
Redfern Identity Guidelines Summary

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Follow this summary of the Redfern Identity Guidelines for standard applications of the identity. NEVER attempt to redraw or recolour the Redfern logo.

THE PRIMARY LOGO

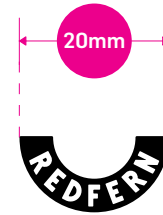
Black



White



Minimum size



Filename:

Redfern_Primary_Black_CMYK.eps
Redfern_Primary_Black_CMYK.jpg
Redfern_Primary_Black_RGB.jpg

Redfern_Primary_White_CMYK.eps
Redfern_Primary_White_CMYK.jpg
Redfern_Primary_White_RGB.jpg

THE SECONDARY LOGO

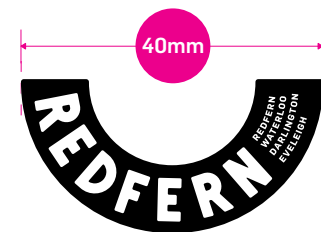
Black



White



Minimum size



Filename:

Redfern_Secondary_Black_CMYK.eps
Redfern_Secondary_Black_CMYK.jpg
Redfern_Secondary_Black_RGB.jpg

Redfern_Secondary_White_CMYK.eps
Redfern_Secondary_White_CMYK.jpg
Redfern_Secondary_White_RGB.jpg

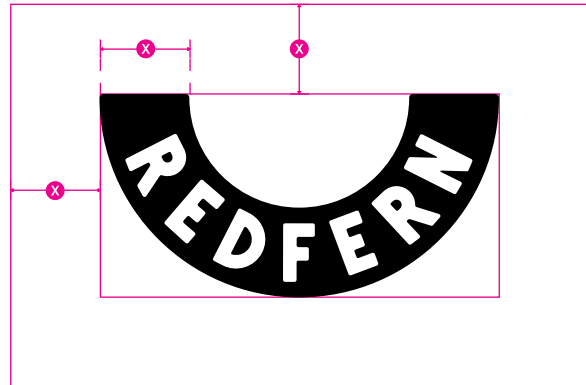
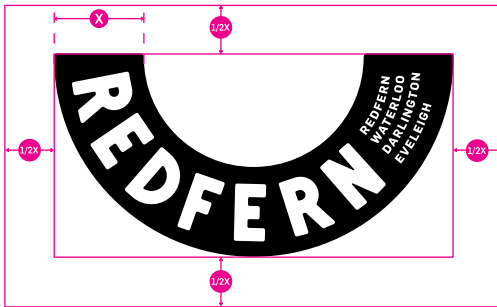
Note:

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

If 'double clicking' a file does not open it, you may not have the program in which the file was originally created. To view files like these, INSERT them into a word processing or page layout program such as Word, Powerpoint, Pagemaker or InDesign.

ISOLATION ZONE

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.

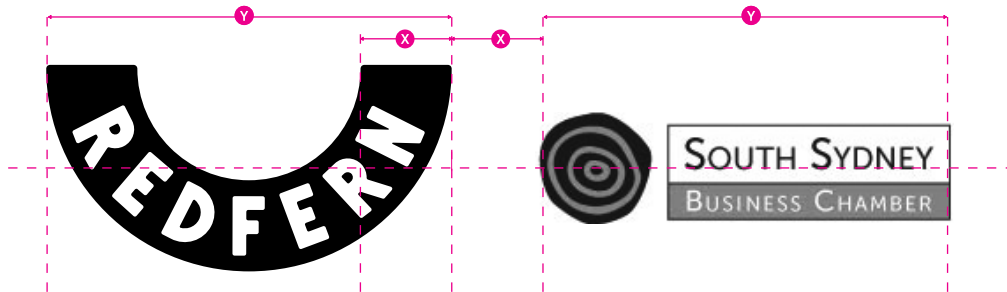


CO-BRANDING

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 is 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.



FONTS

The corporate font is Flama family – Flama Book, Flama Medium, Flama Ultra Condensed Medium, Flama Black. Where Flama is not available, it is acceptable to use Arial.

Flama Book
ABCDEabcde12345!?!@&

Flama Medium
ABCDEabcde12345!?!@&

Flama Ultra Condensed Medium
ABCDEabcde12345!?!@&

Flama Black
ABCDEabcde12345!?!@&

Arial Regular
ABCDEabcde12345!?!@&

Arial Italic
ABCDEabcde12345!?!@&

Arial Bold
ABCDEabcde12345!?!@&

Arial Bold Italic
ABCDEabcde12345!?!@&