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 it's 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.

fare

Foundation for Alcohol Research & Education

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.

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Foundation for Alcohol Research & Education

Full Colour Version logo

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Mono version logo

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Foundation for Alcohol Research & Education

Reversed version logo

THE LOGO

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 accompaning text
20mm Wise

Stacked mono version logo
16mm wide

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.

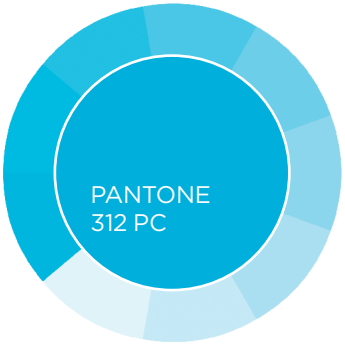
THE COLOUR PALETTE

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.

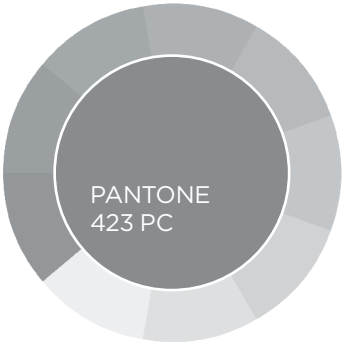
The FARE colour palette consists of 2 primary colours; blue and grey. A secondary and tertiary colour palette has been designed to compliment the blue and grey and give the FARE brand a vibrancy that is reflective of the Foundation itself.

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

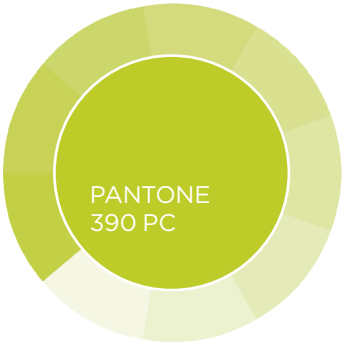


C89		
M0	R35	
Y15	G168	HEX #
K0	B216	21a8d7



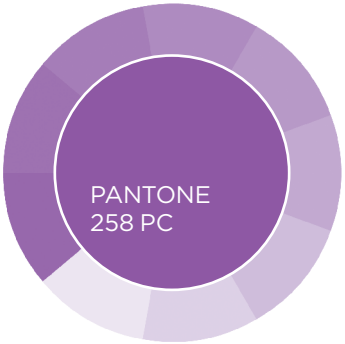
C21		
M14	R147	
Y14	G148	HEX #
K38	B151	939497

Secondary Corporate Colour

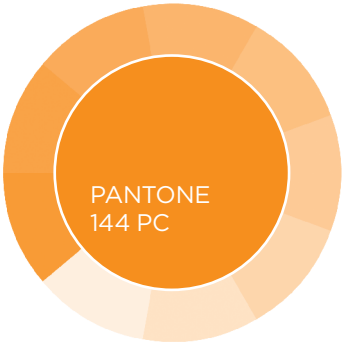


C24		
M0	R203	
Y98	G205	HEX #
K8	B28	cbcd1c

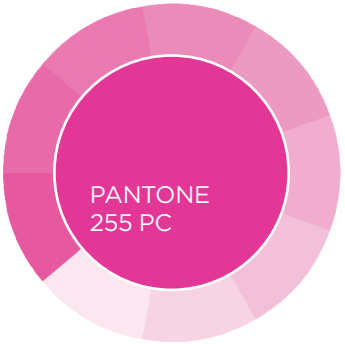
Tertiary Colours



C50		
M77	R131	
Y0	G78	HEX #
K0	B151	834e97



C0		
M52	R217	
Y100	G137	HEX #
K0	B0	d98900



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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234576890 &%$(!?,.”*)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234576890 &%$(!?,.”*)

THE TYPEFACE

ALTERNATIVE #2

Helvetica Neue

AaBbCc 012345

AaBbCc AaBbCc

AaBbCc

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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234576890 &%$(!?,.”*)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234576890 &%$(!?,.”*)

THE TYPEFACE

ALTERNATIVE #3

Nexa

AaBbCc 012345

AaBbCc AaBbCc

AaBbCc

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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234576890 &%$(!?,.”*)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234576890 &%$(!?,.”*)

Foundation for
Alcohol Research
& Education

Level 1
40 Thesiger Court
Deakin ACT 2600

PO Box 19
Deakin West
ACT 2600

www.fare.org.au