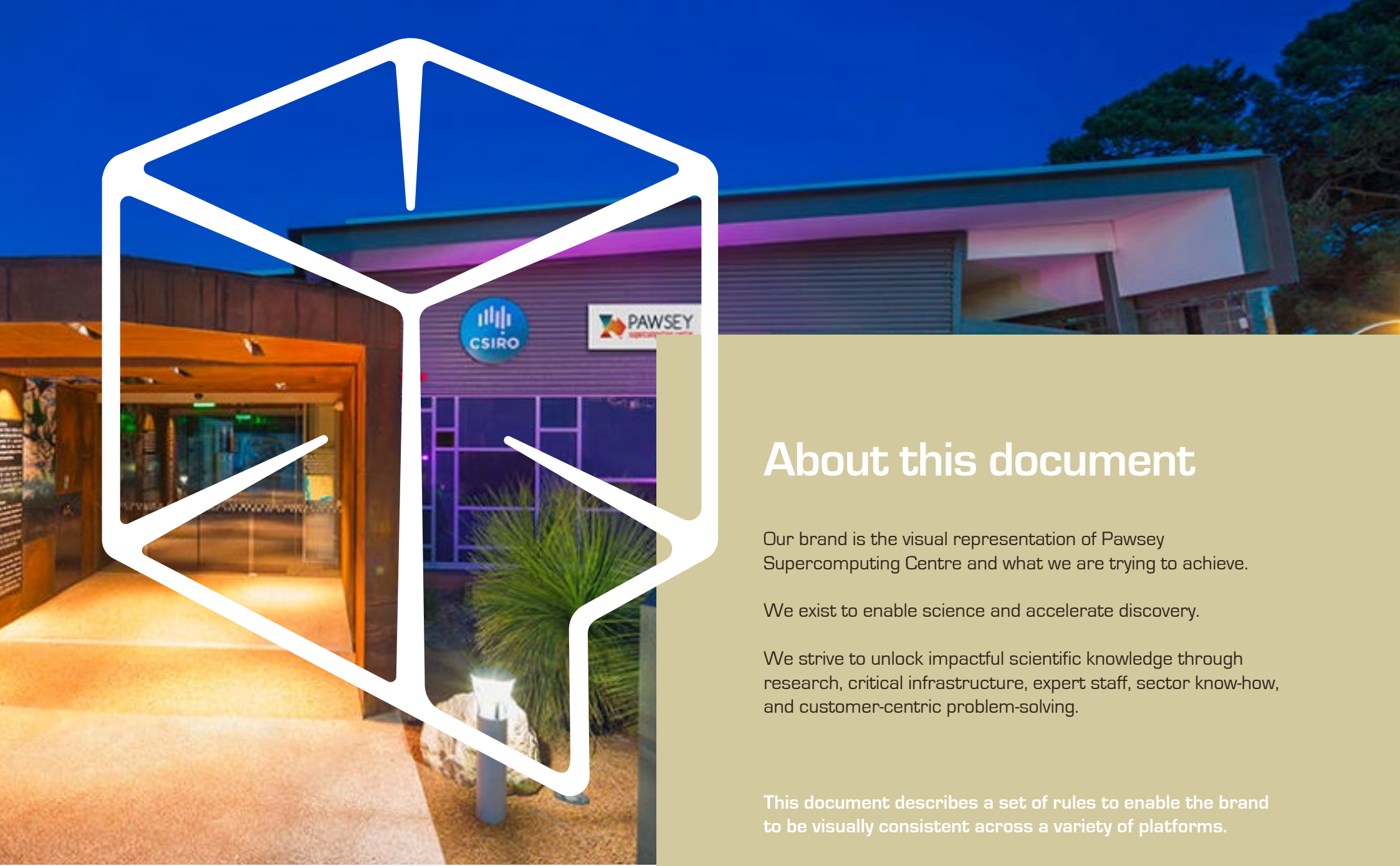




**PAWSEY**

PAWSEY

# **STYLE & BRANDING GUIDE**



## About this document

Our brand is the visual representation of Pawsey Supercomputing Centre and what we are trying to achieve.

We exist to enable science and accelerate discovery.

We strive to unlock impactful scientific knowledge through research, critical infrastructure, expert staff, sector know-how, and customer-centric problem-solving.

This document describes a set of rules to enable the brand to be visually consistent across a variety of platforms.

# Logo device

There are two main versions of the Pawsey logo. A horizontal version, and a stacked, vertical version.

This version, on white, is the preferred option. The logo needs the context of the tagline, either in the surrounding collateral or as a tagline lockup, as depicted right.

This brand does not like being reversed onto other colours, so where at all possible, the brand should be used on a white background.

## Vertical stacked

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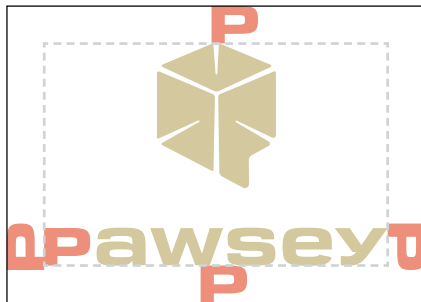


## Horizontal

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## White space



Use the height of the P from Pawsey to determine the minimum white space required around each logo. This stops it feeling squashed and cramped.

## Misuse

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**DO NOT**  
Stretch, rotate or flip the logo



**DO NOT**  
Add effects, or make transparent



**DO NOT**  
Change or add any colours



**DO NOT**  
Modify the position of the icon to the text



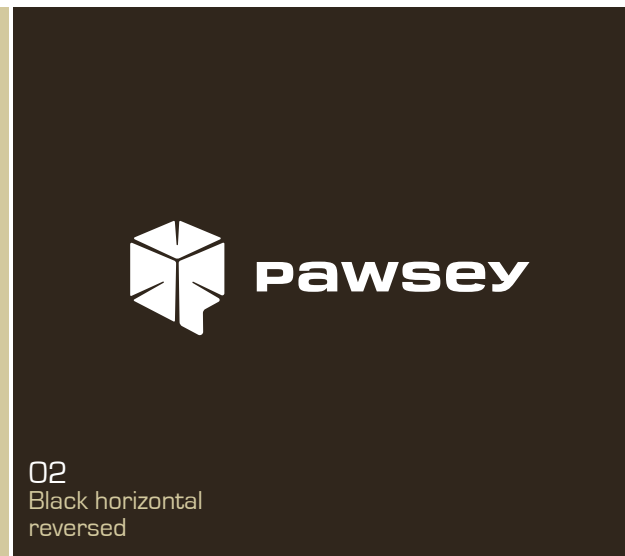
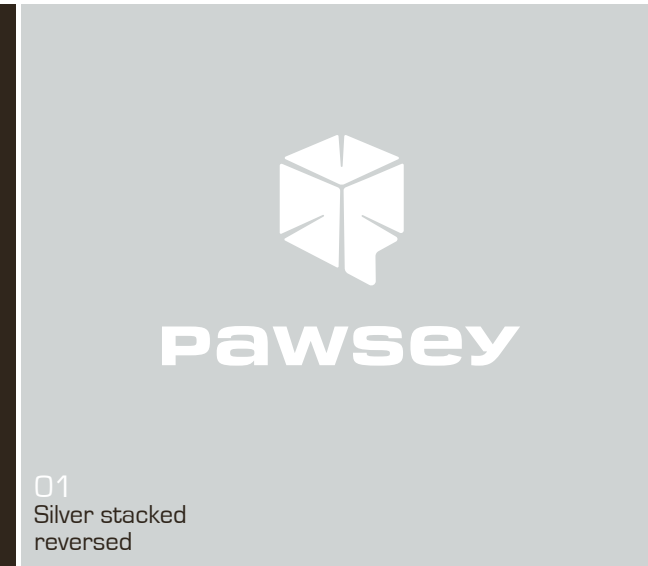
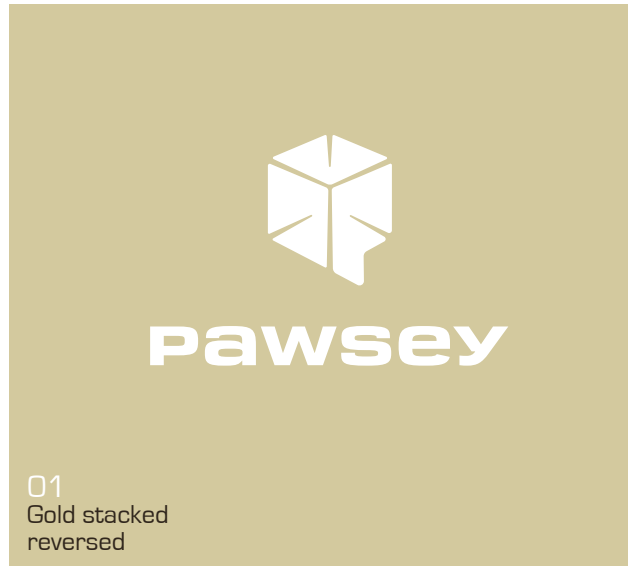
**DO NOT**  
Modify the icon or the text



**DO NOT**  
Place over low-contrast areas

# Logo variations

The following variations are acceptable for use in situations where the logo needs to be reversed.



# Typeface and fonts

## Eurostile font family

The Eurostile font should be used in the creation of all marketing collateral and stationery where possible.

It is licensed by Linotype, and can be purchased from their website.

Eurostile Bold should be used for headings, and Eurostile Regular should be used for body copy.

Eurostile Unicase LT is a display font and should be used for marketing purposes only.

### Eurostile Bold LT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890**

### Eurostile Regular LT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

### Eurostile Unicase LT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

# Colour

Primary colours ONLY should be featured, and are preferred for all external facing marketing collateral.

## Primary colours

<p><b>GOLD</b>  PANTONE 4545 C  CMYK 06 08 35 13  RGB 212 200 158  HEX #d4c89e</p>	<p><b>BLACK</b>  PANTONE Black 4 C  CMYK 60 65 73 71  RGB 49 38 28  HEX #31261c</p>	<p><b>SILVER</b>  PANTONE 427 C  CMYK 18 12 13 0  RGB 207 211 211  HEX #cfd3d3</p>
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Secondary colours may be used in addition to the primary colours but in moderation. They are primarily used for applications such as data visualisations, infographics, charts and tables.

## Secondary colours

<p><b>PEACHY</b>  PANTONE 486 C  CMYK 3 53 47 0  RGB 238 143 124  HEX #ee8f7c</p>	<p><b>DUSTY BLUE</b>  PANTONE 5493 C  CMYK 54 23 29 0  RGB 124 166 173  HEX #7ca6ad</p>	<p><b>SUN YELLOW</b>  PANTONE 1355 C  CMYK 0 25 65 0  RGB 254 196 111  HEX #fec46f</p>
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Tertiary colours are shades of primary and secondary colours and may be used as neutral background colours, and to add contrast to primary and secondary colour palettes.

## Tertiary colours

10%	20%	10%	20%	10%	20%	10%	20%	10%	20%	10%	20%
50%	60%	50%	60%	50%	60%	50%	60%	50%	60%	50%	60%

# Branding device

## The data cube

This device extends the boundaries of knowledge to make the P from Pawsey.

It appears in three types; outlines, box and solid; in both white and gold.

The data cube can be filled with primary colours, or their tertiary shades. It should not be rotated, reversed or have any effects applied to it.

The solid and box variations can be filled with an image.

## Display tile

As seen in this document, the display tile is slightly wider than it is high, and is filled with either black or gold.



**Pre-header:** Gold on black/white on gold in Eurostile Regular.

**Heading:** White on black/black on gold in Eurostile Unicase at double the font size of the pre-header.

**Padding:** 1/8 of width [7.5 in this case]

White on silver

Gold on black

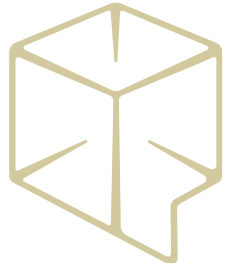
White on gold

Gold on white

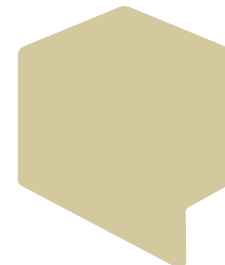
Box



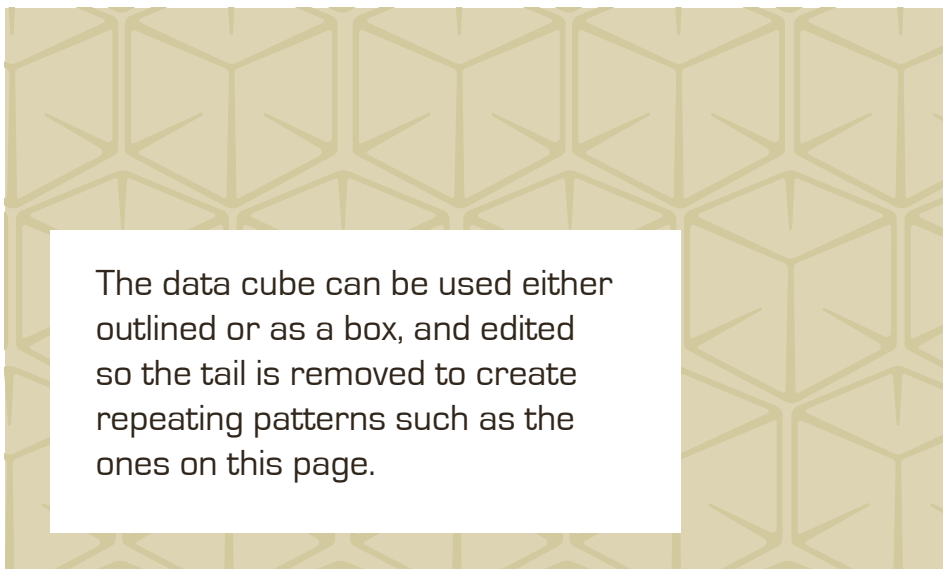
Outline



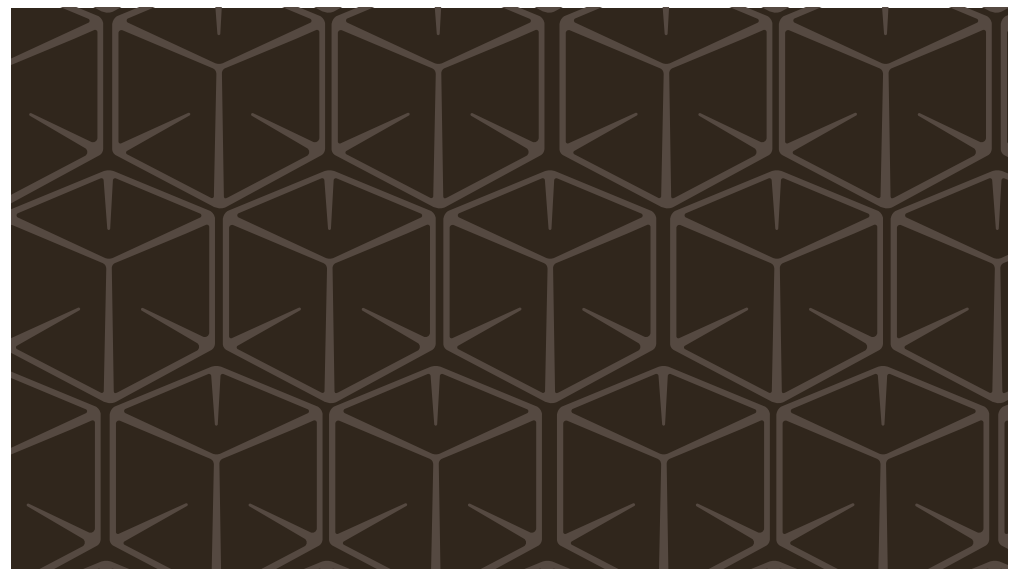
Solid



# Repeating pattern



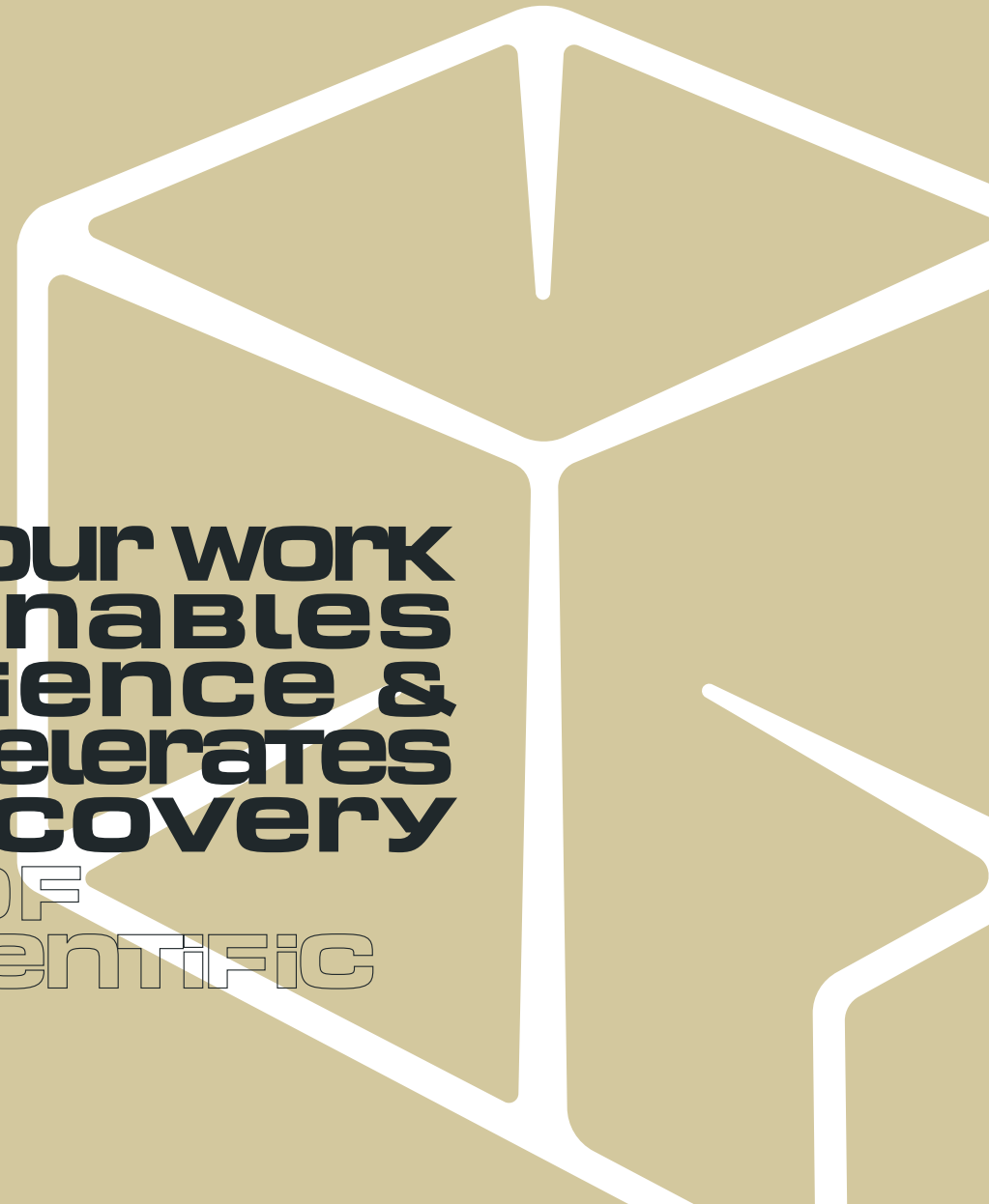
The data cube can be used either outlined or as a box, and edited so the tail is removed to create repeating patterns such as the ones on this page.







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WORLD-CLASS **ENABLES**  
RESEARCH; **SCIENCE &**  
SUPPORTING **ACCELERATES**  
THE NEXT **DISCOVERY**  
GENERATION OF  
AUSTRALIAN SCIENTIFIC  
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