

# The Kimberley Foundation Styleguide

As of February 2014

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## Introduction

### Using these guidelines

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The Kimberley Foundation identity has four basic components. The logo, typography, graphics, and colour palette. The combination of these elements forms the basis of The Kimberley Foundation visual language and recognition, and is supported by a consistent use of language. The pages of this manual set out the approved design standards for The Kimberley Foundation, and contain instruction and specifications to successfully reproduce the elements of the visual identity.

# The Kimberley Foundation

## Master Brand Mark

### The Kimberley Foundation Primary Logo

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The Kimberley Foundation Primary Logo consists of typography.

This element may not be modified in any way.

The  
Kimberley  
Foundation

# Master Brand Mark

## Clear Space - Primary Logo

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The Kimberley Foundation logo should appear in a horizontal format and should always appear in a visually clear area. The logo requires clear space around it. To protect the logo a minimum intrusion area has been defined around the logo. This clear space is proportional to the x-height (see diagram), and should be maintained on all sides. The Kimberley Foundation logo in its entirety should never appear smaller than 30mm wide.



The  
Kimberley  
Foundation

Minimum size - Logo in its entirety should not be smaller than 30mm in width at any time.

# Master Brand Mark

## Logo Variations - Primary Logo

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The Kimberley Foundation logo has been supplied in the following formats.

The correct version to use is determined by the number of colours available, however the master versions should be used whenever possible.

It is recommended you always use the PMS as supplied on page 10, however in circumstances where this is not possible you may opt for CMYK or RGB where appropriate to the context or restrictions.

In the case of single colour use, please request the logos shown here.

The  
Kimberley  
Foundation

The  
Kimberley  
Foundation

The  
Kimberley  
Foundation

# Master Brand Mark

## Examples of what not to do

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The Kimberley Foundation logo must always follow the style guidelines and without exceptions. The typography, logo, and colours of the logo must not be altered in any way. The diagrams show examples of incorrect usage of the primary logo.



The  
Kimberley  
Foundation

DO NOT change the typeface of the logo



The  
Kimberley  
Foundation

DO NOT change the proportions of the logo



The  
Kimberley  
Foundation

DO NOT add any 'effects' to the logo e.g.  
Drop Shadows



Kimberley  
Foundation

DO NOT delete aspects of the logo



The  
Kimberley  
Foundation

DO NOT add any strokes to the logo



The Kimberley  
Foundation

DO NOT change the layout of the logo



The  
Kimberley  
Foundation

DO NOT change the colour of the logo



The  
Kimberley  
Foundation

DO NOT change the logo to stroke only

# Master Brand Mark

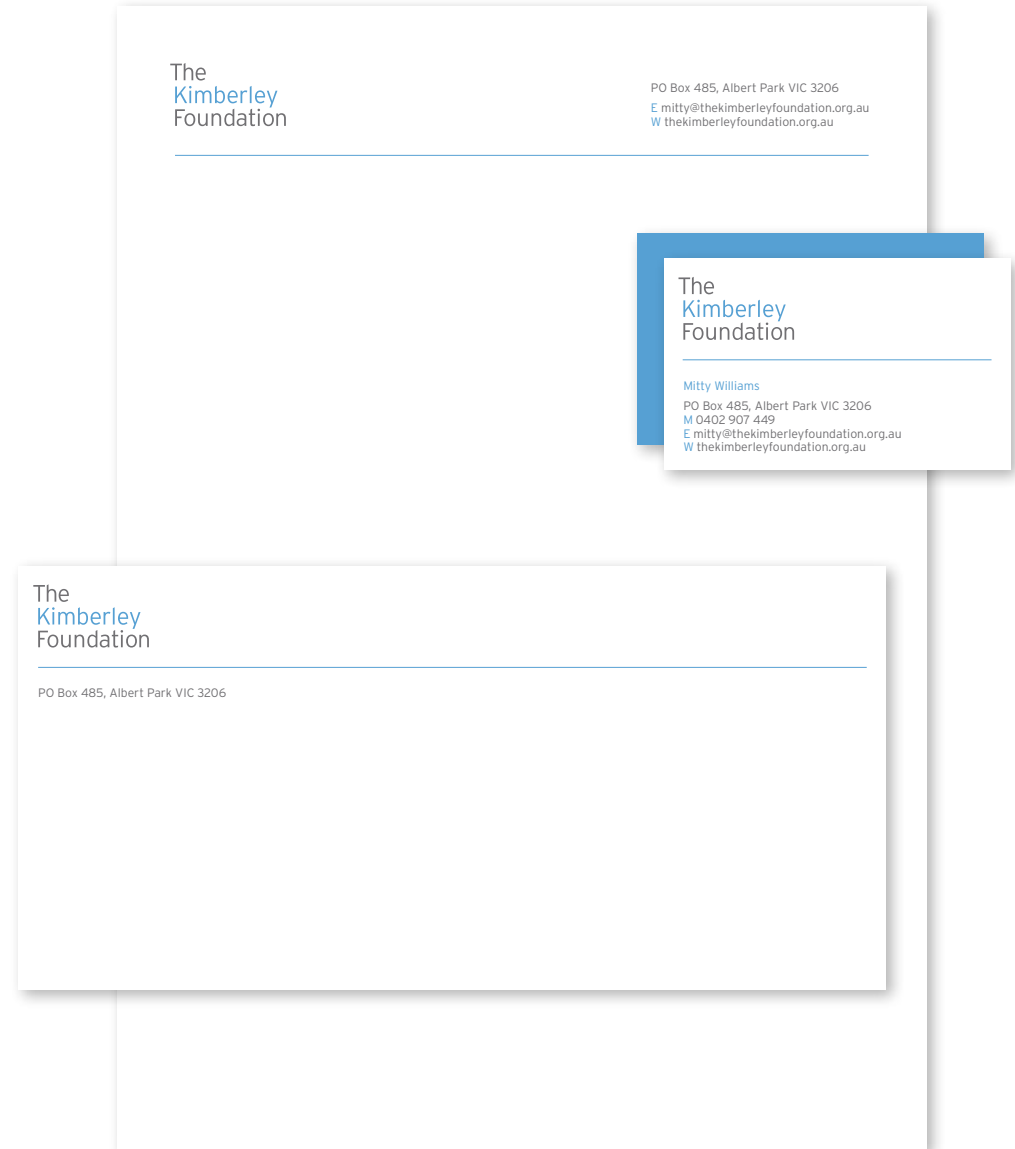
## Usage Examples - Primary Logo

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A number of examples where the Primary Logo is currently in use are shown adjacent. These examples include but are not limited to:

- Business Card
- Letterhead
- DL Envelope

Note: Items shown here are indicative only, refer to finished artwork, associated documentation and examples shown at the end of this document for exact specifications and visuals.





# Master Brand Colours

## Primary Brand Colours

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The Kimberley Foundation colour palette consists of two primary colours, Pantone 542U and Pantone Cool Grey 11. Always refer to the Pantone Colour Matching System (PMS).

### Uncoated

Pantone 542U and Pantone Cool Grey 11 are the preferred primary PMS colours. In print, these colours apply when uncoated stock is used. The use of this palette across all visual communications will help maintain a strong visual identity.

Specifications for coated stock and CMYK values have been supplied. Where it is not possible to print using PMS, please observe using the CMYK values e.g. from Xerox.

### Coated

Where it is not possible to print using uncoated stock, please observe using the values for coated stock

### RGB

RGB colours consist of the breakdowns as shown, all online communications must be created using these colours.

### Uncoated stock



### Coated stock



### RGB/HTML



# Master Brand Typeface

## Primary Typeface

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The primary typefaces for The Kimberley Foundation identity is Interstate Set of Regular, Regular Italics, Bold and Bold Italics.

Two weights can be used to allow flexibility across all applications. Primary typeface is used for all printed collateral and should be used in all instances where possible.

The typefaces are commercially available here:

<http://www.myfonts.com/fonts/fontbureau/interstate/>

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz  
1234567890

Interstate

*ABCDEFGHIJKLMN  
OPQRSTUVWXYZ*

*abcdefghijklmn  
opqrstuvwxyz  
1234567890*

*Interstate - Italic*

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**abcdefghijklmn  
opqrstuvwxyz  
1234567890**

**Interstate - Bold**

***ABCDEFGHIJKLMN  
OPQRSTUVWXYZ***

***abcdefghijklmn  
opqrstuvwxyz  
1234567890***

***Interstate - Bold Italic***

# Master Brand Typeface

## Secondary Typeface

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The secondary typeface for The Kimberley Foundation Arial.  
The secondary typeface can only be used in instances where the primary typefaces are not available such as for the web and email.

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890

Arial

*ABCDEFGHIJKLMN  
OPQRSTUVWXYZ*

*abcdefghijklmn  
opqrstuvwxyz*

*1234567890*

Arial - Italic

# Email Address Conventions

## Email Address Convention

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The Kimberley Foundation email address convention should be standard across all digital communication, the correct convention is shown adjacent.

Typeface in use:

Arial - Regular, 12pt

# The Kimberley Foundation

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