



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 first part of the paper discusses the importance of the research and the objectives of the study. It then presents a literature review of the existing research on the topic. The second part of the paper describes the methodology used in the study, including the data collection and analysis techniques. The third part of the paper presents the results of the study, and the fourth part discusses the conclusions and implications of the findings.

The research was conducted using a quantitative approach, and the data was collected from a sample of participants. The results of the study show that there is a significant relationship between the variables being studied. The findings have important implications for the field of research, and they provide a basis for further investigation.

In conclusion, the study has shown that the research objectives have been achieved, and the findings are consistent with the hypotheses. The results of the study are presented in the following table:

Variable	Mean	Standard Deviation	Significance Level
Variable 1	1.2	0.5	0.05
Variable 2	1.5	0.6	0.01
Variable 3	1.8	0.7	0.001

The table shows that the mean values for the three variables are 1.2, 1.5, and 1.8, respectively. The standard deviations are 0.5, 0.6, and 0.7, respectively. The significance levels are 0.05, 0.01, and 0.001, respectively. These results indicate that there is a significant relationship between the variables being studied.

The findings of the study have important implications for the field of research. They provide a basis for further investigation, and they suggest that there is a need for more research in this area. The results of the study are presented in the following table:

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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 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

Full Colour Version logo



Foundation for Alcohol Research & Education

Mono version logo



Foundation for Alcohol Research & Education

Reversed version logo

the 1990s, the number of people in the world who are under 15 years of age has increased by 1.2 billion, from 1.1 billion in 1980 to 2.3 billion in 1999. The number of children under 15 years of age in the world is projected to increase to 3.1 billion by 2015, with the largest increases occurring in the developing world (United Nations, 1999).

There is a growing awareness of the need to address the needs of children in the world, and the United Nations has developed a series of goals for the year 2015, known as the Millennium Development Goals (MDGs). The MDGs are a set of eight goals that are intended to be achieved by the year 2015, and they are designed to address the most pressing development issues of the world.

The first goal of the MDGs is to eradicate extreme poverty and hunger. This goal is intended to be achieved by halving the number of people in the world who are living on less than \$1 a day by the year 2015. The second goal is to achieve universal primary education, which is intended to be achieved by ensuring that all children in the world have access to a primary education by the year 2015.

The third goal is to promote gender equality and empower women, which is intended to be achieved by ensuring that women have the same rights and opportunities as men by the year 2015. The fourth goal is to reduce child mortality, which is intended to be achieved by halving the number of children who die before the age of five by the year 2015.

The fifth goal is to improve maternal health, which is intended to be achieved by halving the number of women who die during childbirth by the year 2015. The sixth goal is to combat HIV/AIDS, malaria, and other diseases, which is intended to be achieved by halving the number of people who are infected with HIV/AIDS by the year 2015.

The seventh goal is to develop a sustainable environment, which is intended to be achieved by ensuring that the environment is protected and that natural resources are used sustainably by the year 2015. The eighth goal is to develop a global partnership for development, which is intended to be achieved by ensuring that all countries work together to achieve the MDGs by the year 2015.

The MDGs are a set of goals that are intended to be achieved by the year 2015, and they are designed to address the most pressing development issues of the world. The MDGs are a set of goals that are intended to be achieved by the year 2015, and they are designed to address the most pressing development issues of the world.

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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.

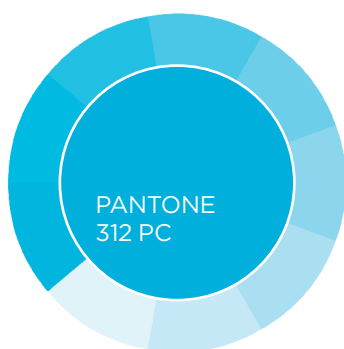
THE COLOUR PALETTE

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.

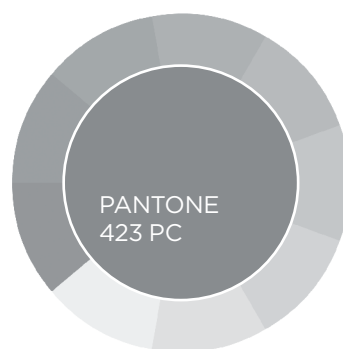
The FARE colour palette consists of 2 primary colours; blue and grey. A secondary and tertiary colour palette has been designed to compliment the blue and grey and give the FARE brand a vibrancy that is reflective of the Foundation itself.

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

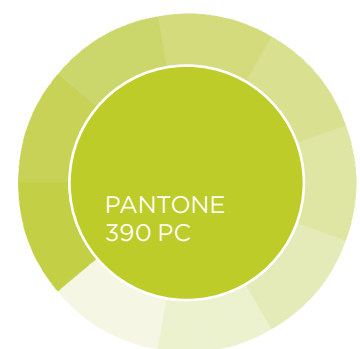


C89		
M0	R35	
Y15	G168	HEX #
K0	B216	21a8d7



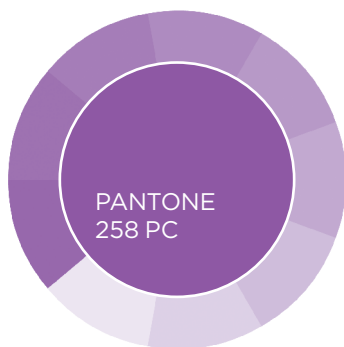
C21		
M14	R147	
Y14	G148	HEX #
K38	B151	939497

Secondary Corporate Colour

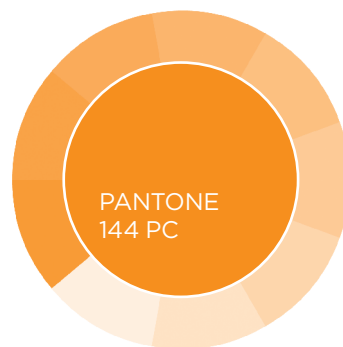


C24		
M0	R203	
Y98	G205	HEX #
K8	B28	cbcd1c

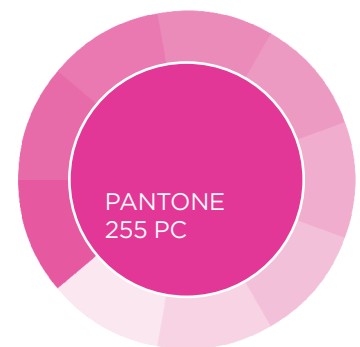
Tertiary Colours



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
1234567890 &%\$(!?,."*)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &%\$(!?,."*)

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THE TYPEFACE

ALTERNATIVE #2

Helvetica Neue

AaBbCc 0 1 2 3 4 5
AaBbCc AaBbCc
AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &%\$(!?,."*)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &%\$(!?,."*)

THE TYPEFACE

ALTERNATIVE #3

Nexa

AaBbCc 012345

AaBbCc AaBbCc

AaBbCc

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 &%\$(!?,."*)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 &%\$(!?,."*)

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