

GETCO₂

**BRAND
GUIDELINES**



WELCOME

Welcome to the GETCO₂ Brand Guidelines. The purpose of this document is to maintain consistency across all communication touch points of the brand and to inspire creativity when using the brand.

Using our brand correctly is very important to us, so please refer and adhere to this guide whenever you create any brand assets.

CONTENTS

1. Primary logo and brandmark variations	2
2. Color palette	5
3. Typography	7
4. Stationary	9
5. Website	11
6. Brand applications	13

1

PRIMARY LOGO AND BRANDMARK VARIATIONS

PRIMARY LOGO

Our logo is the cornerstone of our identity and influences our brand system. From colours to the fonts our distinctive logo device provides the iconic brand style. Our name, in bold capitalised type, incorporates a stylised infinity symbol as the basis for CO₂ element. This landscape primary logo never changes and the logo cannot be used in any other colour combination.

LOGO VARIATIONS

The positive and reversed inline brand is to be used mainly on white or teal background. Mono variations are only to be used in particular cases such as: background colour doesn't provide enough contrast to the landmark colours.

PRIMARY BRAND

The primary brand logo consists of the word "GETCO₂" in a bold, sans-serif font. The "CO₂" portion is stylized, with the "O" and "2" forming a continuous, teal-colored infinity symbol.

FULL COLOUR

The full colour logo is displayed on a light grey background. The "GET" is in dark grey, and the "CO₂" is in teal.

REVERSE COLOUR

The reverse colour logo is displayed on a dark teal background. The "GET" is in white, and the "CO₂" is in teal.

MONO BLACK

The mono black logo is displayed on a light grey background. The entire logo, including the "CO₂" part, is rendered in black.

MONO WHITE

The mono white logo is displayed on a dark grey background. The entire logo, including the "CO₂" part, is rendered in white.

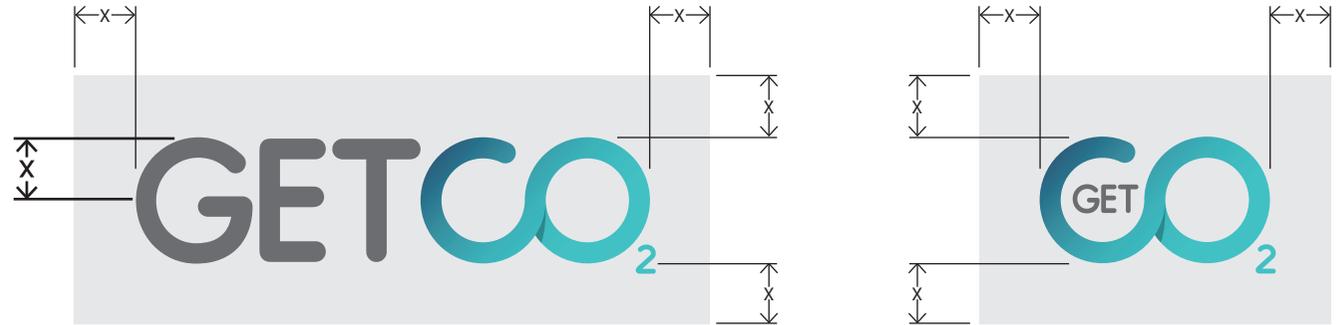
LOGO VARIATIONS

Logo variation in portrait or symbol version of logo to be used primarily for social media profiles.



LOGO USAGE AND RESTRICTIONS

The clear space around the logo has been established to avoid crowding. The space is determined by 'X' with 'X' equal to the height of half the word 'GET' in the standard logo. Please note that the isolation zone shown here must be seen as a minimum but can be greater.



MINIMUM LOGO HEIGHT



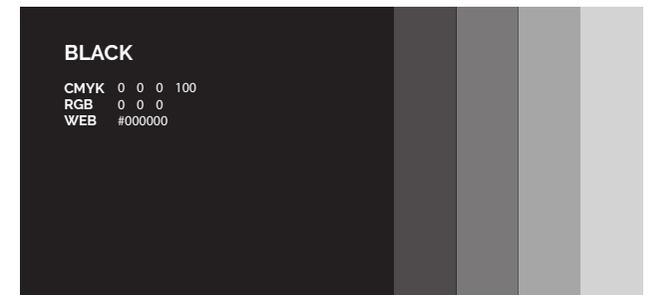
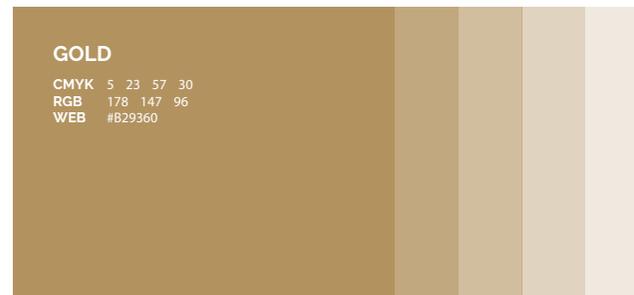
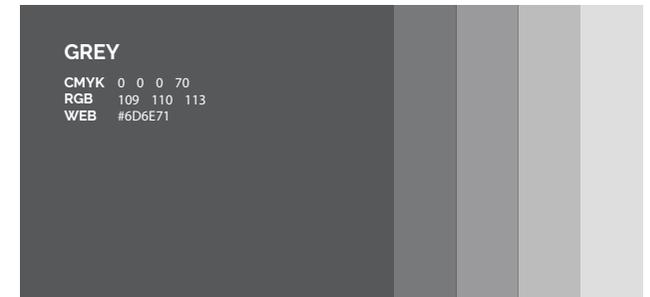
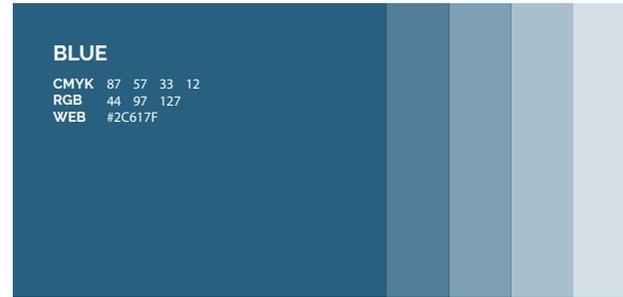
2

COLOUR PALETTE

COLOUR PALETTE

Our core colours are an anchor for our brand, building consistency and recognition. These four tones of help to harmonise the relationship between the red of our logo and the 'old' orange tab.

Our Core Colours are used primarily in our Dynamic Tab device. However, we also use our Core Colours in headline text, layout backgrounds and graphics, providing a visual link back to the Dynamic Tab device.



3

TYPOGRAPHY

KEY FONT

Our typography does more than transmit words. It helps to instill those words with the spirit and character of our brand, presenting GETCO₂ as a research organisation focusing on the future.

ADDITIONAL FONTS

BRAND IDENTITY

LOGO FONT

NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+}{:":'><.



DOWNLOAD FONT

[HTTPS://WWW.BEHANCE.NET/GALLERY/43479383/NOVA-FREE-TYPEFACE](https://www.behance.net/gallery/43479383/NOVA-FREE-TYPEFACE)

PRIMARY WEB / PRINT CONTENT TYPOGRAPHY

NUNITO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+}{:":'><.



DOWNLOAD FONT

[HTTPS://FONTS.GOOGLE.COM/SPECIMEN/NUNITO](https://fonts.google.com/specimen/nunito)

SECONDARY WEB / PRINT CONTENT TYPOGRAPHY

LATO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+}{:":'><.



DOWNLOAD FONT

[HTTPS://FONTS.GOOGLE.COM/SPECIMEN/LATO](https://fonts.google.com/specimen/lato)

4

STATIONERY

BUSINESS CARDS

Standard business card size printed full colour double-sided on 400gsm matt stock.

FRONT



BACK



LETTERHEADS

A4 Letterhead design below shows printed version with a background design. Background design not used on Word template for e-letterheads.

FRONT



BACK



5

WEBSITE

WEBSITE DESIGN

To the right area selection of page designs from the website. The website, developed in WordPress, has pre-built themes for particular pages and posts to ensure design styles and layouts maintain across pages throughout the site.

See site administrator for access details.



HOME

GENERIC PAGE

NEWS POST

6

BRAND
APPLICATIONS

PUBLICATIONS

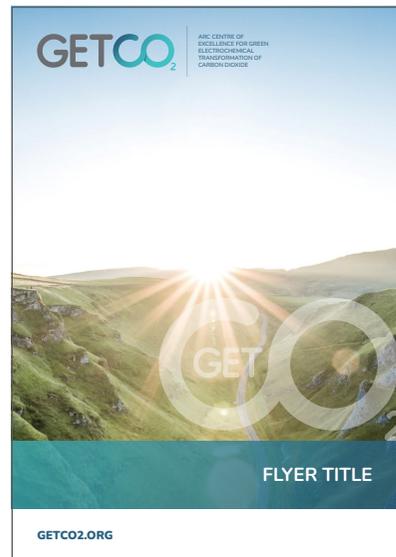
REPORT COVER



REPORT INSIDE



FLYER COVER



FLYER INSIDE



PULL UP BANNERS



LOGO, CENTRE
TITLE AND WEB
ADDRESS →

FOCUS IMAGE
AND KEY TITLE →

SECONDARY
MESSAGE AREA →

PARTNERS
OR TERTIARY
MESSAGE AREA →

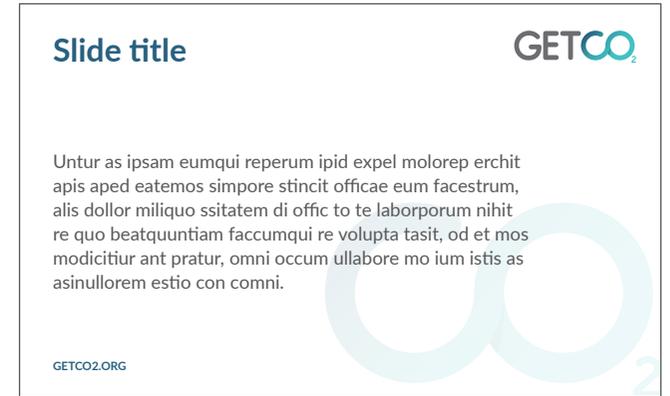


**POWERPOINT
TEMPLATE**

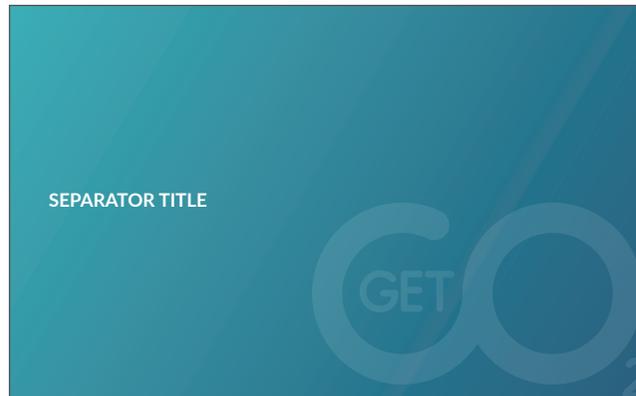
TITLE PAGE



CONTENT PAGE



SEPARATOR PAGE



CONTACTS PAGE



NAME BADGES

A6 NAME BADGE



A7 NAME BADGE



TRADITIONAL NAME BADGE - OPTION 1



TRADITIONAL NAME BADGE - OPTION 2



ARC Centre of Excellence for Green
Electrochemical Transformation
of Carbon Dioxide

Administering Node
The University of Queensland



getco2.org