

Brand Identity Guidelines



CONTENTS

- 3 Introduction
 - 4 What is a Brand?
 - 5 Our Brand
 - 7 The Primary Logo
 - 11 The Secondary Logo
 - 15 Isolation Zones
 - 16 Positioning Rules
 - 17 Incorrect Usage
 - 18 Co-Branding
 - 19 Primary Typeface
 - 20 System typeface
 - 21 Photography
 - 23 Sample Applications
-

The Redfern area encompassing Redfern, Waterloo, Darlington and Eveleigh is undergoing significant change. The population has become a diverse community with a wide social mix through a range of housing development and socio-economic factors.

There has been a recent increase in cultural activities, new business development and major refurbishments including National Centre of Indigenous Excellence, Redfern Street, Rabbitohs Football and Leagues Club, Channel 7 and the Redfern Park and Oval. Redfern has the potential to become a thriving inner city destination that embraces its past, present and future.

The Redfern brand aims to promote the Redfern area as a destination that is welcoming and vibrant - both for the local and wider community.

The Redfern brand is an opportunity to unify the precinct and help build a strong community spirit. The objective of the brand is to function as a lens through which every marketing, public relations activity and customer interaction embodies a unified vision of fresh energy, revitalisation, professionalism and character - consistent with the businesses and local residents that live in the precinct.

A brand is a collection of tangible and intangible attributes that resonate whenever the brand is experienced. The benefits of a brand can be emotional, ie how it makes one feel and rational, ie the tangible reward that one gets from it. It lives in the mind of your target audiences.

A brand essence is the inspiration, vision and reason for being. Brand values are what the brand stands for and what it believes in.

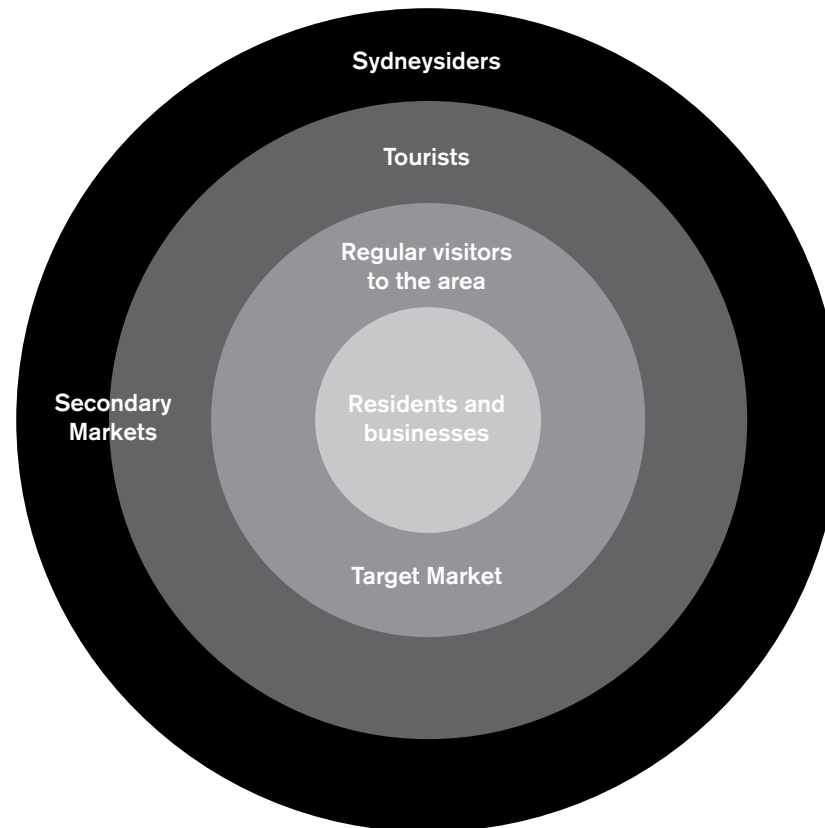
For a brand to be successful it must be defined, nurtured and championed.

The brand essence and values provide a benchmarking code by which activities that promote the brand can be measured.

WHO IS THE REDFERN BRAND FOR?

Primary Target

- Residents/Businesses
- People within a 10km radius + residents, workers, students etc who pass through the area regularly.



BRAND PURPOSE

To champion Redfern as a landmark destination demonstrating respectful and positive transformation;

- Unique place to live, work, play and learn
- Open to all – current and future residents
- Embracing the future with an understanding of the past
- Stimulating the local economy
- Socially responsible
- Attracting innovative businesses
- Addressing fragmentation
- Turning around negative perceptions

BRAND PROMISE

Redfern is a special place in Sydney and the world. Building on our foundation as the heart of urban Aboriginal Australia, we are alive with art, music, culture and ideas.

Our social and physical heritage means we have a special story to tell that enriches understanding of what it is to be an Australian.

Our originality, vibrancy and positivity makes us a destination for forward-thinking people and businesses.

Our sense of mutual respect means we have a strong community spirit, welcoming to all.

BRAND ESSENCE

Our brand essence is “Welcoming Spirit”.

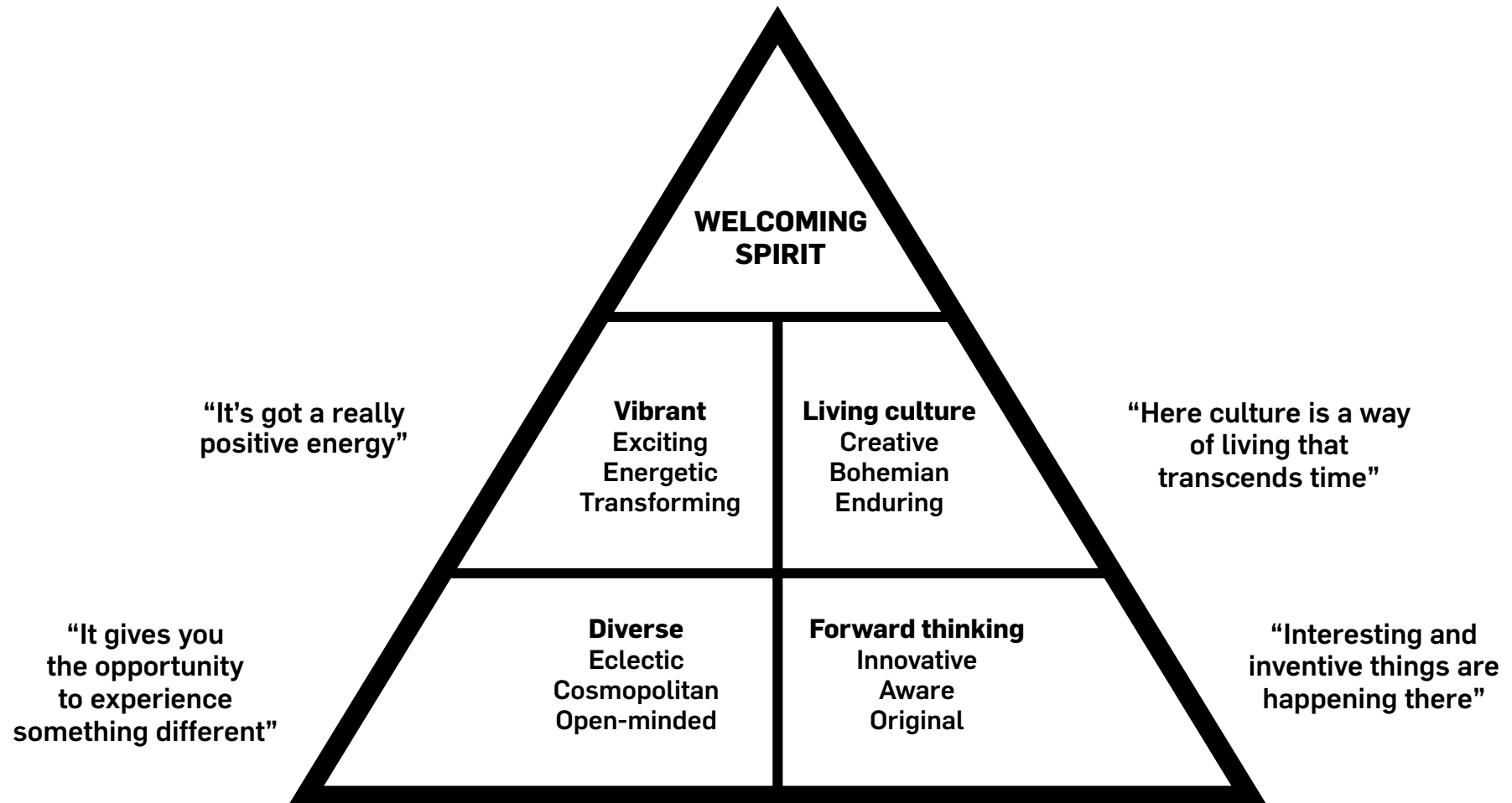
“Welcoming” means:

Receive gladly
Open to all
Approachable
Convenient
Embracing
Responsive
Respect for others
Accessible

‘Spirit’ means:

Boldness
Character, vigour,
Courage, enthusiasm, guts
Energy, enterprise,
Substance, will, heart, humour
Liveliness, motivation, zest
Resolve, sparkle,
Spunk, warmth

It should be noted that a brand essence and values are not intended to be market facing and should therefore never be used as promotional language eg a strapline. They are intended as a code by which the brand lives and breathes and enables it to be managed so that it delivers on its promise.



'THE SMILE'

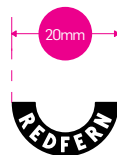
The creative idea behind the logo is the smile – the universal symbol of welcome.

The Redfern logo is a very important asset of the brand. It is also the visual expression of our brand, and as such must be valued and used in accordance with these guidelines.

The logo is in black and white for universal use and strength in all media. A reverse version of the logo (known as the 'white' version of the logo) is shown on the following page.

The background where you are placing the logo should determine which version of the primary logo you use.

The minimum size at which the primary logo is used should not be less than 20mm.



Filename:

- Redfern_Primary_Black_CMYK.eps
- Redfern_Primary_Black_CMYK.jpg
- Redfern_Primary_Black_RGB.jpg

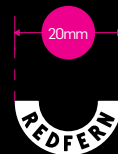
Note:

- CMYK file format is for printed items
- RGB file format is for digital items (internet, TV, Video, Powerpoint, etc)

The Primary Logo White

This page shows a white version of the logo. The background on which you are placing the logo should determine which version of the primary logo you use.

The minimum size at which the primary logo is used should not be less than 20mm.



Filename:

- Redfern_Primary_White_CMYK.eps
- Redfern_Primary_White_CMYK.jpg
- Redfern_Primary_White_RGB.jpg

Note:

- CMYK file format is for printed items
- RGB file format is for digital items (internet, TV, Video, Powerpoint, etc)

The Primary Logo Usage

PLACEMENT ON IMAGES

This page shows how the primary logo should be placed when used on photography. The photographic style is an integral part of the Redfern brand and this is documented in further detail on page 21 of these guidelines.

Rules regarding isolation zones and positioning the logo are outlined on pages 15-16.

Images for style reference only. These images are not rights released for use by the Redfern brand.



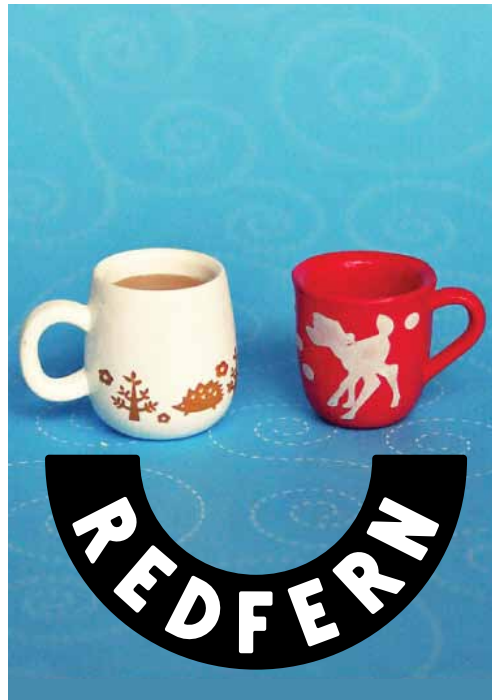
The Primary Logo Usage

PLACEMENT ON IMAGES

Photography has been chosen where there are two objects that form the 'eyes' of the face, and the logo device should be positioned to form the 'smile' of the face.

The background on which the primary logo is placed should determine whether you use the black or white version of the logo.

Images for style reference only. These images are not rights released for use by the Redfern brand.

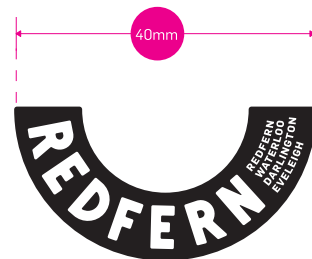


The Secondary Logo Black

Wherever possible the primary logo should be used. However a secondary version of the logo has been developed, which incorporates the names of the areas covered by the Redfern brand.

Its use should be governed by the same rules that apply to the primary logo.

The minimum size at which the primary logo is used should not be less than 40mm.



Filename:

- Redfern_Secondary_Black_CMYK.eps
- Redfern_Secondary_Black_CMYK.jpg
- Redfern_Secondary_Black_RGB.jpg

Note:

- CMYK file format is for printed items
- RGB file format is for digital items (internet, TV, Video, Powerpoint, etc)

The Secondary Logo White

This page shows a white version of the logo. The background on which you are placing the logo should determine which version of the primary logo you use.

The minimum size at which the secondary logo is used should not be less than 40mm.



Filename:

- Redfern_Secondary_White_CMYK.eps
- Redfern_Secondary_White_CMYK.jpg
- Redfern_Secondary_White_RGB.jpg

Note:

- CMYK file format is for printed items
- RGB file format is for digital items (internet, TV, Video, Powerpoint, etc)

The Secondary Logo Usage

PLACEMENT ON IMAGES

This page shows how the secondary logo should be placed when used on photography. The photographic style is an integral part of the Redfern brand and this is documented in further detail on page 21 of these guidelines.

Rules regarding isolation zones and positioning the logo are outlined on pages 15-16.

Images for style reference only. These images are not rights released for use by the Redfern brand.



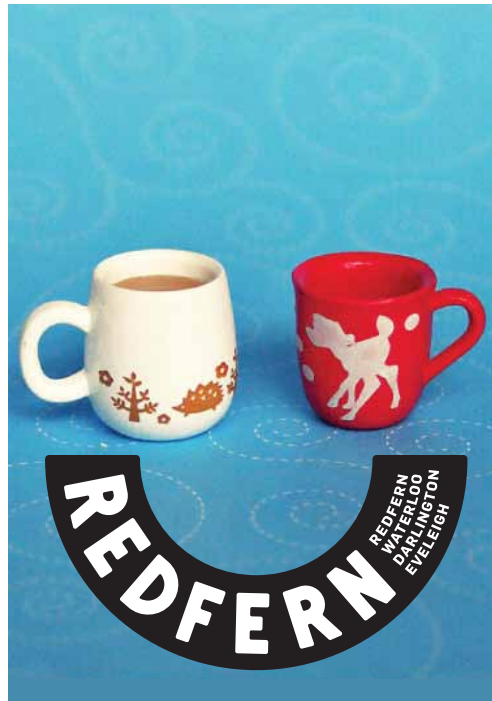
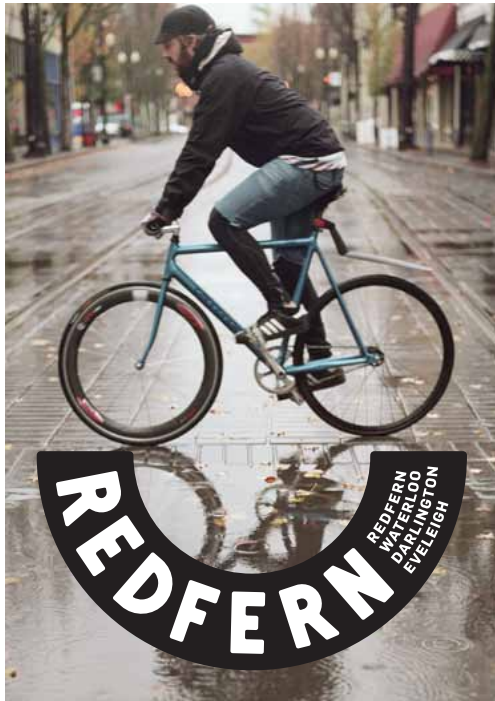
The Secondary Logo Usage

PLACEMENT ON IMAGES

Photography has been chosen where there are two objects that form the 'eyes' of the face, and the logo device should be positioned to form the 'smile' of the face.

The background on which the primary logo is placed should determine whether you use the black or white version of the logo.

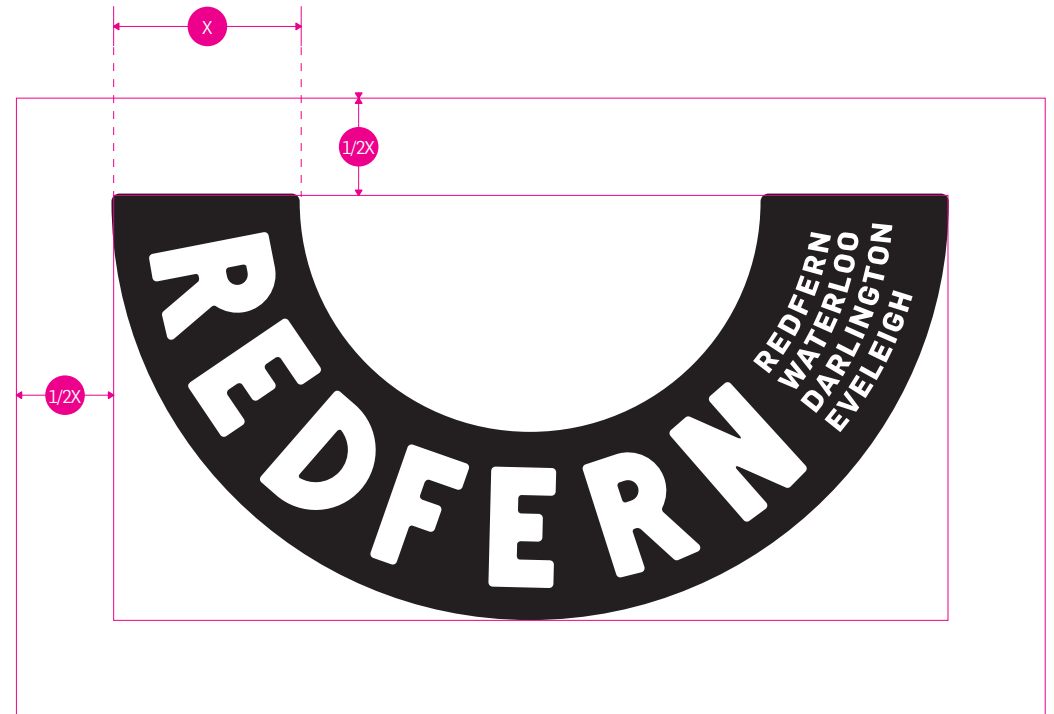
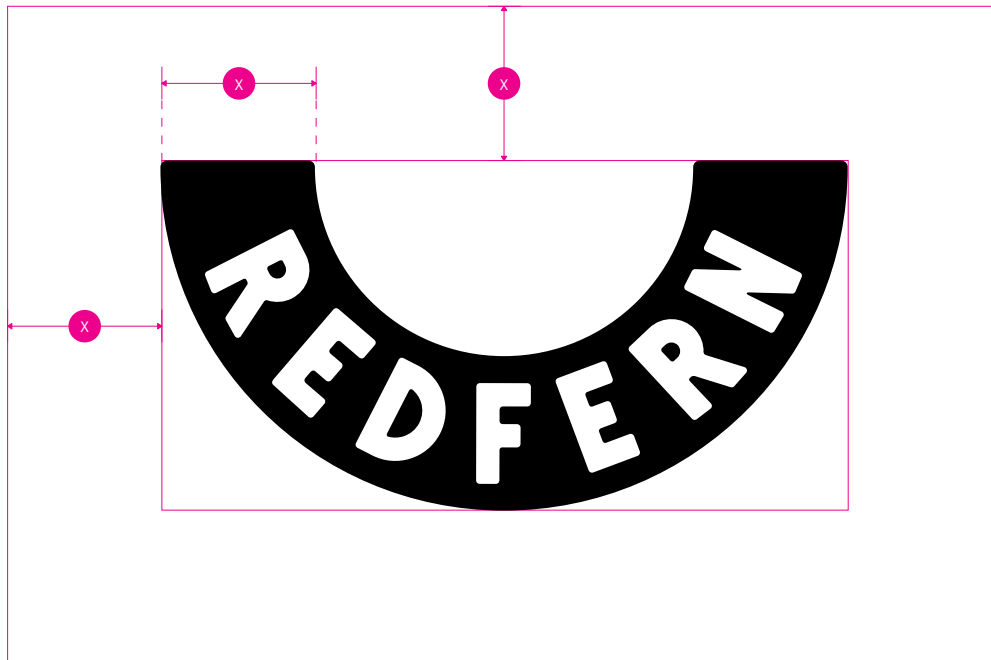
Images for style reference only. These images are not rights released for use by the Redfern brand.



Isolation Zones

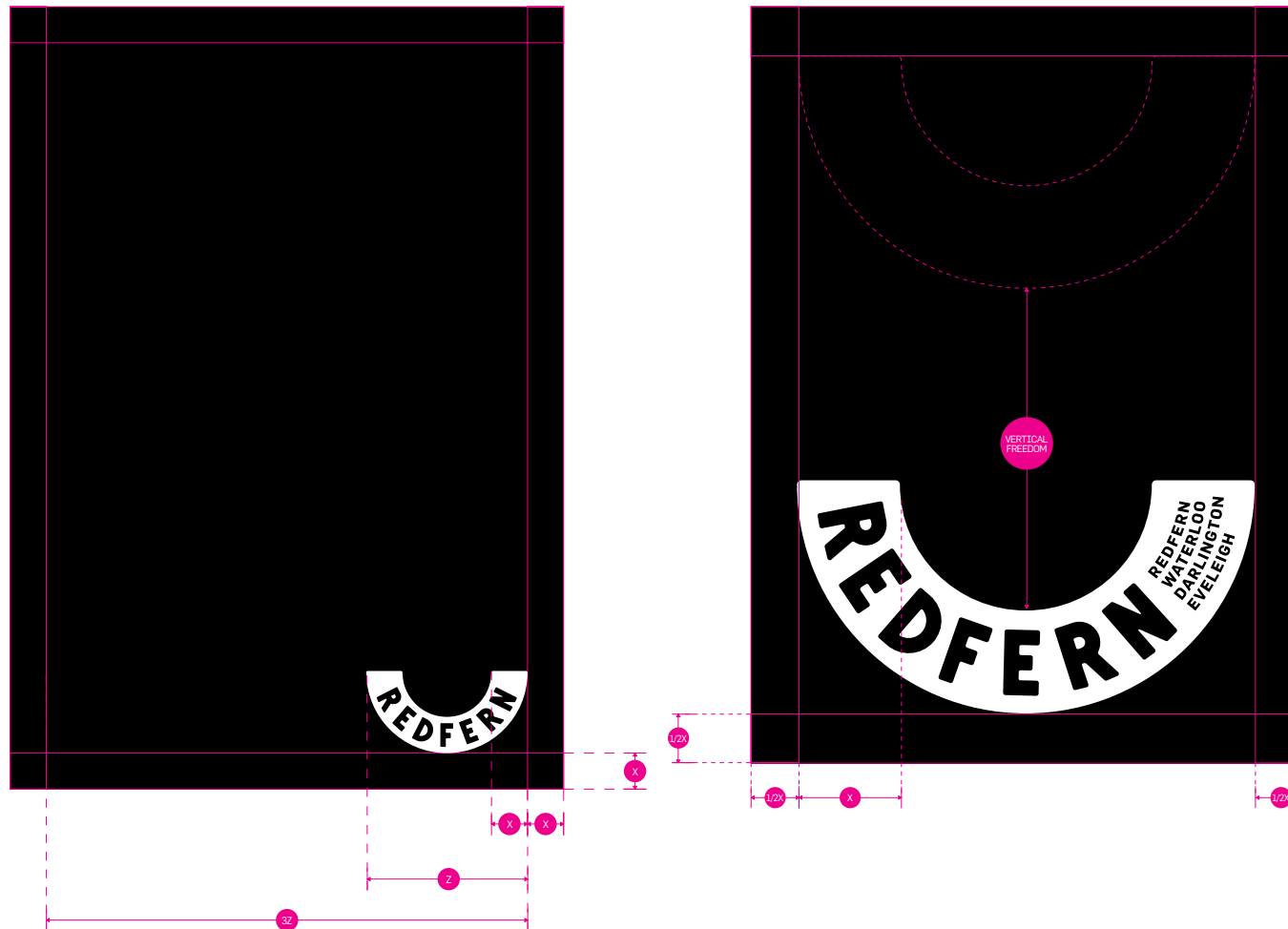
The examples below show the isolation zones when positioning the logo.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the width of the 'band' as shown below.



Positioning Rules

When the primary logo is used on its own it is always positioned as shown, adhering to isolation zone rules.



Incorrect Usage

The examples below show examples of incorrect logo usage.



Colour scheme
Do not use other colours.



Disproportionately scaled
The Redfern logo should never be stretched disproportionately.



Cropping
The Redfern logo should never be cropped.



Unusual angle
Do not use the Redfern logo other than horizontally positioned on the page.



Drop shadow
Do not use drop shadows when reproducing the Redfern logo.



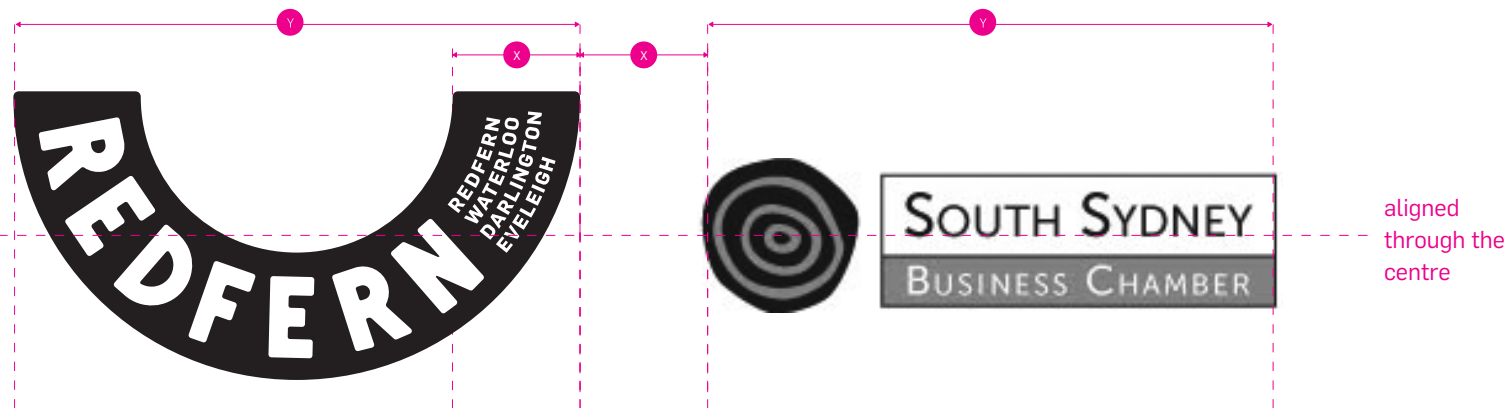
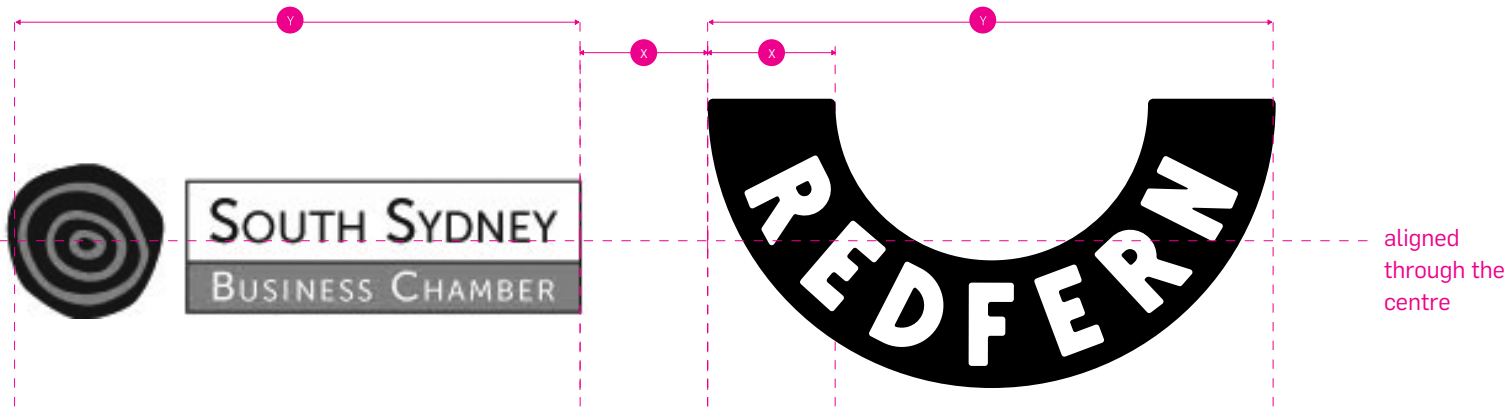
Tints, shades and Transparency
Do not use tints, shades or transparency when reproducing the Redfern logo.

Co-branding

When the primary logo or secondary logo is used in partnership with logos from other organisations the Redfern isolation zone (X) should be used.

The 'X' height changes proportionally according to the size of the logo but it always determined by the width of the 'band' as shown below.

The partner logo(s) should be scaled so that they have equal visual weight.



The typeface family 'Flama' has been selected for use by the Redfern brand. Where Flama is not available, it is acceptable to use Arial.

Flama Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Flama Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Flama Ultra Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Flama Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Where Flama is not available, it is acceptable to use Arial.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

A distinctive photographic style has been developed

It is based on a sense of welcome. It should reflect what it is like to live, work and learn in Redfern and make people want to visit the area. It should support our brand essence of 'Welcoming spirit' and our brand values: vibrant, living culture, diverse, forward-thinking.

Mood

Warm, friendly, fun, open, optimistic and positive

The main principles are:

- The large 'smile' device: where this is used the image should be composed so that it forms a 'face'. As shown in the examples on the following pages, the images can use two people or objects to form this composition.
- *Colourful*: use of natural colour – no filters or colour cast light effects, no black-and-white unless intended for monochromatic application.
- *Believable situations*: imagery should be real-life scenarios that depict people in Redfern going about their day-to-day life. It should feel warm, friendly and engaging and make you feel that you will be welcome if you visited the area.

People

Shots should be simple, direct and feature real people, not fashion models. They should show interaction to reflect relationships between people.

The people captured, can either be looking off camera or giving direct eye contact. People should look positive, approachable and natural with an appropriate mix of race, age and gender to reflect the area.

Location

To provide authenticity locations should be from around the Redfern area.

Specific shots

We are developing a library of images available for use. From time to time you may need to be more specific in your communications and this may involve using a particular location, talent and getting them to act in a certain way.

Within this situation, it is very important to create a sense of naturalness and to avoid clichéd poses or effects. All our photography should support our brand attributes through characteristics of the people, their actions and their environments.

Vibrant

Context: Redfern has a positive, exciting and transformative energy.

People: Enthusiastic, engaged, inspirational

Living culture

Context: Redfern has a rich, living culture drawn from its Indigenous heritage and its enduring creative and artistic associations.

People: Creative, bohemian, respectful

Diverse

Context: Redfern gives you the opportunity to experience something different and it may not be what you're expecting.

People: Eclectic, cosmopolitan, open-minded

Forward-thinking

Context: Redfern has a history of innovation and interesting things continue to happen there – it is embracing the future with an understanding of the past.

People: Aware, original thinkers, inquisitive

Photography Specifications

Banner Images

The dimensions for images used on banners need to be actual size at 100dpi.

The size recommended above allows for an image to be approximately 2 metres by 1.5 metres.

If an image is to be produced larger than this then a larger file size will be required.

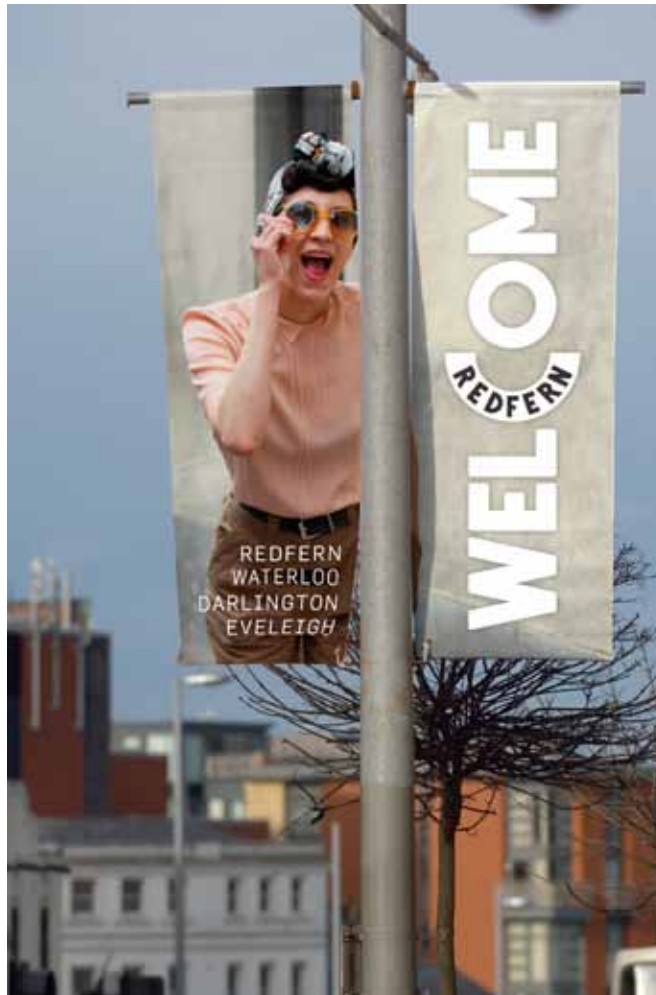
- Web Format – 1024px x 768px (361mm x 271mm)
@ 72dpi, jpg
- Print Format – 4961px x 3720x (420mm x 315mm)
@ 300dpi, jpg or TIFF
- Large Format – 7874px x 5906px (2000mm x 1500mm)
@ 100dpi, jpg or TIFF

Photography Examples



Sample Applications Banner

Images for style reference only. These images are not rights released for use by the Redfern brand.



Sample Applications Merchandising



© 2010

The copyright of the brand belongs to the City of Sydney.
For enquiries contact the Economic Development Unit
or Marketing Unit at council@cityofsydney.nsw.gov.au
or 02 9265 9333.
