



Foundation for Alcohol Research & Education

# Brand Guidelines



## THE BRAND

The FARE brand takes on new meaning, and connotes a sense of equity, community and integrity. It is easy to visualise and comprehend and places emphasis on the 'Foundation' part of the name, which reflects its charitable status and new focus on fundraising.

A particular focal point of this logo is the 'r' for research, which is emphasised by appearing inside a circle. The idea behind this is to hone in on the fact that the Foundation is a leading commissioner of alcohol research, and its policy and advocacy work is underpinned by evidence. It also emphasises the fact that the Foundation is a significant contributor to building the case for alcohol policy reform in Australia.



## THE LOGO

The logo should never be redrawn, traced or modified in any way for any purpose. Original electronic 'master files' should only ever be used.

Positioning, colour and space should never be altered unless otherwise specified in these Guidelines.



Foundation for Alcohol Research & Education

the 1990s, the number of people in the world who are illiterate has increased from 400 million to 600 million.

There are many reasons for this. One is that the population of the world is growing so fast that the number of people who are illiterate is increasing. Another reason is that the number of people who are illiterate is increasing because of the lack of access to education. In many parts of the world, there are no schools, and even where there are, they are often of very poor quality. This means that many children who should be going to school are not, and so they become illiterate.

There are also many people who are illiterate because they do not have the opportunity to learn to read and write. In many parts of the world, there are no books, and even where there are, they are often of very poor quality. This means that many people who should be learning to read and write are not, and so they become illiterate.

There are also many people who are illiterate because they do not have the time to learn to read and write. In many parts of the world, people are so poor that they have to work long hours every day to earn money to survive. This means that they do not have time to go to school or to learn to read and write.

There are also many people who are illiterate because they do not have the motivation to learn to read and write. In many parts of the world, people are so poor that they do not see the value of education. They think that it is better to work and earn money than to go to school and learn to read and write.

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Foundation for Alcohol Research & Education

Full Colour Version logo



Foundation for Alcohol Research & Education

Mono version logo



Foundation for Alcohol Research & Education

Reversed version logo

## THE LOGO (CONTINUED)

### Logo versions

The FARE logo has been designed to eliminate the need for variations in orientation of the logo.

### Logo formats

A range of formats have been created for print and on-screen usage in various colour combinations to maximise the flexibility of the FARE logo. For all print applications the 'eps' version should be used. For any screen and online usage 'jpg' versions should be used.





Foundation for Alcohol Research & Education

Foundation for Alcohol Research & Education  
 Foundation for Alcohol Research & Education

Full Colour Logo



Foundation for Alcohol Research & Education

Full Colour Version Logo  
 50mm Wide



Full Colour and  
 Reversed Version Logos  
 No accompanying text  
 20mm Wide



Stacked mono version logo  
 16mm wide

## THE LOGO

### Logo clear space

A minimum area of 'clear space' surrounding the logo is essential.

It has been created to ensure that there is no interference with the logo.

This should be equal to the height of two lines of text used in the sub-title of the logo; 'Foundation for Alcohol Research & Education'. This proportion of clear space applies to all uses of the logo.

### Standard size logo

As a guide, the optimum size for the reproduction of the logo on most printing executions is 50mm.

### Minimum size logo

The logo should never be reproduced any smaller than the specified sizes. 20mm wide for the colour version and 16 mm for the mono version in colour and mono versions of the logo. Below 20mm in width, the FARE iconography should appear without accompanying 'Foundation for Alcohol Research & Education' Text.



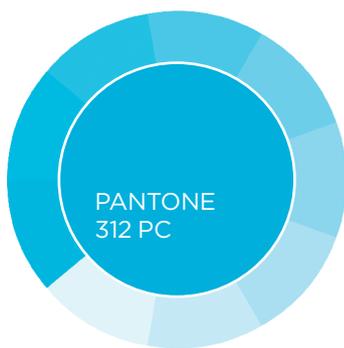
## THE COLOUR PALETTE

The following colours have been chosen for the logo and should be reproduced according to the production requirements. These colours should not be altered for any reason. Using these colours consistently will build and maintain a strong brand recognition throughout any material produced.

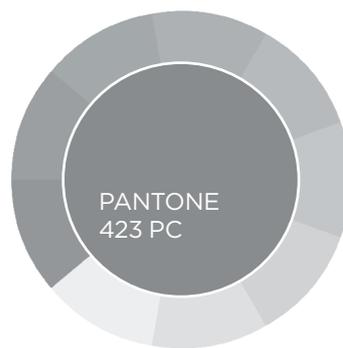
The FARE colour palette consists of 2 primary colours; blue and grey. A secondary and tertiary colour palette has been designed to compliment the blue and grey and give the FARE brand a vibrancy that is reflective of the Foundation itself.

Tints of these colours may be used to give the palette some depth if necessary. It is up to the designer when to selectively use tints. These should only be used as increments of 10% ie. 10, 20, 30 etc.

### Primary Colours

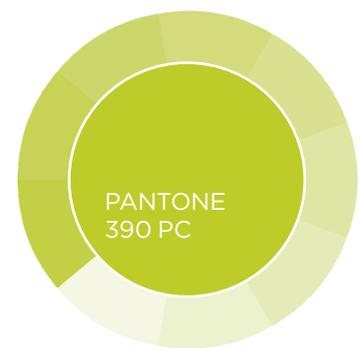


PANTONE 312 PC  
 C89  
 M0 R35  
 Y15 G168 HEX #  
 K0 B216 21a8d7



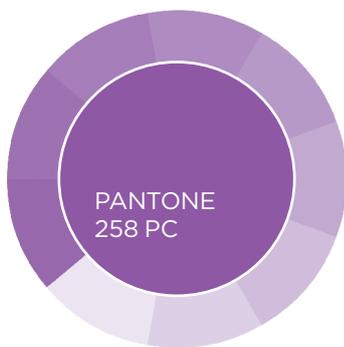
PANTONE 423 PC  
 C21  
 M14 R147  
 Y14 G148 HEX #  
 K38 B151 939497

### Secondary Corporate Colour

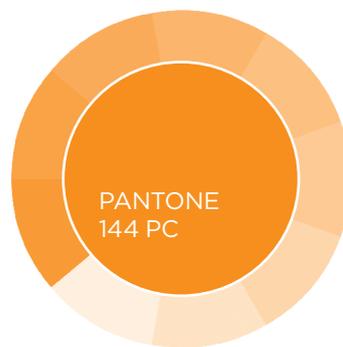


PANTONE 390 PC  
 C24  
 M0 R203  
 Y98 G205 HEX #  
 K8 B28 cbcd1c

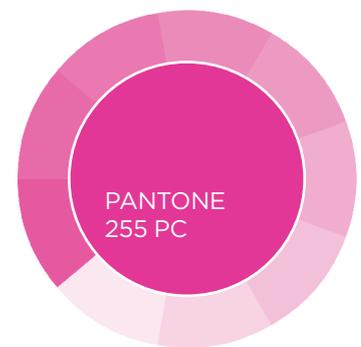
### Tertiary Colours



PANTONE 258 PC  
 C50  
 M77 R131  
 Y0 G78 HEX #  
 K0 B151 834e97



PANTONE 144 PC  
 C0  
 M52 R217  
 Y100 G137 HEX #  
 K0 B0 d98900



PANTONE 255 PC  
 C5  
 M90 R193  
 Y0 G51 HEX #  
 K0 B139 c1338b



## THE TYPEFACE

### PRIMARY

The corporate typeface for FARE is Gotham. This typeface was chosen because of its balance of being confident, professional and friendly.

Gotham

AaBbCc 012345  
AaBbCc AaBbCc  
AaBbCc

---

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234576890 &%\$(!?,."\*)

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234576890 &%\$(!?,."\*)

the 1990s, the government has been able to reduce the number of people who are uninsured from 19.5% in 1990 to 12.5% in 2000. The number of people who are covered by private health insurance has increased from 47.5% in 1990 to 55.5% in 2000. The number of people who are covered by public health insurance has increased from 33.0% in 1990 to 32.0% in 2000. The number of people who are covered by health insurance has increased from 60.5% in 1990 to 69.5% in 2000.

The increase in the number of people who are covered by health insurance is due to a combination of factors. One factor is the increase in the number of people who are covered by private health insurance. This is due to the fact that private health insurance is now available to a larger number of people than in the past. Another factor is the increase in the number of people who are covered by public health insurance. This is due to the fact that public health insurance is now available to a larger number of people than in the past. The increase in the number of people who are covered by health insurance is also due to the fact that the government has been able to reduce the number of people who are uninsured.

The increase in the number of people who are covered by health insurance is also due to the fact that the government has been able to reduce the number of people who are uninsured. This is due to the fact that the government has been able to reduce the number of people who are uninsured by providing health insurance to a larger number of people than in the past. The government has been able to do this by providing health insurance to a larger number of people than in the past.

The increase in the number of people who are covered by health insurance is also due to the fact that the government has been able to reduce the number of people who are uninsured. This is due to the fact that the government has been able to reduce the number of people who are uninsured by providing health insurance to a larger number of people than in the past. The government has been able to do this by providing health insurance to a larger number of people than in the past.

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# THE TYPEFACE

ALTERNATIVE #2

Helvetica Neue

AaBbCc 0 1 2 3 4 5

AaBbCc AaBbCc

AaBbCc

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abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234576890 &%\$(!?,."\*)

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234576890 &%\$(!?,."\*)



# THE TYPEFACE

ALTERNATIVE #3

Nexa

AaBbCc 012345

**AaBbCc AaBbCc**

AaBbCc

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**abcdefghijklmnopqrstvwxyz**

**ABCDEFGHIJKLMNopQRSTUVWXYZ**

**1234576890 &%\$(!?,."\*)**

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNopQRSTUVWXYZ

1234576890 &%\$(!?,."\*)

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[www.fare.org.au](http://www.fare.org.au)