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Designers: churchwardmelhuish.com

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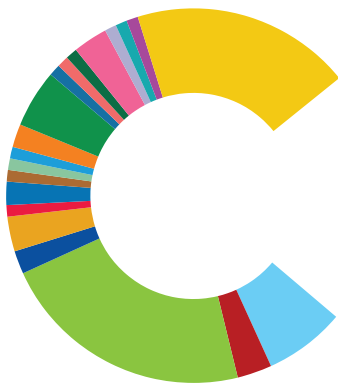
POTENTIAL FOR A MODULAR LOGO

DATA REPRESENTATION	36
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The brand identity is based on representing the land mass of Australia and Latin American countries. The data forms the letter C for Coalar.

The identities vibrancy and energy is appropriate for Latin America. The stripes are reminiscent of traditional Latin American textile design.



Countries	Area km ²	
Argentina	2,766,890	10
Bolivia	1,098,580	4
Brazil	8,514,877	31
Chile	756,950	3
Colombia	1,138,910	4
Ecuador	283,560	1
Paraguay	406,750	2
Uruguay	176,220	1
Dominican Republic	48,442	1
Costa Rica	51,100	1
Venezuela	916,445	3
Mexico	1,972,550	7
El Salvador	21,040	1
Cuba	109,884	1
Guatemala	108,889	1
Peru	1,285,220	4
Honduras	112,492	1
Nicaragua	130,373	1
Panama	75,517	1
Australia	7,692,024	28

The letter C is constructed based upon the land mass of Latin American countries and Australia.

For example Argentina (light blue) is 10% of all the land masses added together, and is therefore covering 10% of the area on the letter C.

The table on the right begins at lower right of the C and rotates clockwise. The third column is the percentage of the letter C.

The countries are in no particular order - smaller countries have all been expressed as 1%.

Versions available.

The following versions of the logo are available:

MASTER

CMYK version master.
CMYK version master REV type. (REV = white reversed type)
RGB version master.
RGB version master REV type.
Grayscale version master.
Line version master.
Line version master White.

PORTRAIT

CMYK version portrait.
CMYK version portrait REV type.
RGB version portrait.
RGB version portrait REV type.
Grayscale version portrait.
Line version portrait.
Line version portrait White.

CO-BRANDED WITH AUSTRALIAN GOVERNMENT CREST

CMYK version AustGovt.
RGB version AustGovt.
Grayscale version AustGovt.
Line version AustGovt.

CO-BRANDED WITH AUSTRALIA UNLIMITED

CMYK version AU.
RGB version AU.
Grayscale version AU.
Line version AU.

CO-BRANDED WITH BOTH GOVERNMENT CREST AND AUSTRALIA UNLIMITED

CMYK version Govt AU.
RGB version Govt AU.
Grayscale version Govt AU.
Line version Govt AU.

Note: Pantone versions are not available.

Formats available.

The following formats of each version are available:

EPS
JPEG
PDF
PNG

Which format should I use?

EPS

A vector file. Vector files are preferred by printers - they can be enlarged to any size without losing quality. A vector file requires PostScript language to draw its image. You must have a specific software application to create an EPS file, such as Adobe Photoshop or Adobe Illustrator.

JPEG / JPG

The international standard for encoding digitized photographs. JPEG's are commonly used for online applications. When enlarged they can lose quality and individual pixels may be visible.

PDF

Portable Document Format (PDF) is an open file format which makes the PDF format suitable for sharing. These files can be viewed in a professional software program or a free acrobat reader.

PNG

The format compress the images so that you will not be able to detect degradation of quality. PNG has file settings that can be controlled are: Transparency information and File defined background colour.

Use of a PNG file in a Web project is a good fit, but don't use for print. When enlarged they can lose quality and individual pixels may be visible.



This is the master version of the logo.
Ideally this is the version that should be used.

Portrait versions, and black and white versions, should only be used if the master version cannot be.

THE COALAR LOGO**COLOUR BREAKDOWNS****CMYK**

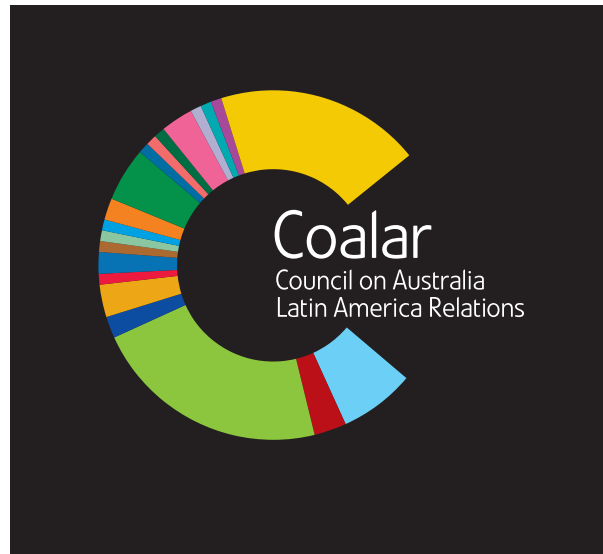
C 0 M 15 Y 100 K 5	C 36 M 85 Y 0 K 0	C 100 M 0 Y 38 K 0	C 26 M 25 Y 0 K 5	C 0 M 76 Y 10 K 0
C 100 M 52 Y 100 K 0	C 0 M 72 Y 50 K 0	C 100 M 20 Y 0 K 32	C 93 M 21 Y 100 K 0	C 0 M 60 Y 100 K 0
C 100 M 10 Y 0 K 0	C 43 M 0 Y 44 K 5	C 30 M 67 Y 100 K 0	C 90 M 50 Y 5 K 0	C 0 M 100 Y 75 K 0
C 0 M 35 Y 100 K 6	C 100 M 80 Y 0 K 0	C 50 M 0 Y 100 K 0	C 0 M 100 Y 100 K 25	C 50 M 0 Y 0 K 0

RGB

R 244 G 201 B 0	R 168 G 73 B 154	R 0 G 169 B 175	R 175 G 173 B 208	R 239 G 100 B 159
R 0 G 109 B 69	R 241 G 108 B 107	R 0 G 111 B 162	R 0 G 145 B 75	R 244 G 129 B 32
R 0 G 160 B 227	R 139 G 197 B 158	R 172 G 107 B 52	R 0 G 116 B 179	R 236 G 25 B 64
R 235 G 164 B 22	R 3 G 78 B 161	R 139 G 197 B 63	R 185 G 19 B 26	R 109 G 206 B 245

THE COALAR LOGO

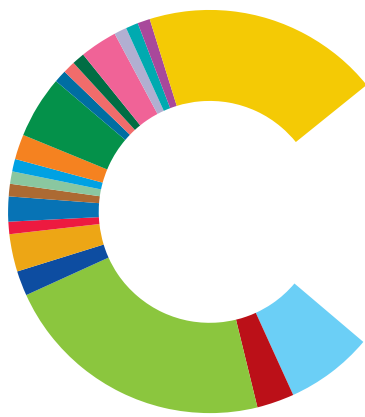
CMYK – MASTER & MASTER REVERSED VERSION



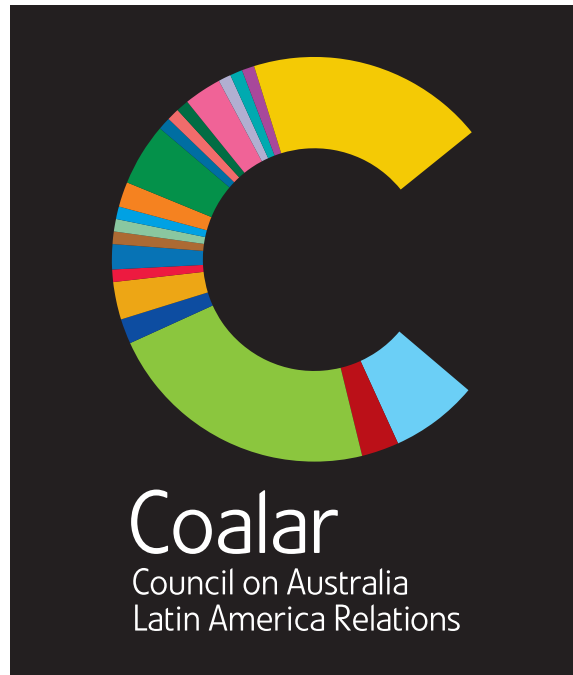
NOTE: Black background is indicative of communication having a black background. Black background is not part of the reversed logo.

THE COALAR LOGO

CMYK – PORTRAIT & PORTRAIT REVERSED VERSION



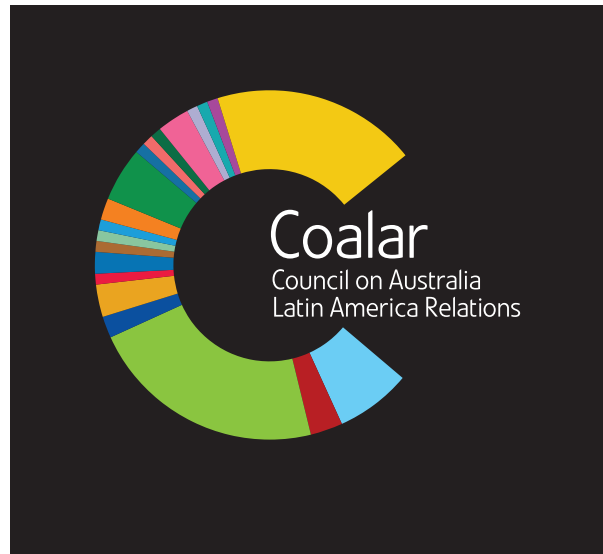
Coalar
Council on Australia
Latin America Relations



NOTE: Black background is indicative of communication having a black background. Black background is not part of the reversed logo.

THE COALAR LOGO

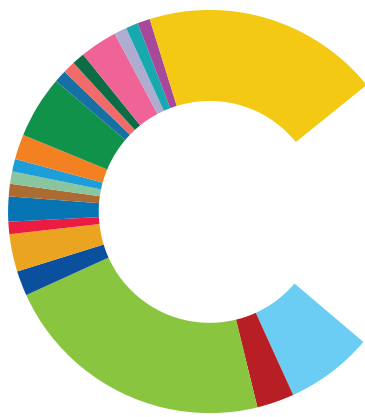
RGB – MASTER & MASTER REVERSED VERSION



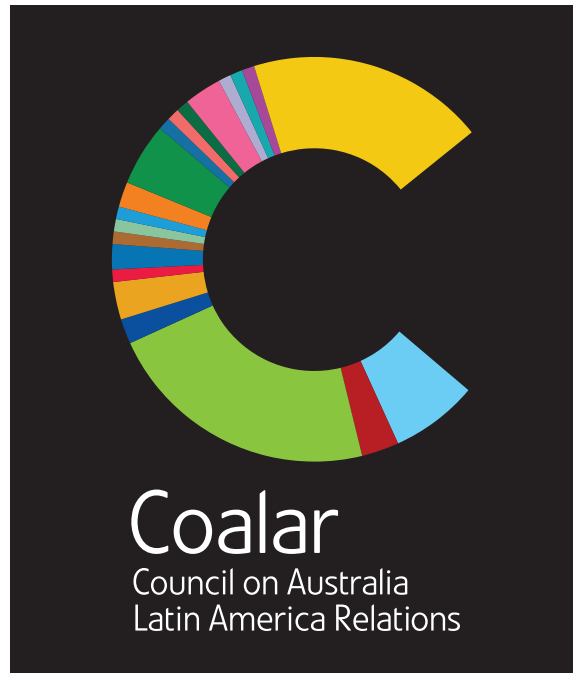
NOTE: Black background is indicative of communication having a black background. Black background is not part of the reversed logo.

THE COALAR LOGO

RGB – PORTRAIT & PORTRAIT REVERSED VERSION



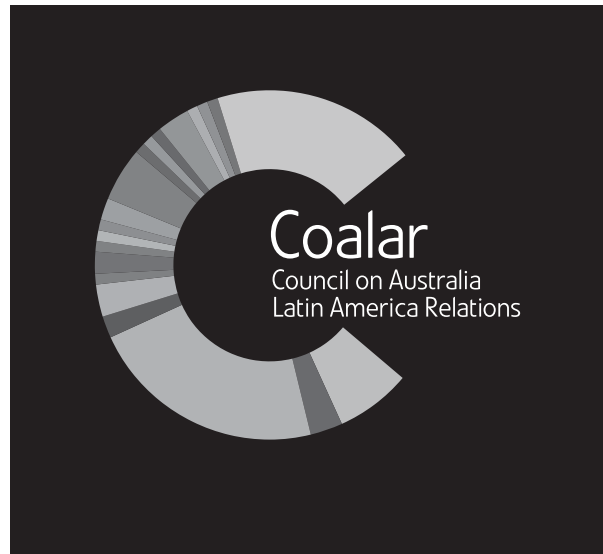
Coalar
Council on Australia
Latin America Relations



NOTE: Black background is indicative of communication having a black background. Black background is not part of the reversed logo.

THE COALAR LOGO

**GRAYSCALE MASTER
& MASTER REVERSED VERSION**



NOTE: Black background is indicative of communication having a black background. Black background is not part of the reversed logo.

THE COALAR LOGO



Coalar
Council on Australia
Latin America Relations

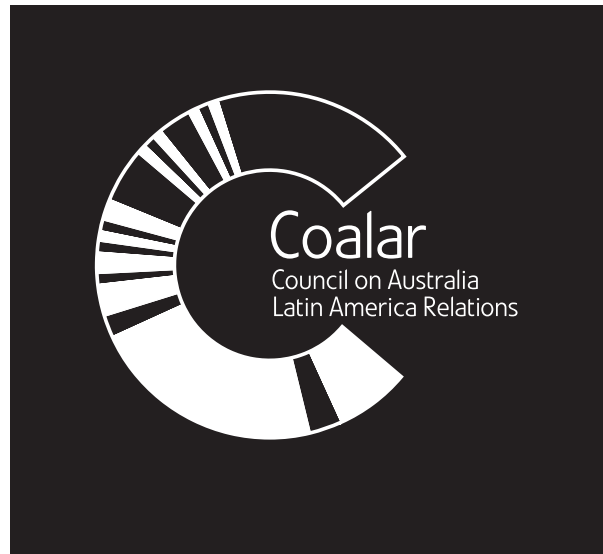
**GRAYSCALE PORTRAIT
& PORTRAIT REVERSED VERSION**



NOTE: Black background is indicative of communication having a black background. Black background is not part of the reversed logo.

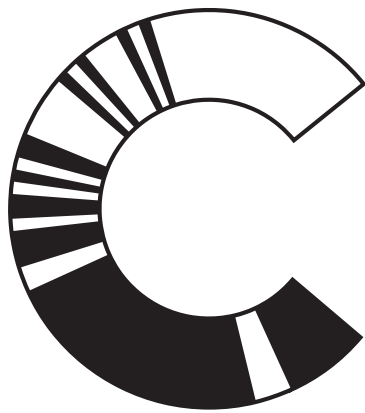
THE COALAR LOGO

**MASTER LINE VERSION & REVERSED VERSION
(SINGLE COLOUR)**



NOTE: Black background is indicative of communication having a black background. Black background is not part of the reversed logo.

THE COALAR LOGO



Coalar
Council on Australia
Latin America Relations

**PORTRAIT LINE VERSION & REVERSED VERSION
(SINGLE COLOUR)**



NOTE: Black background is indicative of communication having a black background. Black background is not part of the reversed logo.



Australian Government



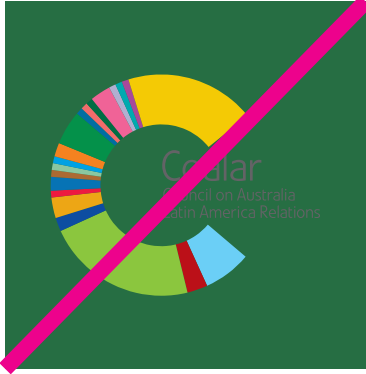


THE COALAR LOGO

**CO-BRANDED WITH AUSTRALIAN GOVERNMENT
CREST AND AUSTRALIA UNLIMITED**



DON'TS

WHAT NOT TO DO WITH THE COALAR LOGO

Do not place the logo on any colour that reduces the legibility of the logo.



Do not change the colours or tints of the logo.



Do not outline any part of the logo.



Do not place the logo on any imagery that reduces the legibility of the logo.



Do not partially display the logo or crop the logo in anyway.



Do not create your own version of the logo. Always use supplied versions.

MINIMUM SIZE

MINIMUM SIZE OF ALL LOGOS



NOTE: If reproducing the COALAR logo at this size, consider using the line (single colour) version.

FONT

UNLIMITED SANS

UNLIMITED SANS LIGHT

UNLIMITED SANS LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()*

abcdefghijklmnopqrstuvwxy
1234567890 !@#%&*()

*abcdefghijklmnopqrstuvwxy
1234567890 !@#%&*()*

UNLIMITED SANS REGULAR

UNLIMITED SANS REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()*

abcdefghijklmnopqrstuvwxy
1234567890 !@#%&*()

*abcdefghijklmnopqrstuvwxy
1234567890 !@#%&*()*

UNLIMITED SANS MEDIUM

UNLIMITED SANS MEDIUM ITALIC

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&*()***

**abcdefghijklmnopqrstuvwxy
1234567890 !@#%&*()**

***abcdefghijklmnopqrstuvwxy
1234567890 !@#%&*()***

The font used in the COALAR logo are Unlimited Pro Light.
Ideally all communication for COALAR should use the
Unlimited Sans and Unlimited Pro families if possible.

FONT

UNLIMITED PRO

UNLIMITED PRO LIGHT

UNLIMITED PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&^*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&^*()

abcdefghijklmnopqrstuvwxy
1234567890 !@#%&^*()

abcdefghijklmnopqrstuvwxy
1234567890 !@#%&^*()

UNLIMITED PRO MEDIUM

UNLIMITED PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&^*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#%&^*()

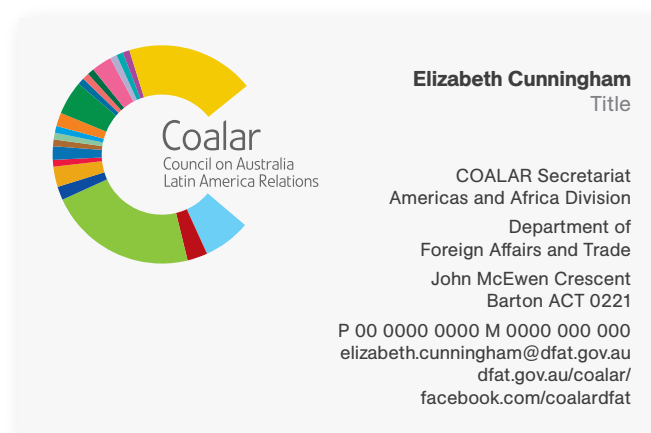
abcdefghijklmnopqrstuvwxy
1234567890 !@#%&^*()

abcdefghijklmnopqrstuvwxy
1234567890 !@#%&^*()

The image shows a screenshot of the Facebook page for the Council on Australia Latin America Relations (COALAR). The page layout includes a top navigation bar with the Facebook logo and search bar. The main header features a cover photo of a man and a woman standing in front of the Machu Picchu ruins. Below the cover photo is the profile picture, which is the COALAR logo—a stylized 'C' composed of various colored segments. The page name is 'Council on Australia Latin America Relations (COALAR)' with 925 likes and 470 people talking about this. A 'Government Organization' badge is present. The 'About' section provides a welcome message and a link to the organization's website. The main content area shows a post from COALAR dated March 28, asking for project ideas to build links between Australia and Latin America. The post mentions support for the 9th Latin American Film Festival and collaborations with CSIRO and Brazil's Embrapa. A 'Grant Program' section details the 2013-14 Grant Round. The right sidebar contains several sponsored advertisements, including 'triple j's Hottest 100', 'NOVA'S WHO'S THE VOICE?', 'THE OUTNET', and 'Suzuki Drives The Block'.

The image shows a screenshot of the COALAR Twitter profile page. The profile picture is a photograph of a young boy in a street, with the COALAR logo overlaid in the top right corner. The bio states: "COALAR was established by the Australian Government in 2001 to advance Australia's relations with Latin America. Activities are supported by the Council for their potential to develop long-term links and cooperation between individuals and institutions in Australia and their counterparts in Latin America." The statistics show 2,022 tweets, 322 following, and 13,049 followers. The tweets list recent posts, including photos of the Australian Ambassador in Vietnam, a photo of the Australian Ambassador and former Polish Ambassador, and an announcement of awards for Hadi Soesastro.

The screenshot shows the YouTube channel page for Coalar, Council on Australia Latin America Relations. The channel has 406 subscribers and 182,198 video views. The main video is titled "International Women's Day 2013: Message from Australia's Global Ambassador for Women and Girls" with 1,534 views. The channel page includes a "Featured Playlists" section with four playlists: "Our Ambassadors" (21 videos), "Your Australian Passport" (19 videos), "Smartraveller travel advice" (11 videos), and "Women and girls" (6 videos). A "Featured Channels" sidebar lists: "Australia" (7,587 subscribers), "AusAID's channel" (469 subscribers), "Austrade" (147 subscribers), "Future Unlimited Australia" (94 subscribers), and "International Student Safety" (30 subscribers).



Card front.

This example includes the maximum amount of information that should ever be required. Lines can be deleted if deemed unnecessary. In the case of less information, the last line always sits at the base of the card, and the name remains at the top - therefore the gap between the title and details becomes wider.

The front design should be repeated on the back of the card if a second language is required.



Card back alternative 1

The card back can feature a flat colour if required.

The colour should be taken from any colour in the letter C.



Card back alternative 2

If required the card back could feature a recreated modular version of the logo (see page 36-37).

For example the above version could be used by staff in Argentina.

Do not attempt to create the version yourself. The logo designers should be consulted.



To whom this may concern,

COALAR Secretariat
Americas and Africa Division
Department of
Foreign Affairs and Trade
John McEwen Crescent
Barton ACT 0221
P 00 0000 0000
dfat.gov.au/coalar/

Anti beat lam am facia con rem sus es mo esti sam expereptatur apidentint rendant esecestia voloreratem nistibu sandignime volore volestis aniatemquis nonem rere ipsapi tator seque por aut mosam vidus, con re rehene quibus ducienti ulparum non corrum qui sunt moluptatur, venda sitatempor re lias dolupiet, ide doluptionsed utent qui reperum eturia venet et eliquia sim et rechillit, seque vid ut ate ipsuntis aut intiant quae laut ad molupta doluptae sinim deria seditatent eost ut ate cus estotassimin nullesed molorum duscimendae. Itatur sum lacium et pliquia cuscitet et as di ius sedi occae parumque voluptae mi, quiaerum eum ium reius.

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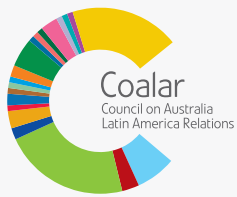
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Kind regards,

Name
Title



WITH COMPLIMENTS

COALAR Secretariat
Americas and Africa Division
Department of
Foreign Affairs and Trade
John McEwen Crescent
Barton ACT 0221
P 00 0000 0000
dfat.gov.au/coalar/



MEDIA RELEASE

COALAR Secretariat
Americas and Africa Division
Department of
Foreign Affairs and Trade
John McEwen Crescent
Barton ACT 0221
P 00 0000 0000
dfat.gov.au/coalar/

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aceperionse elibus, vel ipsam es sitiam ut quam qui tem et a conseni mporrov idebisq uuntin por acia por re nectat qui comnis consedi squam, vit eostrum fugit landuciliam quatibus, volest, voluptat perchilignim ea volent maximus doluapta tquaeri nos quo dero des ex eum, qui cus autatio bea nis in rerepudia ducipis de consequae voluptatum si doluapta quaese nus sa doluaptassita di beari ium natata

Sam, consequi berunt. Ur?
Odione lacerum fuga. Nequatectis remquodicae odiam volorae explabore, aut quae pa nim alic te nus dus.

aceperionse elibus, vel ipsam es sitiam ut quam qui tem et a conseni mporrov idebisq uuntin por acia por re nectat qui comnis consedi squam, vit eostrum fugit landuciliam quatibus, volest, voluptat perchilignim ea volent maximus doluapta tquaeri nos quo dero des ex eum, qui cus autatio bea nis in rerepudia ducipis de consequae voluptatum si doluapta quaese nus sa doluaptassita di beari ium natata

Kind regards,

Name
Title

EMAIL SIGNATURE



Elizabeth Cunningham

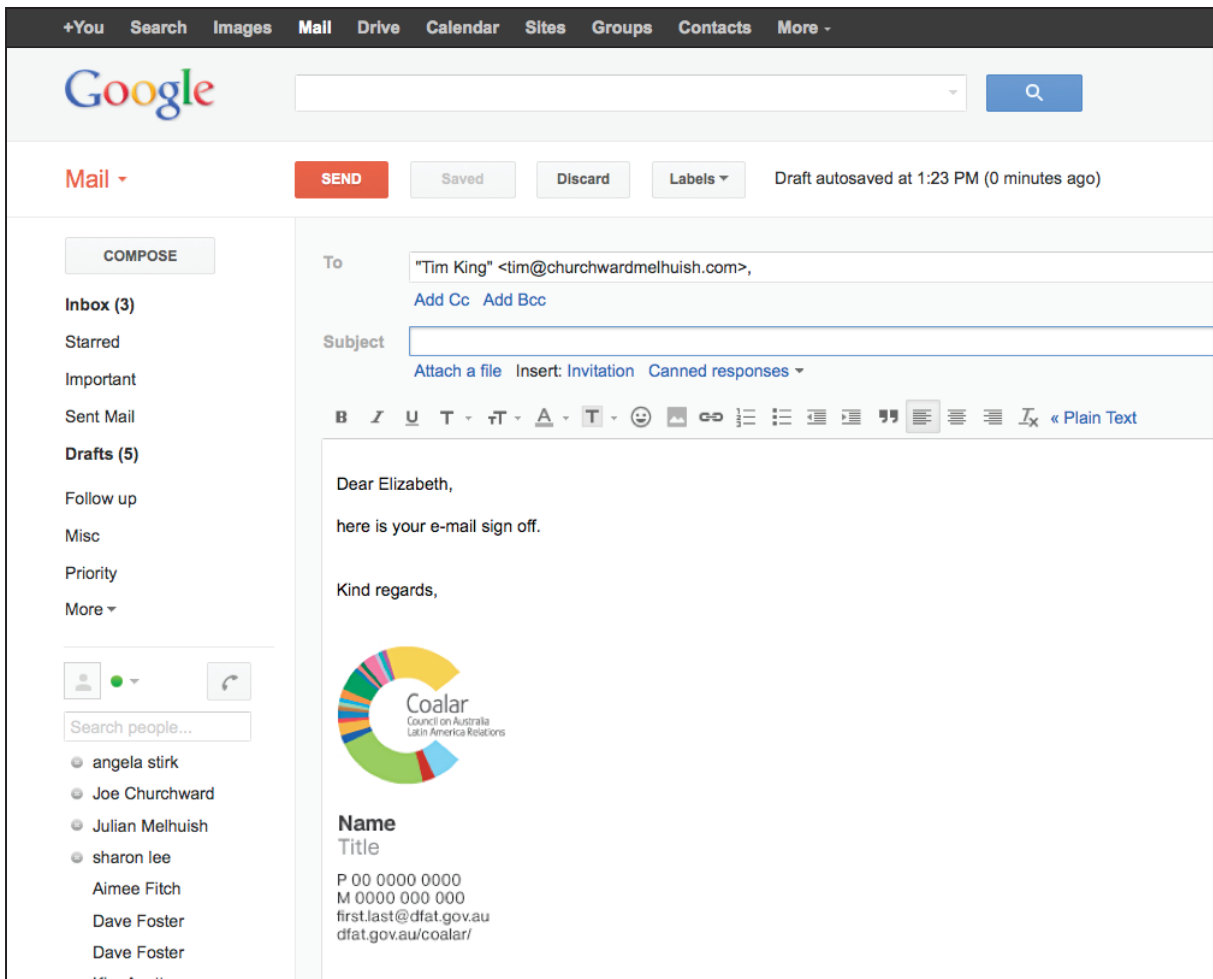
Title

P 00 0000 0000

M 0000 000 000

elizabeth.cunningham@dfat.gov.au

dfat.gov.au/coalar/





2170mm

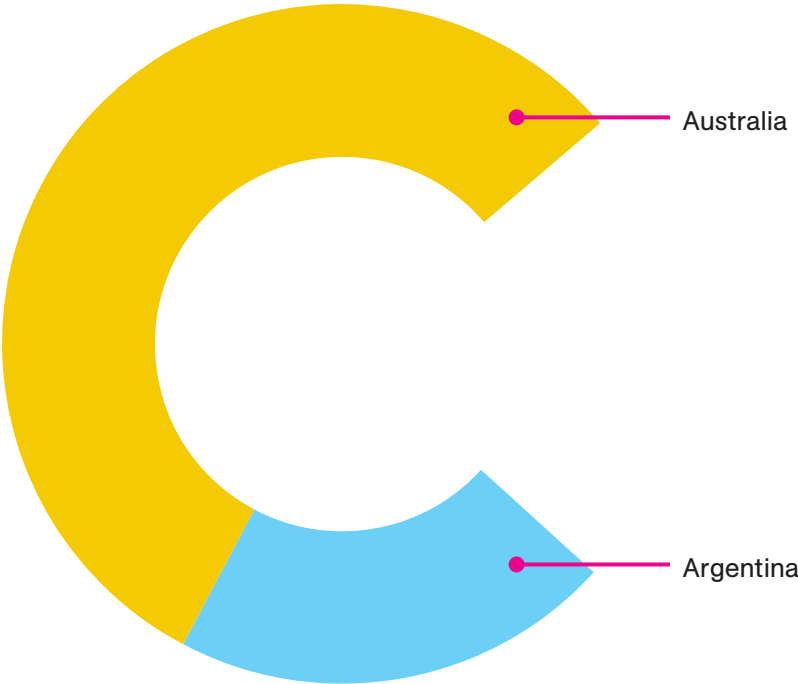
1000mm



PULL UP BANNERS

OPTION 3





If required in the future, each country can potentially have a sub-logo. This does not replace the master logo, but can be used in certain circumstances such as report covers or presentations.
In this example the light blue represents the land mass of Argentina in comparison to Australia (Yellow).

Argentina has a land mass of 2,766,890km² and Australia has a land mass of 7,692,024km². With both land masses added together, Argentina makes up 27% of that total. The 27% Argentina represents becomes 27% of the 'C'.

This can be applied to any country.



**COFFEE CONSUMPTION
PER KILO PER CAPITA**

- Brazil
- Honduras
- Costa Rica
- Australia
- Dominica Republic
- Nicaragua
- El Salvador
- Colombia
- Venezuela
- Guatemala

If required, the 'C' can be used as a framework for data representation. In the example above, the 'C' shows coffee consumption for several Latin American countries in comparison to Australia.

This structure can be used to represent any type of data.

Coalar.

Council on Australia
Latin America Relations.

Brand Guidelines.

Identity designers:
churchwardmelhuish.com