



Style Guide

OCTOBER 2020

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Primary Logo

Bioregional™ was founded in 1994 by two environmental entrepreneurs based in South London, who wanted to develop more sustainable ways of living within the planet's boundaries*. It's logo was designed to reflect the colour of our natural environment.

The Bioregional Australia logo is derived from the Bioregional™ logo and supports the licence agreement between the Bioregional Australia Foundation and the Bioregional Development Group in the UK.

The Bioregional Australia logo is available in full colour, black and grey (65% black).

Usage

The Bioregional Australia logo may be used in for marketing materials including, but not limited to: stationery, website, letterhead, print ads, brochures, flyers, tradeshow exhibit materials, and signage.



PRIMARY LOGO

Preferred logo, used in all colour usage.
Available formatted for print and digital use.



SECONADRY LOGO - BLACK

Mono logo, used when colour is not available.
Available formatted for print and digital use.



SECONADRY LOGO - GREY

Available formatted for print and digital use.



Member Logo

The Bioregional Australia member logo is available for use by members with active standing to promote their membership with Bioregional Australia.

The member logo is distinguished from the Bioregional Australia logo by the addition of MEMBER.

Usage

Only Bioregional Australia Member organisations in good standing may use the logo. The privilege to use the member logo is immediately terminated upon the lapse or termination of an organisation's membership.

The Bioregional Australia Member logo may be used in connection with the member's business and marketing materials including, but not limited to: stationery, website, letterhead, print ads, brochures, flyers, tradeshow exhibit materials, and signage.

Subsidiary companies of member organisations must hold membership of Bioregional Australia to be entitled to use the member logo.



PRIMARY LOGO

Preferred logo, used in all colour usage.
Available formatted for print and digital use.



SECONADRY LOGO - BLACK

Mono logo, used when colour is not available.
Available formatted for print and digital use.



SECONADRY LOGO - GREY

This logo is used when supporting another logo from the Bioregional family. Available formatted for print and digital use.



Bioregional Australia | One Planet Integrator Logo

The Bioregional Australia | One Planet Integrator (BAOPI) logo is available for use by current licensed One Planet Integrators as Bioregional Australia Members of Faculty.

The BAOPI logo is distinguished from the Bioregional Australia logo by the addition of the words One Planet Integrator.

Usage

Only a Bioregional Australia licensed | One Planet Integrator (individual) in good standing may use the logo.

The privilege to use the BAOPI logo is immediately terminated upon the lapse or termination of an individual's license.

The Bioregional Australia | One Planet Integrator logo may only be used in connection with the individual members business and marketing materials in conjunction with the name of the One Planet Integrator including, but not limited to: stationery, letterhead, website, business cards, print ads, brochures, flyers, tradeshow exhibit materials, and signage.



PRIMARY LOGO - *as above*

Preferred logo, used in all colour application.
Available formatted for print and/or digital use.

SECONDARY LOGO - GREY

On application



Colour Palette

The primary logo colours are green (Pantone 382 u), blue (Pantone process cyan u) and grey (Pantone cool grey 10).

In most cases these will be reproduced from four process colours, as per the colour palette shown here.

Against certain backgrounds the grey lettering may be ineffective. In such cases it is permissible to use the reverse version of the logo. It is not permissible to reproduce the logo in any other colours.



BLUE
Pantone process cyan u
C 100 M 0 Y 0 K 0
R 0 G 160 B 230



GREEN
Pantone 382 U
C 50 M 0 Y 100 K 0
R 150 G 194 B 30



GREY
Cool grey 10
C 0 M 0 Y 0 K 70
R 112 G 112 B 112

Clearspace and Minimum size

Clearspace requirements

The legibility and distinction of the Bioregional Australia logo is very important. To ensure the logo is highly visible, always separate it from its surroundings. The area of isolation, or minimum required clearspace, surrounding all logos should be the value of the 'o' height on all sides as shown at right. Do not allow any other graphic elements to penetrate this area of isolation.

In addition, the Bioregional Australia logo should not be placed over a photograph or patterned background. When placing it over a coloured background, careful consideration must be given to the logo used. If in doubt, please contact the Brand Managers. See final page for details.

Minimum size dimensions

To make sure the logo is always clear and legible, there is a minimum size requirement. The logo should be reproduced no less than 10mm high. When resizing the logo, it should be scaled proportionately from the master artwork.

NOTE: The Clearspace and Minimum Size parameters above apply to the Bioregional Australia Logos, the Bioregional Australia Member Logos and the Bioregional Australia | One Planet Integrator Logos.



Bioregional Australia | One Planet Community Logo

The Bioregional Australia | One Planet Community logo is available for use only by Bioregional Australia only.

The combined Bioregional Australia | One Planet Community Logo is distinguished from the master Bioregional Australia organization logo through the addition of the flower logo with its OPL planet and heart, and the words One Planet Community.

Usage

Only Bioregional Australia may use the logo on summary publications in relation to recognized One Planet Community projects.

The Bioregional Australia | One Planet Integrator logo may be used in connection with the project marketing materials including, but not limited to: website, print ads and brochures, flyers and signage.



PRIMARY LOGO - as above

Only version approved for use.

Available formatted for print and digital use.

RATIONAL FOR NO MONOTONE VERSION

NOTE: As the One Planet Community Logo utilises the icons and their allocated colour to represent the ten principles, we cannot allow for reproduction in monotone (traditional white, black or grey) as the branding would lose its communication.



Colour Palette

Bioregional Australia | One Planet Community Logo

The Bioregional Australia | One Planet Community logo utilises the palette of the Bioregional Australia logo being green (Pantone 382u), blue (Pantone process cyan u) and grey (Pantone cool grey 10); and the full spectrum of the One Planet Community logo.

In all offset print cases the logo shall be reproduced from the four colour process version of the logo. In all digital and web use it shall be produced using the rgb version.

This logo is used in its full colour, primary use format on a white background. The Bioregional Australia | One Planet Community logo should never be placed over a photograph or patterned background.

No mono or reverse execution has been approved for use to date. It is not permissible to reproduce the logo in any other colours, or versions other than those shown in this document and provided by Bioregional Australia. If the logo cannot be placed on a plain, pale colour or white background, please seek guidance from the Brand Champion. See final page for details.



Light Orange
C 1 M 35 Y 100 K 0
R 249 G 174 B 0
F9AE00



Violet
C 34 M 100 Y 10 K 0
R 175 G 19 B 129
AF1381



Light Green
C 47 M 6 Y 100 K 0
R 149 G 189 B 29
95BD1D



Magenta
C 3 M 100 Y 8 K 0
R 229 G 0 B 129
E50081



Dark Green
C 81 M 13 Y 100 K 2
R 39 G 155 B 54
279B36



Red
C 3 M 100 Y 69 K 0
R 229 G 0 B 69
E50045



Teal Green
C 83 M 23 Y 48 K 3
R 0 G 144 B 139
00908B



Dark Orange
C 3 M 73 Y 100 K 0
R 236 G 102 B 7
EC6607



Light Blue
C 73 M 23 Y 0 K 0
R 0 G 159 B 229
009FE5



Grey
C 0 M 0 Y 0 K 70
R 109 G 110 B 112
6D6E70



Dark Blue
C 84 M 48 Y 0 K 0
R 0 G 119 B 199
0077C7

Clearspace and Minimum size

Bioregional Australia | One Planet Community Logo

Clearspace requirements

The legibility and distinction of the Bioregional Australia | One Planet Community logo is very important. To ensure the logo is highly visible, always separate it from its surroundings. The area of isolation, or minimum required clearspace, surrounding all logos should be the value of the 'o' height on all sides as shown at right. Do not allow any other graphic elements to penetrate this area of isolation.



Minimum size dimensions

To make sure the logo is always clear and legible, there is a minimum size requirement. The logo should be reproduced no less than 10mm high. When resizing the logo, it should be scaled proportionately from the master artwork. The logo must always be constrained when up or downsizing.

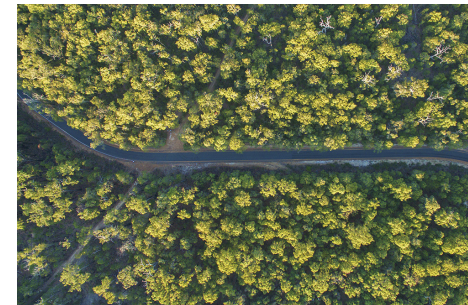


Bioregional Australia Imagery

Following the communications principles of Bioregional, Bioregional Australia have purchased a selection of high grade stock imagery for an internal library of approved images for use in Bioregional Australian Foundation collateral including newsletters, websites and online published.

The selected images (at right) reflect the Australian environment from coast to country for use in summary reports.

For further information on the image library, please contact the Brand Champion +61 (0) 478 049 194 or by email at australia@bioregional.com



Bioregional Australia Imagery

Usage limitations

At right please find the table of usage limitations for images purchased under Standard License.

For further information on the image library, please contact the Brand Champion, Phil Donaldson on +61 (0) 423 824 152 or by email at phildonaldson@sustainsa.com.au

License duration	Perpetual
Number of countries you can use images	Worldwide
Digital reproductions, such as website views, ebook downloads, use in "apps", software, email, etc.	Unlimited
Physical reproductions, such as books, magazines, advertising posters, and packaging	Up to 500K
TV, online video, and film viewers	Production budgets up to \$10k
Legal Indemnification	Up to \$10K per image
Copies of web or print templates	Not allowed
Copies of merchandise for sale	Not allowed

Brand Management



Management of the Bioregional Australia logo and those in it's collective (included in this document) is crucial. Consistent and correct use of the logos is a must. Any use of the Bioregional Australia logo must follow the guidelines provided. Should you wish to use them in an application other than covered in these Guidelines, please contact the Brand Champion.

For the full suite of Bioregional Australia logos developed and suitable for all usage, please contact the Brand Champion, Phil Donaldson on:

Telephone +61 (0) 423 824 152
Email phildonaldson@sustainsa.com.au

Bioregional Australia Foundation has an affiliate licence with Bioregional Development Group (UK) for the use of trade mark Bioregional and the associated logo. Any use of the term Bioregional and the Bioregional Logo must be refereed back to Bioregional Development Group. Charity no. 10414486. Company no. 02973226 incorporated in England and Wales.

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