



CLOSING THE GAP

STYLE GUIDE 2021



CLOSING THE GAP

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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/>

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

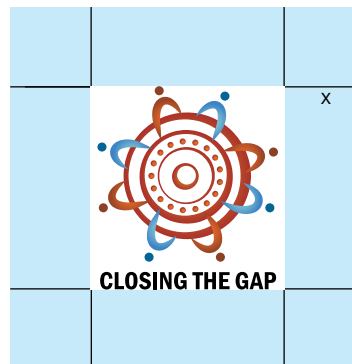
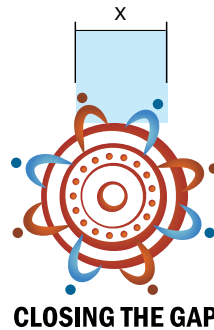
Size

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

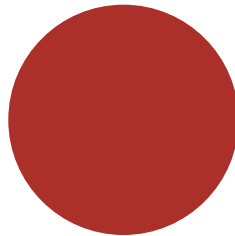
The primary colours are red ochre and blue.

Secondary

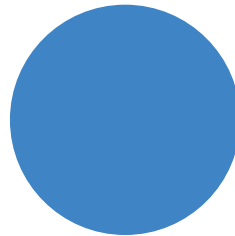
The secondary colours are part of the gradient mix in the logo and can be used to add flexibility to the design.

Palette

PRIMARY

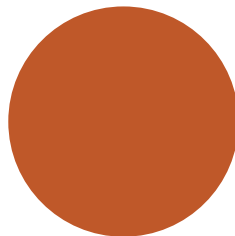


C4 M89 Y81 K30
R171 G48 B42
#AB2F2A

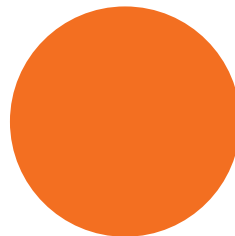


C75 M41 Y0 K0
R63 G132 B197
#3E84C5

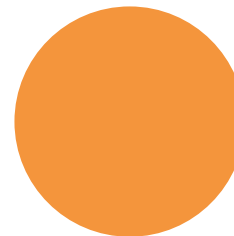
SECONDARY



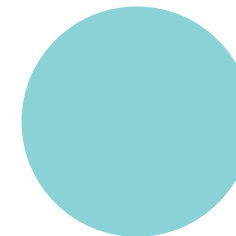
C2 M71 Y89 K22
R191 G88 B41
#BF5828



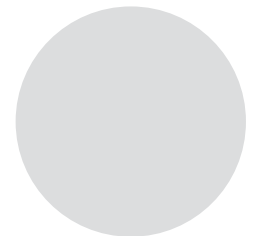
C0 M70 Y100 K0
R243 G112 B33
#F36F21



C1 M49 Y86 K0
R244 G149 B60
#F4953C



C44 M0 Y18 K0
R138 G210 B213
#89D2D4



C0 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 B197
#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.



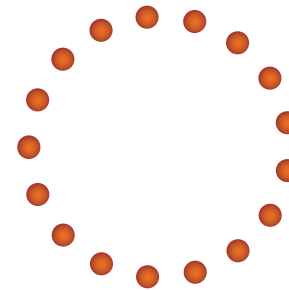
Element 2

4 Priority Reforms represented by the 4 circles.



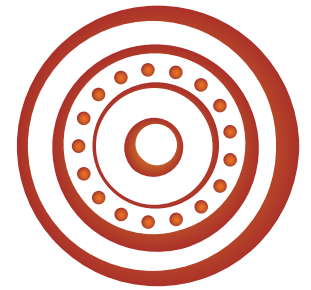
Element 3

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



TYPOGRAPHY

TYPOGRAPHY

LOGO

Franklin Gothic Demi Condensed

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

PRIMARY

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

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.

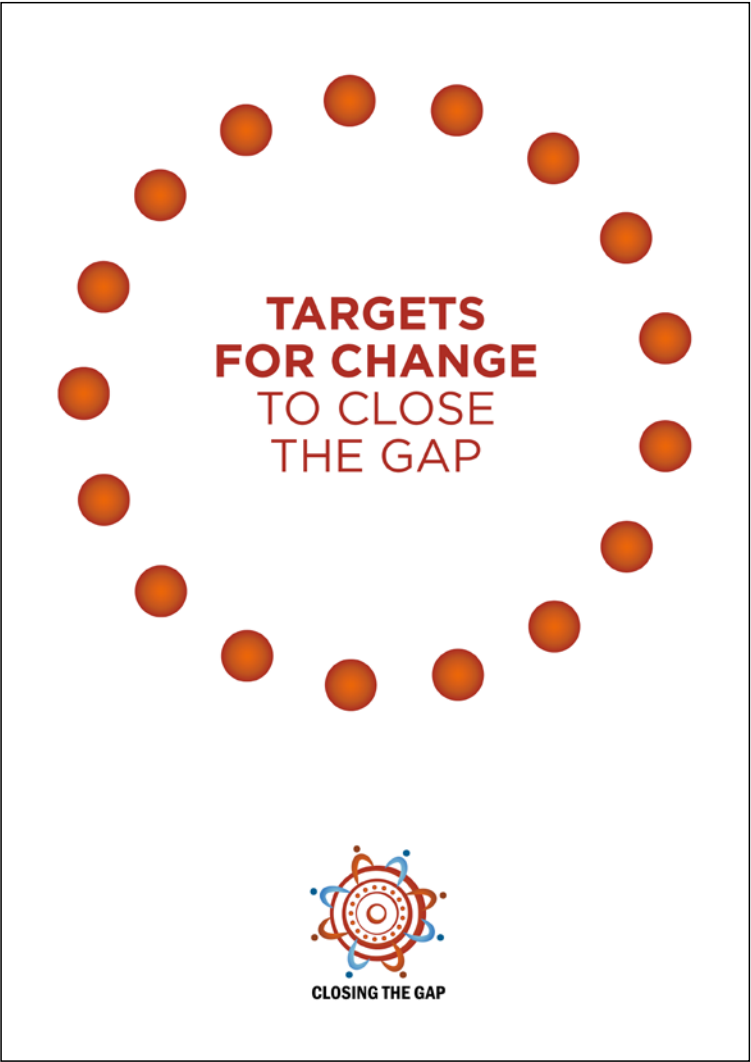
DESIGN EXAMPLES

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.

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


Lorem ipsum dolor sit amet, onsec tet ue adipiscing elit, sed diam nonu mmy nibh euismod tinc idunt ut laoreet dolore magna ali quam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.




OPTION 2

CLOSING THE GAP


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\$50 MM

Lorem ipsum




198.000

Lorem ipsum



440

Lorem



32

Lorem


150

Ut wisi enim ad minim

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CLOSING THE GAP | STYLE GUIDE

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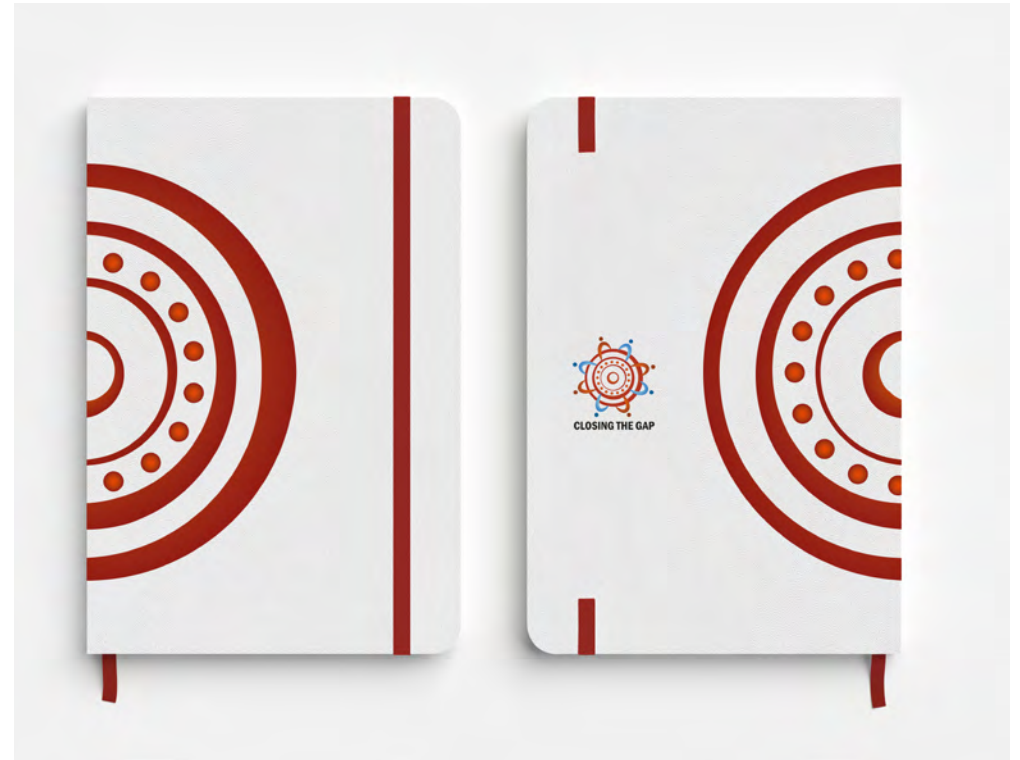
EXAMPLES | LECTERN SIGNS



EXAMPLES | MUGS



EXAMPLES | NOTEBOOKS



EXAMPLES | PENS



EXAMPLES | T-SHIRTS



EXAMPLES | POWERPOINT TEMPLATE



CLOSING THE GAP

CLOSING THE GAP

STRATEGY 2019-2024

www.closingthegap.gov.au

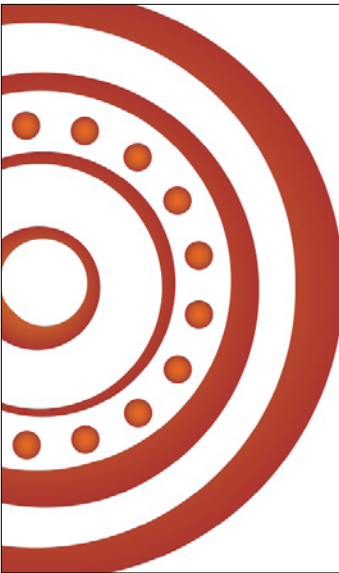




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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam interdum ac justo eu egestas. Suspendisse sed sapien pellentesque, dapibus magna eget, finibus lectus. Pellentesque urna nisl, efficitur hendrerit tempor a, ullamcorper vestibulum elit. 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

