



brand\_standards\_guide\_

lifestyle   
AUSTRALIA  
print\_stitch\_style\_



## THE CORPORATE LOGO

The **Lifestyle Australia** Corporate Logo can be broken down into two principle elements:

- 1 Corporate Mark
- 2 Technical/Profile Descriptor

The elements of the **Lifestyle Australia** logo unit should be represented as shown below.



## GRID STRUCTURE

The distribution grid below should be used to position each element of the **Lifestyle Australia** Corporate Logo. Unit height (x) is determined by the font thickness of the Corporate Mark. The **Lifestyle Australia** logo should be positioned on a 39x by 66x grid as shown.





## CORPORATE COLOURS

A corporate colour system preserves the integrity of a brand through the consistent use of colour across a range of applications.

Specified below are the Pantone Coated and Uncoated (spot colour for offset printing on coated or uncoated stocks), CMYK (for conventional four-colour printing) and RGB (digital screen) values of the **Lifestyle Australia** corporate colour palette.



## COLOUR BREAKDOWN

### lifestyle\_grey\_



Pantone C	Pantone U	CMYK	RGB
PMS 430 C	PMS 430 U	33, 18, 13, 37	133, 137, 138

### lifestyle\_yellow\_



Pantone C	Pantone U	CMYK	RGB
PMS 116 C	PMS 116 U	0, 12, 100, 0	255, 214, 0

### lifestyle\_purple\_



Pantone C	Pantone U	CMYK	RGB
PMS 248 C	PMS 248 U	45, 100, 0, 0	149, 1, 123

### lifestyle\_blue\_



Pantone C	Pantone U	CMYK	RGB
Process Blue C	Process Blue U	100, 10, 0, 0	1, 130, 172

### lifestyle\_green\_



Pantone C	Pantone U	CMYK	RGB
PMS 368 C	PMS 368 U	63, 0, 97, 0	110, 187, 31



## TYPOGRAPHY

The word Lifestyle in the Corporate Logo has been specifically designed unique to **Lifestyle Australia**. Grotesque MT Regular has been used for the word Australia in the Corporate Mark and Grotesque MT Bold has been used for the Technical/Profile Descriptor.

When including the name **Lifestyle Australia** in general copy, upper-case letters should be used at the beginning of the word as shown throughout this Brand Standards Guide.

- 1 Unique font
- 2 Grotesque MT Regular
- 3 Grotesque MT Bold



Grotesque MT Regular  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Grotesque MT Bold  
 abcdefghijklmnopqrstuvwxyz  
 1234567890



## SUPPORT GRAPHICS

The **Lifestyle Australia** Corporate Logo appears in marketing collateral with supporting graphics – the stars from the Corporate Logo and a series of vertical stripes.





## COLOUR VARIATIONS

Colour variations of the **Lifestyle Australia** Corporate Logo can be produced using black, the primary corporate colour and white (reversed). Please refer to the Brand Standards Guide CD for corresponding uncoated colour variations. The 5 colour logos are the preferred logos to use.



5 COLOUR LOGO - POSITIVE



5 COLOUR LOGO - ON BLACK - REVERSED



ONE COLOUR LOGO - PMS 248



ONE COLOUR LOGO - PMS 368



ONE COLOUR LOGO - PMS 480



ONE COLOUR LOGO - PMS PROCESS BLUE



GREYSCALE LOGO



WHITE LOGO

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