

## **TACKLING INDIGENOUS SMOKING LOGO – SIMPLE BRANDING GUIDELINES**

The National Best Practice Unit welcomes Tackling Indigenous Smoking teams utilising the TIS logo on locally created content, promotional materials and documentation.

When reusing the logo, teams must ensure they follow the branding guidelines to maintain consistency and protect the TIS brand's integrity. Please consider the following points when reproducing the logo.

### **COLOURS**

Ensure the correct logo colours are used. CMYK, RGB, Pantone and HEX colour codes are included below. The preference is to use the full colour version supplied, however a monochrome version of the logo is also available.



### **FONT**

The TIS logo uses Univers 67 Bold Condensed font. Do not replace the logo font with alternatives.



### **RESOLUTION**

Ensure the logo is not pixelated due to a low resolution. Use a large file wherever possible. For public use, graphic designers will prefer the vector file (AI) versions.



### **BACKGROUND**

Do not overlay the logo over photographs, designs and colours that make it difficult to read the logo.



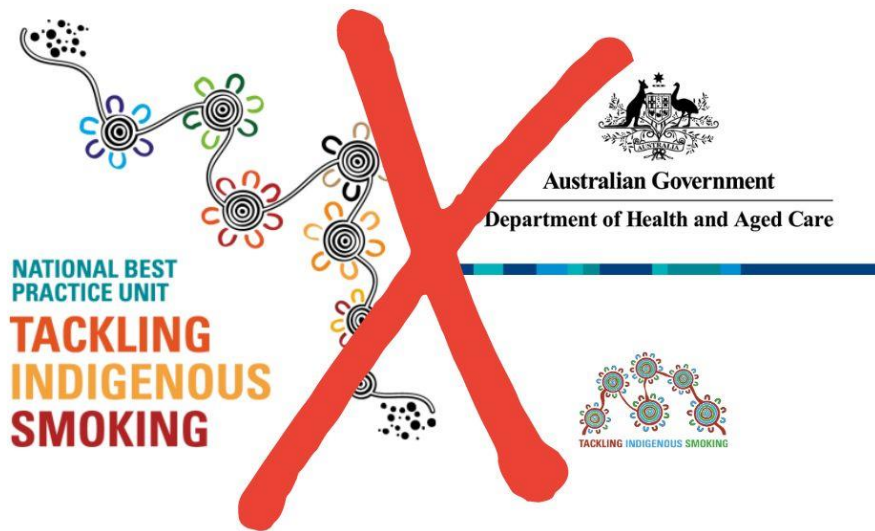
## **DIMENSIONS**

Do not warp, skew or crop out any parts of the logo.



## **COMPLEMENTARY LOGOS**

When presenting the TIS logo alongside other logos, ensure they are of comparable size.



### SPACING AROUND LOGO

Ensure there is clear space around the logo to avoid visual clutter. Do not add closely cropped frames around the logo.



By following these guidelines, we will maximise the opportunity to create logo consistency and generate positive national recognition for the Tackling Indigenous Smoking program. If you have any questions about the above information, or wish to speak with the National

Best Practice Unit about logo use, talk to your Program Officer or email [communications@nintione.com.au](mailto:communications@nintione.com.au)



#### LOGO COLOUR BREAKDOWN

##### Red ochre

C=24 M=90 Y=95 K=17

R=167 G=55 B=40

HEX #a73728

Pantone 7626 C

##### Blue

C=66 M=20 Y=0 K=0

R=71 G=165 B=220

HEX #47a5dc

Pantone 298 C

##### Green

C=75 M=9 Y=100 K=1

R=68 G=165 B=71

HEX #44a647

Pantone 361 C