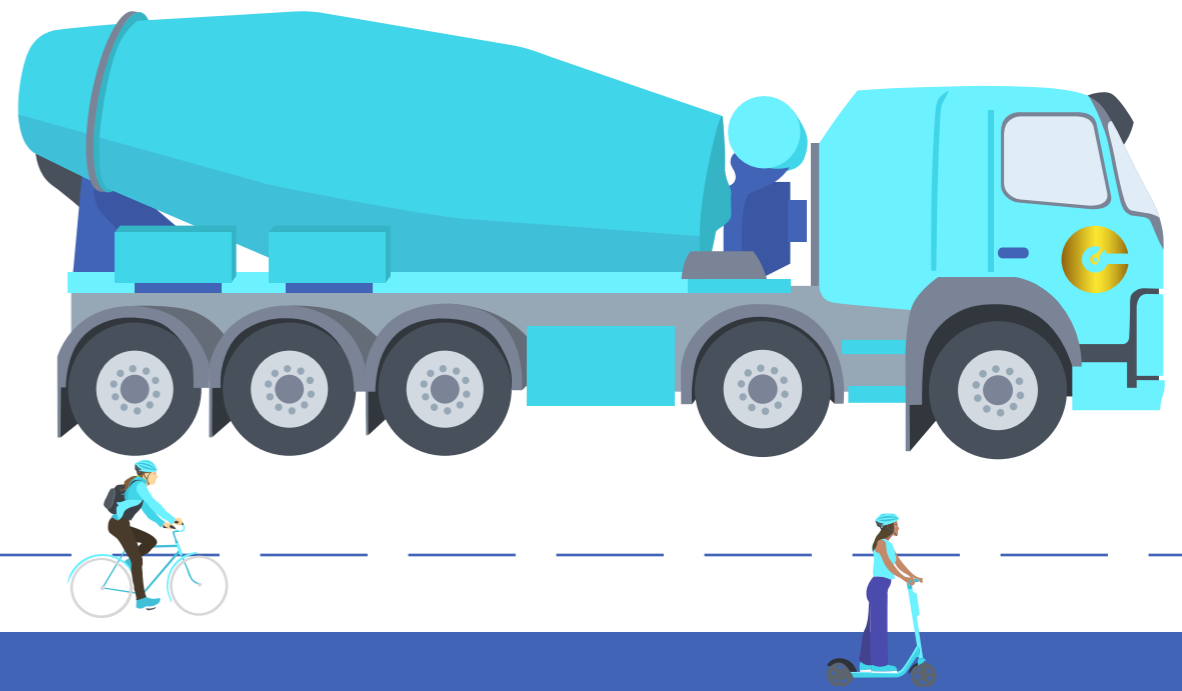
CLOCSA

Brand Guidelines 2022



Contents

CLOCS-A Logo	4
Membership Insignias	6
Typography	8
Colour Palette	9
Logo Constraints	10
Digital Insignia Constraints	12
Print Insignia Constraints	14
Imagery	16
Icons	17



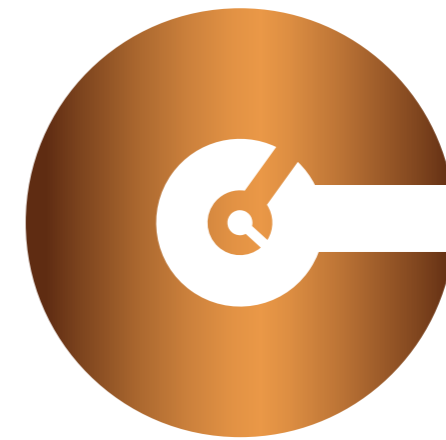
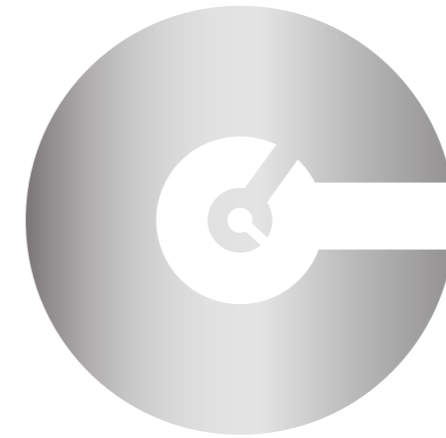
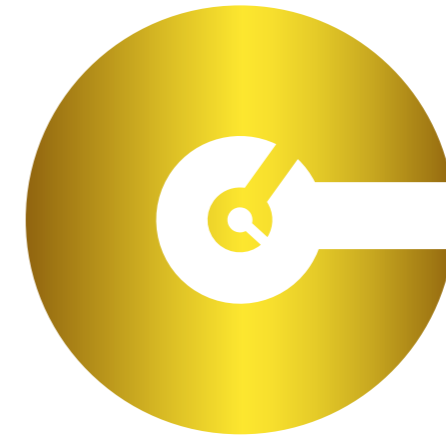
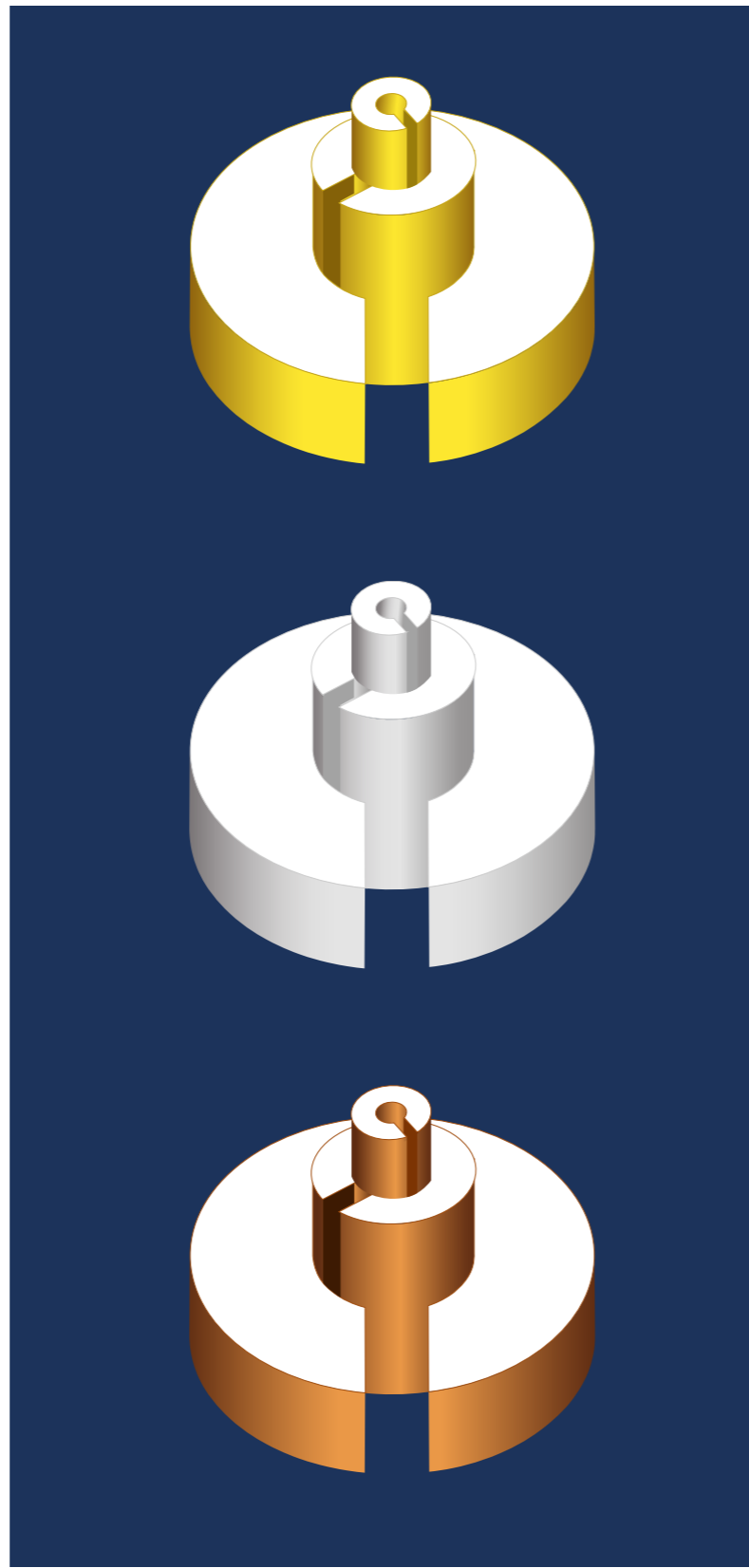
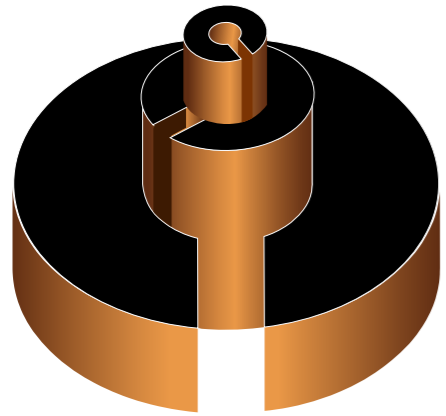
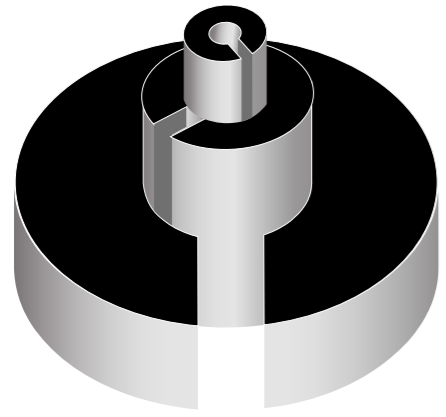
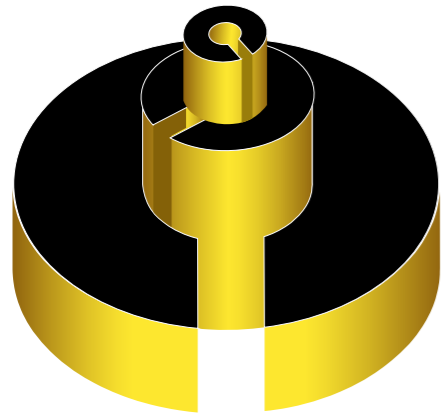


Primary Logo



Reverse Logo

Logo



Membership Insignia
Digital

Membership Insignia
Print Application

Filson Soft

Filson Soft Medium

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

Filson Soft Book

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

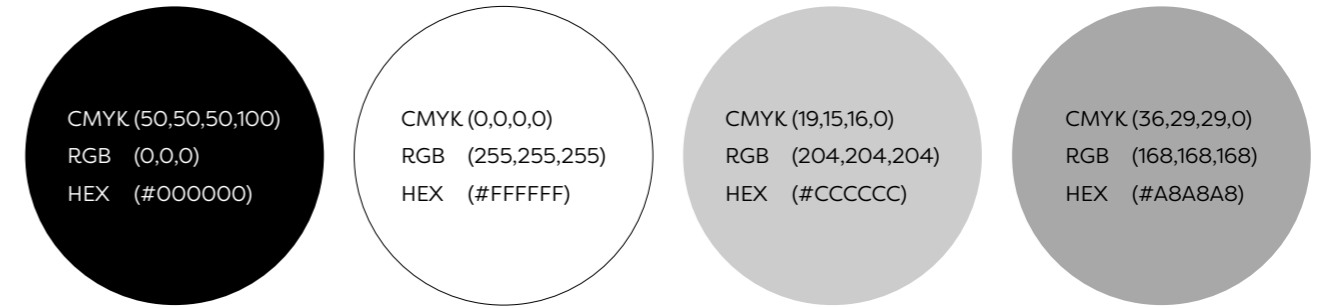
Titles

Headings & Subheadings

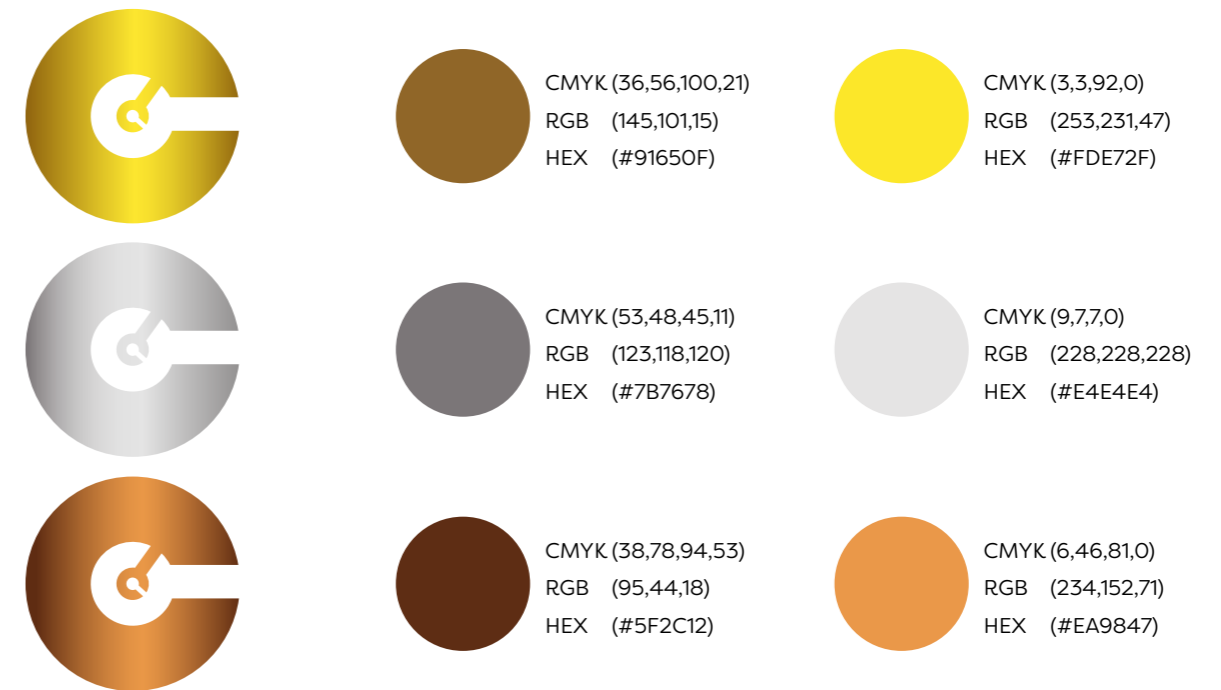
Body Copy

Typography

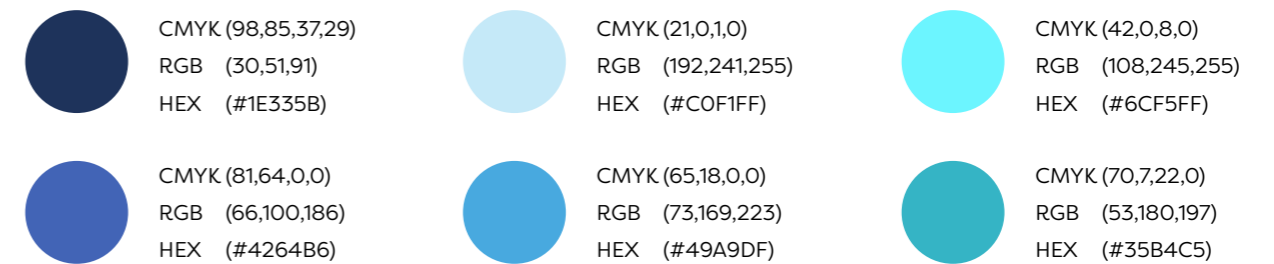
Logo



Membership Insignia



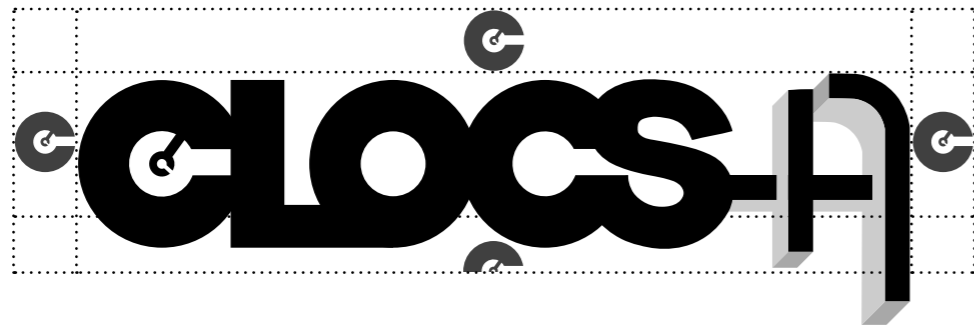
Background



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 measurement.



Logo Constraints

Logo Improper Use

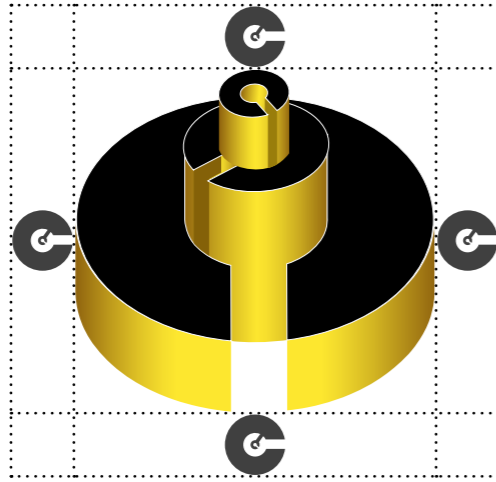
To maintain the integrity of the CLOCS-A brand, use of the logo must be correct at all time. These are examples of how **not** to use the logo.

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



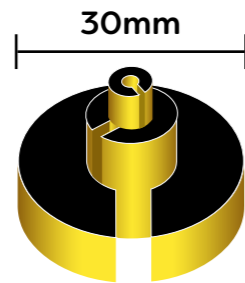
Insignia Clear Space

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 measurement.

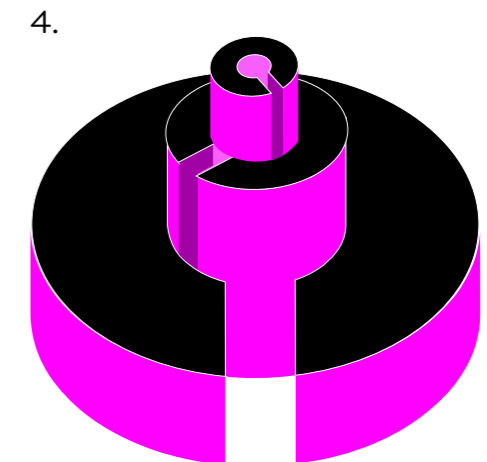
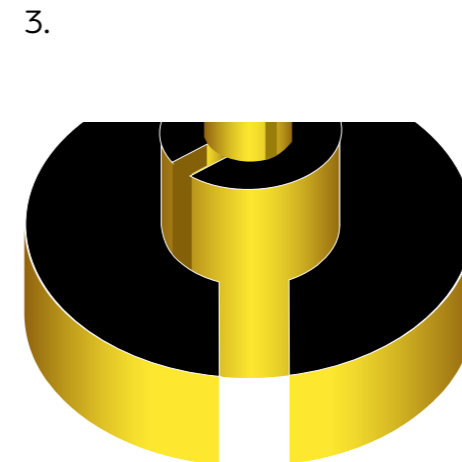
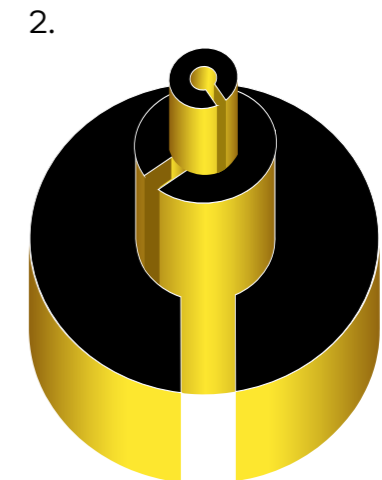
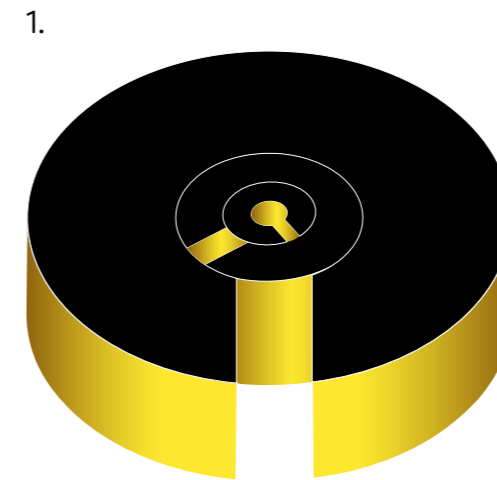


Insignia Constraints Digital

Insignia Improper Use

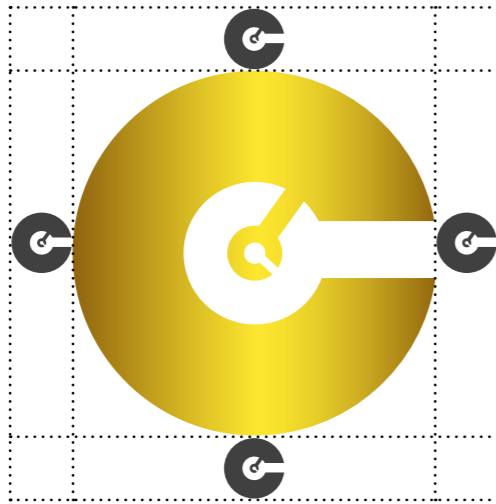
To maintain the integrity of the CLOCS-A brand, use of the membership insignia must be correct at all time. These are examples of how **not** to use the insignia.

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



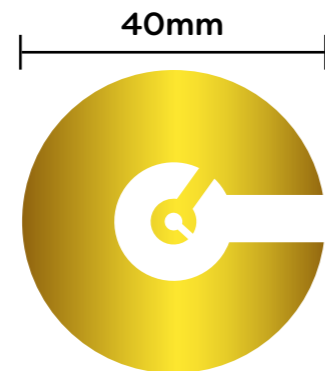
Insignia Clear Space

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 measurement.



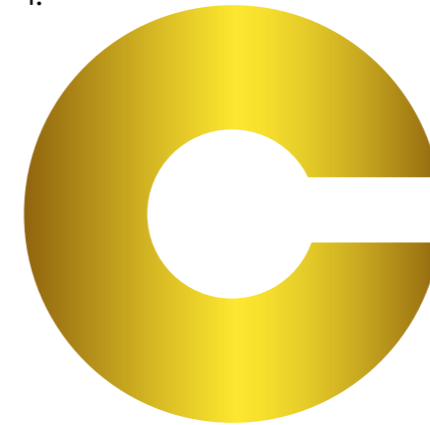
Insignia Constraints Print Application

Insignia Improper Use

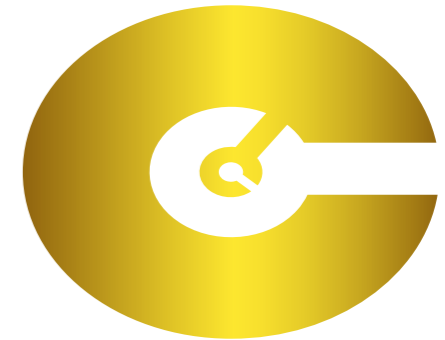
To maintain the integrity of the CLOCS-A brand, use of the membership insignia must be correct at all time. These are examples of how **not** to use the insignia.

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

1.



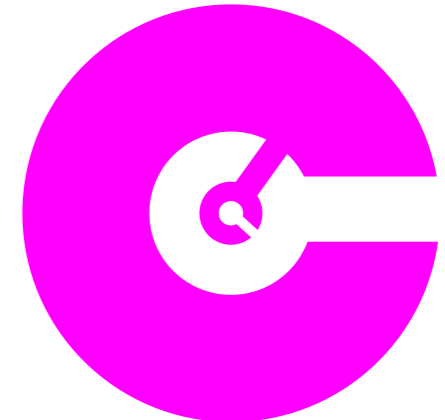
2.

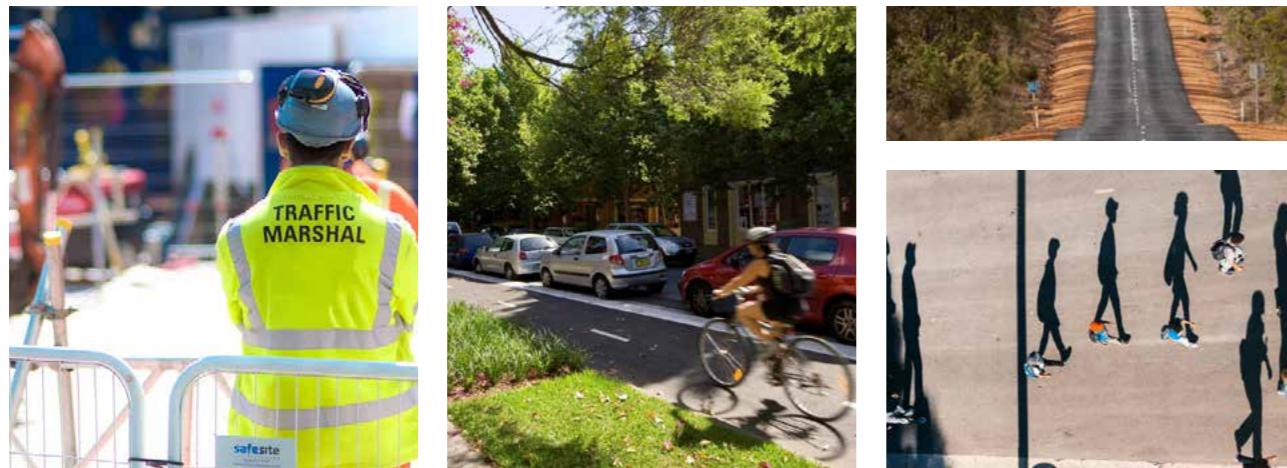


3.



4.





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.

