



# CLOSING THE GAP

STYLE GUIDE 2021



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## THE ARTIST

Lani Balzan is a proud Aboriginal woman from the Wiradjuri people of the three-river tribe. Her family originates from Mudgee but she grew up all over Australia, lived in many different towns, and now calls Illawarra home. Lani is a nationally recognised Aboriginal Artist having designed the artwork for the 2016 NAIDOC poster 'Songlines' and is well known for her jersey designs for the NRL Dragons. Her career started in 2014 when she designed a painting for the Cultural Season Art Competition. Now her artworks are respected around Australia and worldwide. Lani's artworks are her passion and a way to share her culture which is very important to her.

<https://www.lanibart.com.au/>



## THE PARTNERSHIP

In March 2019 the Commonwealth, all State and Territory governments, the Australian Local Government Association and the Coalition of Aboriginal and Torres Strait Islander Peak Organisations (the Coalition of Peaks) - representing over fifty Aboriginal and Torres Strait Islander community-controlled organisations - committed to fundamentally change the way they work together to accelerate improved life outcomes for Aboriginal and Torres Strait Islander people. The Closing the Gap Partnership Agreement (the Partnership Agreement) means that for the first time Aboriginal and Torres Strait Islander people, through their community-controlled peak organisations and members, are sharing decisions with governments on Closing the Gap, under a formal arrangement.

Following from this historic agreement, in July 2020, the parties committed to work together to overcome the inequality experienced by too many Aboriginal and Torres Strait Islander Australians and to achieve life outcomes equal to all Australians. The National Agreement on Closing the Gap (the National Agreement) is centred around four Priority Reforms that focus on changing the way that governments at all levels work with Aboriginal and Torres Strait Islander people. It also includes seventeen socio economic targets in key outcome areas, which reflect the desired result for Aboriginal and Torres Strait Islander people. The National Agreement was negotiated in genuine partnership between the Coalition of Peaks and all Australian Governments. The National Agreement includes commitments for shared decision-making as well as responsibility and shared accountability to Close the Gap.

For more information about the Partnership Agreement and the National Agreement – <https://www.closingthegap.gov.au/>

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# THE LOGO

## THE LOGO

This logo represents government working together with Aboriginal and Torres Strait Islander people to close the gap. The red ochres represent Aboriginal people and the land, and the blue represents Torres Strait Islander people, our waters and government. The four rings are the four Priority Reforms which form the foundation for the 17 socio-economic targets represented by the inside dots.



# LOGO | VARIATIONS

Main



Mono



Reverse



# LOGO | CORRECT APPLICATIONS

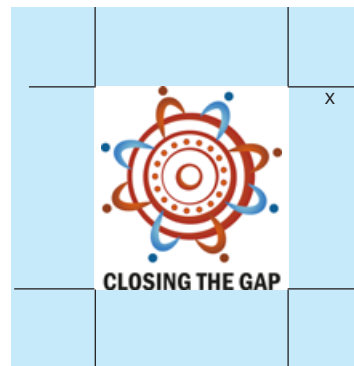
## Size

The minimum size of the logo must be 20mm (75 px) wide as measured across the diameter of the logo.



## Positioning

The logo must be protected by an isolation zone of clear space at all times (this applies to every version and all applications).



■ Clear space

A minimum clear space, measuring the width of x must surround the logo on all sides.

## Application

The logo should always be placed on a white or light grey background.

### Logo on a white background



### Logo on a light background



### Logo on a dark background



# LOGO | CO-BRANDING PARTNERSHIPS

When co-branding the logo, please follow these guidelines.

Keep both logos the same weight, height and distance with the stroke in the middle.



**Australian Government**  
**National Indigenous  
Australians Agency**



**CLOSING THE GAP**



**Coalition  
of Peaks**



**CLOSING THE GAP**

Similar height and weight  
for both logos



Same distance



## LOGO | INCORRECT APPLICATIONS



Do not tilt the logo.



**CLOSING THE GAP**

Do not enlarge or alter in proportion any part of the design.



Do not use the logo in a low contrast manner.



**CLOSING THE GAP**

Do not distort the logo.



**CLOSING THE GAP**

Do not change the colors of the logo.



Do not place the logo on an image.

---

# THE COLOURS

# THE COLOURS

## Colour palette

The red ochres represent Aboriginal people and the land, and the blue represents Torres Strait Islander people, our waters and government.

## Using the palette

### Primary

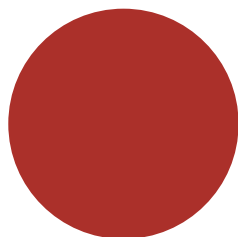
The primary colours are red ochre and blue.

### Secondary

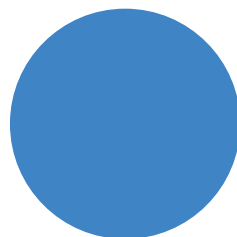
The secondary colours are part of the gradient mix in the logo and can be used to add flexibility to the design.

## Palette

### PRIMARY

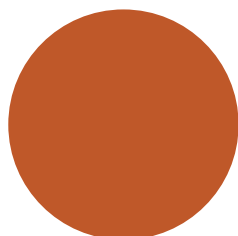


C4 M89 Y81 K30  
R171 G48 B42  
#AB2F2A

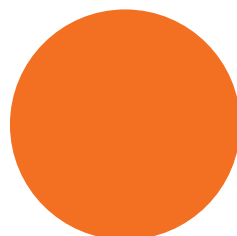


C75 M41 Y0 K0  
R63 G132 B197  
#3E84C5

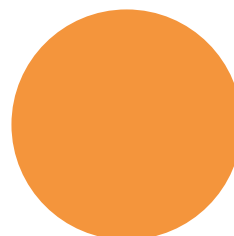
### SECONDARY



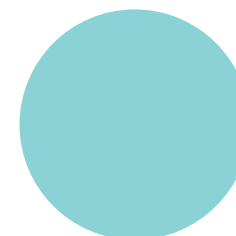
C2 M71 Y89 K22  
R191 G88 B41  
#BF5828



C0 M70 Y100 K0  
R243 G112 B33  
#F36F21



C1 M49 Y86 K0  
R244 G149 B60  
#F4953C



C44 M0 Y18 K0  
R138 G210 B213  
#89D2D



4C0 M0 Y0 K15  
R220 G221 B222  
#DBDCDE

# THE COLORS

## Gradients

The gradients are an important part of the logo and should be used in preference to flat colours in any design. Only the gradients shown here may be used. Ensure the correct CMYK/RGB values are used.



### Dark Red

C4 M89 Y81 K30  
R171 G48 B42  
#AB2F2A

### Orange

C0 M70 Y100 K0  
R243 G112 B33  
#F36F21



### Darker Orange

C2 M71 Y89 K22  
R191 G88 B41  
#BF5828

### Orange

C0 M70 Y100 K0  
R243 G112 B33  
#F36F21



### Blue

C75 M41 Y0 K0  
R63 G132 B19  
#3E84C5

### Light Blue

C44 M0 Y18 K0  
R138 G210 B213  
#89D2D4

---

# GRAPHIC ELEMENTS

# GRAPHIC ELEMENTS

## Main elements

The elements shown are part of the logo and can be applied to the design in association with the content.

They can be used as a full circle or part circle to accentuate the design.

**Element 1**  
The Partnership represented by people symbols.



**Element 2**  
4 Priority Reforms represented by the 4 circles.



**Element 3**  
17 Socio-economic Targets represented by the 17 dots.



**Element 4**  
4 Priority Reforms and 17 Socio-Economic Targets.



## GRAPHIC ELEMENTS | EXAMPLES OF USE

Element 2 - In conjunction with headings



Element 3 - In conjunction with headings



Elements 2 and 3 - In conjunction with images



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# TYPOGRAPHY



# TYPOGRAPHY

## LOGO

### Franklin Gothic Demi Condensed

Used only on the logo. Not to be used anywhere else.

## PRIMARY FONT

### Gotham Family

Bold and Book should be most commonly used but you can also use Ultra and Light where necessary.

### Gotham Book

Used on body copy and some sub-headlines.

### Gotham Bold

Used on headlines in all caps, content sub-headlines and some sub-headlines where required.

### Gotham Ultra & Light

Used to differentiate important and/or unique information.

### FRANKLIN GOTHIC DEMI CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@#\$&()

### GOTHAM FAMILY

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@#\$&()

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@#\$&()

ULTRA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@#\$&()

LIGHT:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@#\$&()

# TYPOGRAPHY

## SECONDARY

### Arial

The secondary typeface is 'Arial' and should be used when the primary typeface is not available. Arial is also more suited to digital applications.

### ARIAL

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789?!@#\$&()**

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!@#\$&()

## TYPOGRAPHY | EXAMPLES

Typography is a pillar of our brand and should be used correctly. Always aim for contrast across all typographic hierarchies.

**All type is to be set in Gotham.**

### Headline

Headlines are to be set in Gotham Bold and in high caps.

### Sub-headline

Sub-headlines are to be set in high caps and Gotham Book.

### Content sub-headline

Content sub-headlines are to be set in bold at the same text size as the body copy it sits with.

### Body copy

Body copy is to be set in Gotham Book. At a minimum the text size is to be 9pt with 14pt leading and -7 tracking.

### Important information

Important information can be styled in different ways to help differentiate it from other information. Using Ultra and Light are preferred.

**THIS IS AN EXAMPLE  
OF A HEADLINE.**

→ Headline example

THIS IS AN EXAMPLE OF A SUB-HEADLINE.

→ Sub-headline example

**This is an example of content sub-headline.**

→ Content sub-headline example

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam bibendum volutpat iaculis. Cras elementum tincidunt orci, a pellentesque est lobortis quis. Cras posuere felis neque, vitae pulvinar metus porta a. Vivamus fermentum quis neque eu posuere. Donec et urna mauris. Pellentesque faucibus sodales velit commodo cursus. Vivamus vel lorem felis. Aliquam interdum venenatis ligula. Pellentesque at ullamcorper justo. Nullam sit amet consectetur ex, sed tincidunt ante. Nullam quis erat libero. Mauris vel mi ac lacus hendrerit aliquet. Duis sodales justo in arcu vestibulum, eu varius quam lacinia.

→ Body copy example

---

## TYPOGRAPHY | INCORRECT APPLICATIONS

**Donot  
adjust kerning  
or tracking.**

Do not adjust kerning or tracking.

**Do not recolor.**

Do not recolor.

**BOLD  
Bold**

**bold bold bold bold bold bold  
bold bold bold bold bold bold**

Do not make hierarchy levels the same weight.

**HEADLINE  
Sub-headline  
Body copy**

Do not make hierarchy levels the same size.

**Do not  
use other  
typefaces.**

Do not use other typefaces.

**Headline**

Do not use lower cap for the headlines.

---

# DESIGN EXAMPLES

# EXAMPLES | REPORT

REPORT 1



REPORT 2

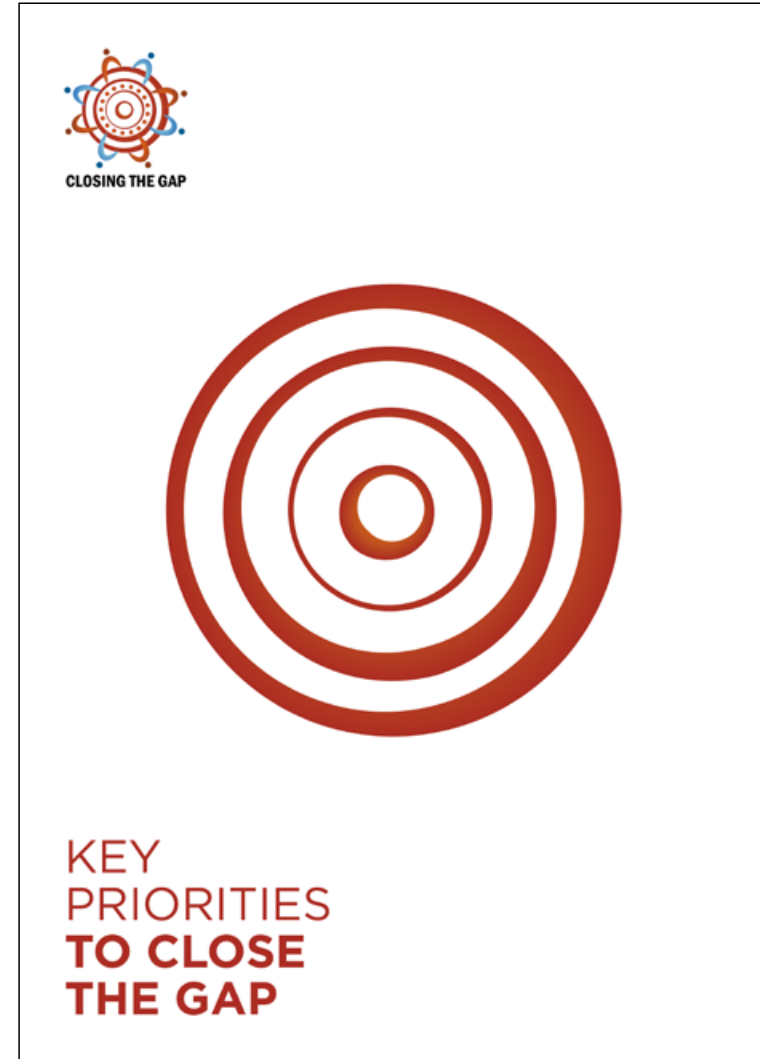


# EXAMPLES | REPORT

REPORT 3



REPORT 4



# EXAMPLES | A4 BRIEFING TEMPLATE

**CLOSING THE GAP DESIGN BRIEF**

**CLIENT**

**NAME:**

**ADRESS:**

**EMAIL:**

---

**PROJECT**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent consectetur leo id augue vehicula, eget rhoncus augue accumsan. Donec consequat volutpat dignissim. Suspendisse elit ex, consectetur eget ante ac, mattis dignissim tortor. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae.

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**DELIVERABLES**

In sagittis ipsum sem, ac pellentesque orci tempus ut. Vivamus tempor eu ex commodo rhoncus. In sagittis aliquam pellentesque. Integer ac erat in neque interdum venenatis. Aliquam condimentum ullamcorper mauris quis placerat. Ut porttitor mi sed ipsum faucibus, a placerat nulla rhoncus. Nulla dignissim pellentesque elit, eu suscipit neque. Phasellus sit amet sapien mauris. Cras ligula velit, vulputate bibendum tempor id, varius in tellus. Maecenas accumsan enim a nisi volutpat, sed mollis tellus efficitur. Pellentesque vehicula ultricies molestie.





## EXAMPLES | CAPS



## EXAMPLES | ECOBAGS



# EXAMPLES | A4 FACT SHEET

OPTION 1

## TARGETS FOR CHANGE TO CLOSE THE GAP

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**\$50 MM**  
Lorem ipsum

**440**  
Lorem

**198.000**  
Lorem ipsum

**32**  
Lorem

**70%** Lorem ipsum dolor sit amet, onsec tet

**22%** Lorem ipsum dolor sit amet, onsec tet

**60%** Lorem ipsum dolor sit amet, onsec tet

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OPTION 2

## CLOSING THE GAP

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**198.000**  
Lorem ipsum

**440**  
Lorem

**32**  
Lorem

150

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CLOSING THE GAP

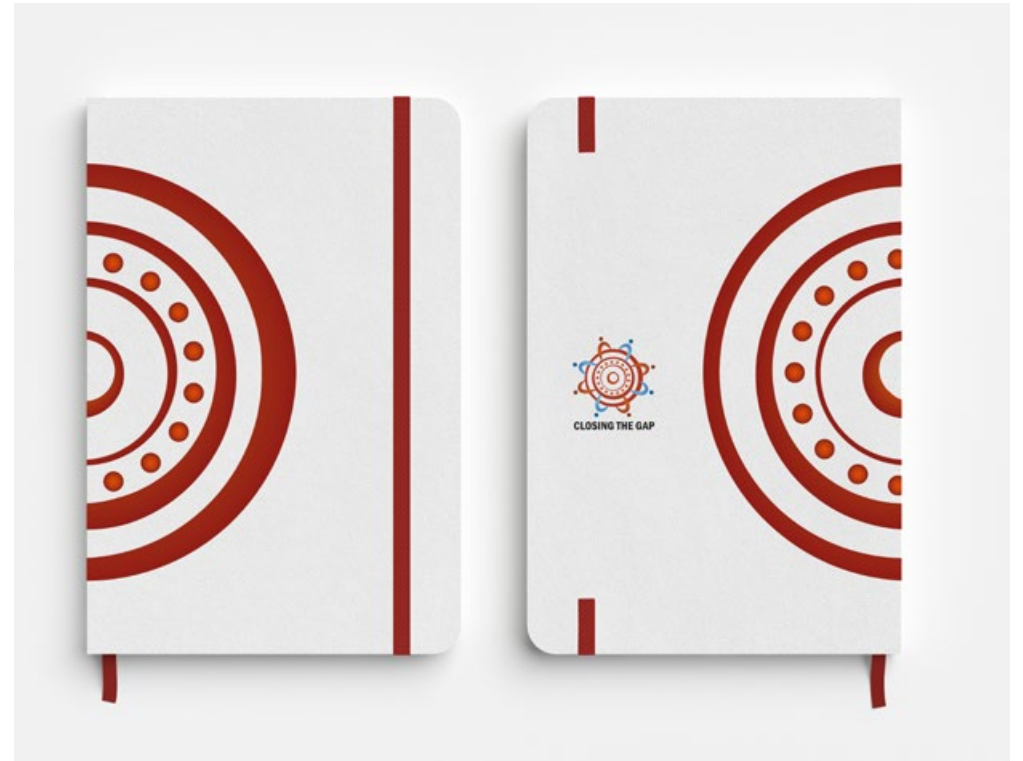
## EXAMPLES | LECTERN SIGNS



## EXAMPLES | MUGS



## EXAMPLES | NOTEBOOKS



## EXAMPLES | PENS



## EXAMPLES | POLO SHIRT AND T-SHIRT





# EXAMPLES | POWERPOINT TEMPLATE



CLOSING THE GAP

## CLOSING THE GAP

STRATEGY 2019-2024

[www.closingthegap.gov.au](http://www.closingthegap.gov.au)



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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam interdum ac justo eu egestas. Suspendisse sed sapien pellentesque, dapibus magna eget, finibus lectus. Pellentesque urna nisi, efficitur hendrerit tempor a, ullamcorper vestibulum elit. Pellentesque id nunc vitae neque condimentum dignissim. Praesent ac laoreet lorem. Donec at mollis ex. Etiam sed tortor ut diam aliquet condimentum nec eget quam. In tempor tincidunt neque sit amet malesuada. Sed eleifend rhoncus aliquet.



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**EXAMPLES | PULL-UP BANNER**





**CLOSING THE GAP**

