

Blue Carbon Lab

Brand Guidelines

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Blue Carbon Lab

bluecarbonlab.org



Contents

Deakin Style Guide	5
Blue Carbon Lab Logo	6
Blue Carbon Lab + Deakin Lockup	7
Primary Colour Palette	8
Secondary Colour Palette	9
Infographics	10
Clear Space	11
Other Logo Rules	12
Incorrect Logo Usage	13
Typeface	14
Iconography Style	15
Iconography Colours	16
Photographic Style	17



Deakin Style Guide

Blue Carbon Lab is a research group of Deakin university, and as such is governed by the Deakin masterbrand style guide.

This means that all branded collateral should be guided by this style guide in use of Deakin brand shapes and use of Deakin Worldly font.

The only differentiation between Blue Carbon Lab and the Deakin masterbrand style is that Blue Carbon Lab has its own logo, and its own colour palette.

Please refer to the Style Guide Hub on Assetbank for further detail.



Blue Carbon Lab



Blue Carbon Lab Logo

Colour logo



Correct use and application

For all situations going forward, the Blue Carbon Lab logo is to appear as a single, solid fill colour; either the new Primary Blue, or white depending on the context of the application.

Any deviation from this is considered incorrect use, with the exception of social media profile images or other circumstances where the dimensions or scale requirements do not allow the full logo to be presented as intended.

Reverse logo



Note

The Deakin logo must be used on all Blue Carbon Lab collateral as well as the Blue Carbon Lab logo in order to maintain connection to the master brand. See examples for usage.

In some instances, like when used in website headers, email signatures, brochure back covers, etc it should be locked up with the Blue Carbon Lab logo in a set scale and format – see next page for details.

Blue Carbon Lab + Deakin Lockup

Colour logo lockup



Reverse logo lockup



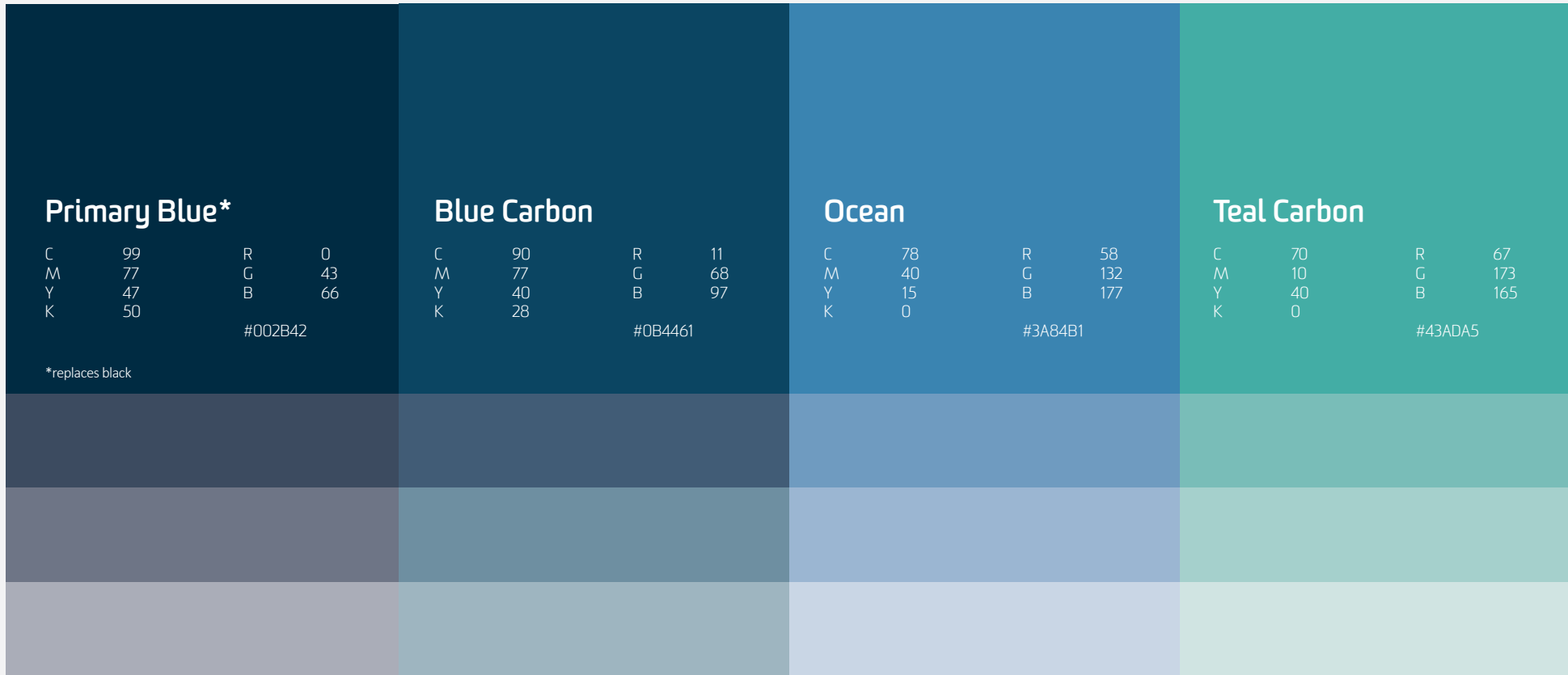
Correct use and application

The Deakin logo must be used on all Blue Carbon Lab collateral, and in some instances, like when used in website headers, email signatures, brochure back covers, etc it should be locked up with the Blue Carbon Lab logo in a set scale and format.

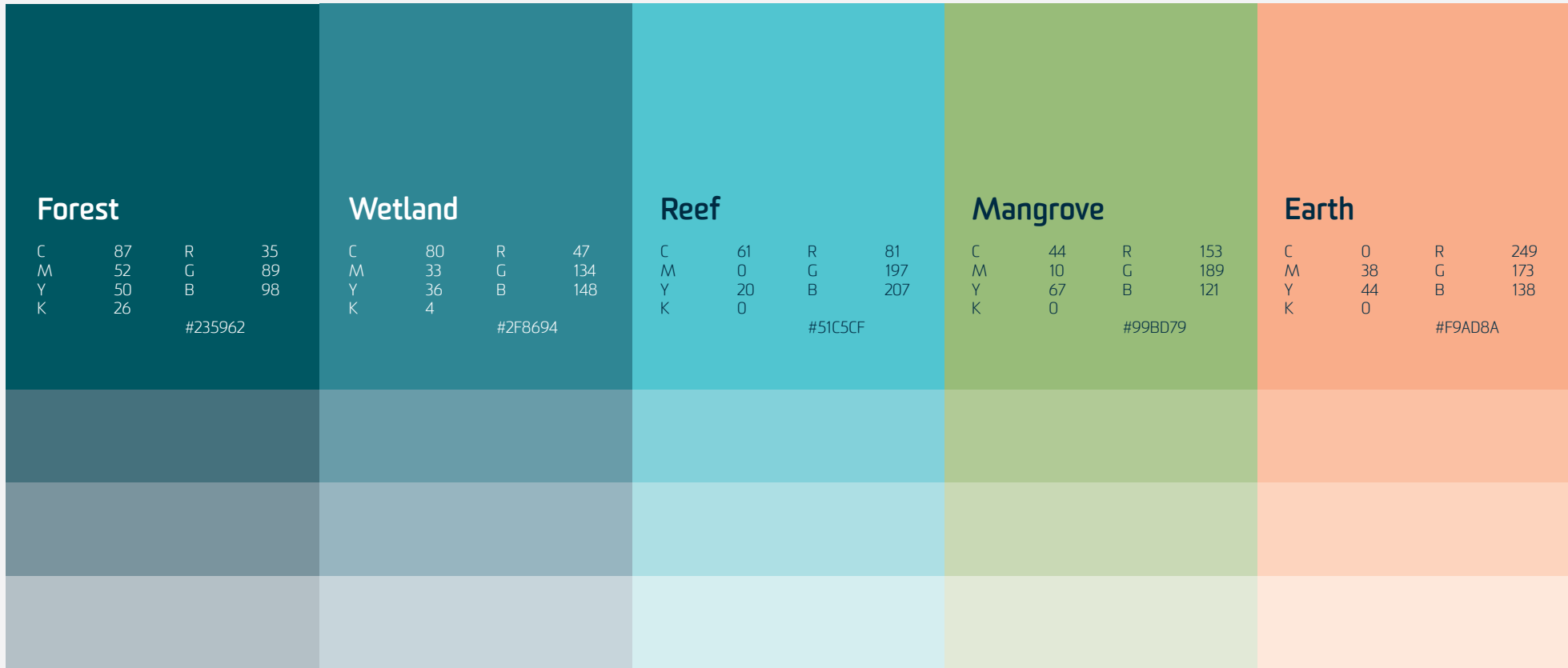
In these instances the Deakin logo MUST be the same height as the Blue Carbon Lab logo – including text. On white backgrounds the logo with a black border is used to maintain logo integrity.

Conversely, on coloured backgrounds, the Deakin logo without the outline is used.

Primary Colour Palette



Secondary Colour Palette



Correct use and application

The secondary colour palette should only be used for charts, graphs and infographics where a wider colour palette is required for clarity of communication.

Infographics



Your Title

Brief description, 4 to 5 lines MAX

Your Title

Brief description, 4 to 5 lines MAX

Your Title

Brief description, 4 to 5 lines MAX

Your Title

Brief description, 4 to 5 lines MAX

Your Title

Brief description, 4 to 5 lines MAX

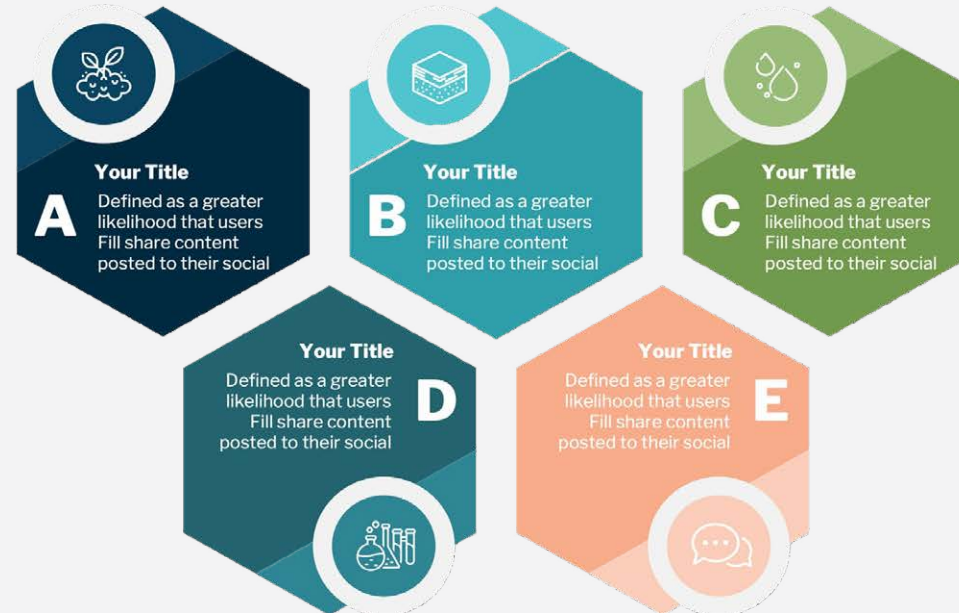
■ Brief description < 3 lines MAX

■ Brief description < 3 lines MAX

■ Brief description < 3 lines MAX

■ Brief description < 3 lines MAX

■ Brief description < 3 lines MAX



Clear Space

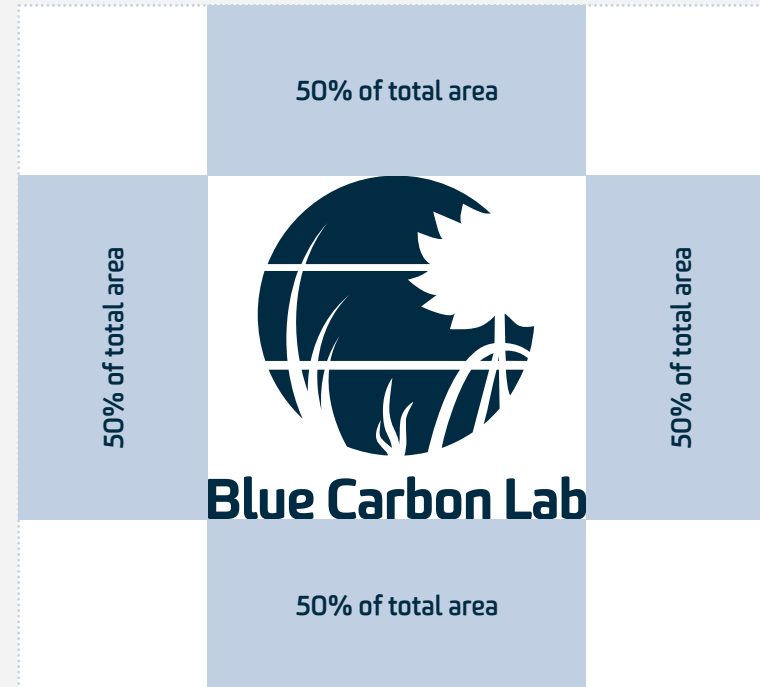
To protect the integrity of the logo a clear space is used.

Clear space is the minimum area surrounding the logo which must remain clear of any other visual elements or text.

This space is defined by the overall area of the logo and indicates that HALF of that space is enough to leave around the logo, as shown here.

Allowing additional space beyond the clear space, will create greater visibility for the logo.

Example of overall size measurement



Other Logo Rules



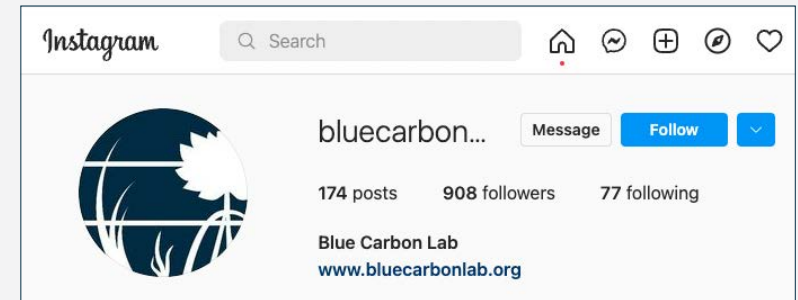
Minimum size

The minimum size of the logo should be no less than 25mm in width.



Blue Carbon Lab & Deakin logo lockup

When used together, these two logos do not need to be placed in accordance to the clear space allowance, but should be used in this set scale and format.



Social media

The icon can be separated from the type of the logo when it is required for certain social media uses, Instagram, LinkedIn, Facebook, Twitter.

Incorrect Logo Usage

Do not change the logo in anyway.

These are examples of how NOT to use the logo.



Do not stretch



Do not place colour logo on dark background



Do not rearrange the logo icon and text



Do not change the logo font



Do not change the logo colours or use the old logo



Do not use the outlined Deakin logo on colour

Typeface

Blue Carbon Lab uses the Deakin masterbrand fonts, which are:

Worldly

Calibri

Open Sans

Worldly is primarily used for headings, subheadings, pull-out copy and quotations, with Calibri being used for body copy and smaller text, and Open Sans for websites.

Worldly should not be used if you are working with any Microsoft applications, such as Word and Powerpoint, and instead Calibri should be used for everything.

Where Worldly and Calibri aren't available, for example in online applications – Open Sans regular and Open Sans bold should be substituted for headings. Open Sans regular is to be used for body copy in online applications. Open Sans can be used in conjunction with Worldly, where Worldly is used for headings, subheadings and pull quotes, and Open Sans is used for body copy and other content.

Please refer to the Style Guide Hub on Assetbank for further detail.

Deakin Worldly

aA bB cC dD eE fF gG hH iI jJ kK lL mM nN oO
pP qQ rR sS tT uU vV wW xX yY zZ

Calibri

aA bB cC dD eE fF gG hH iI jJ kK lL mM nN
oO pP qQ rR sS tT uU vV wW xX yY zZ

Open Sans

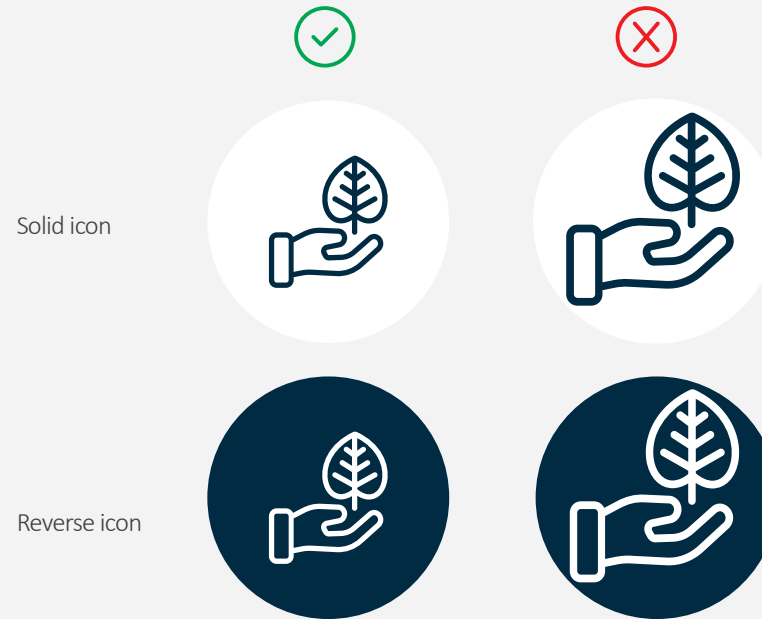
aA bB cC dD eE fF gG hH iI jJ kK lL mM nN
oO pP qQ rR sS tT uU vV wW xX yY zZ

Iconography Style

Simple and clean iconography to be used to help demonstrate key points.

The rule thickness of each icon must be consistent throughout, no rule weight should be heavier or lighter than the other.

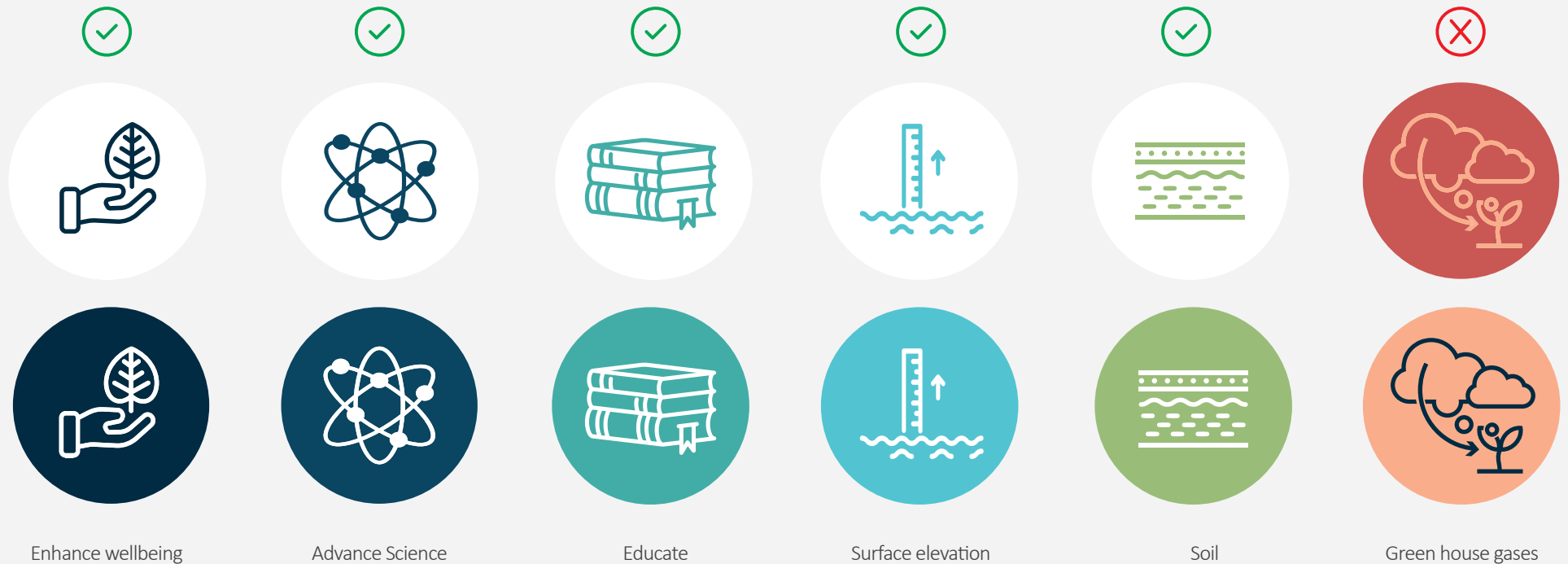
You can use either a solid icon or a reverse icon as shown.



Iconography Colours

Primary and secondary colour palette

The primary and secondary colour palette can be used in the icons. Icons can be placed either with or without a background. Only use the secondary palette if there are many icons being used.



Photographic Style

The overall look and feel of all supporting imagery is “intrepid”, sleek and punchy!

Think The North Face and similar brands that use striking imagery to support their brand ethos.

Photography must be colourful, bold and showcase the natural world and our research.

Use a variety of different angles, including close-ups, front-on and bird’s eye view compositions.

Only use high-quality photos with good resolution.

BCL Imagery

A Blue Carbon Lab library of field and lab imagery and footage is available upon request. Please contact BCL’s media communicator for access.

Stock Imagery

Additional stock images may be obtained through Shutterstock, Canva, Unsplash, or Pexels. Make sure to only use imagery relevant to your ecosystem, site or topic.

