



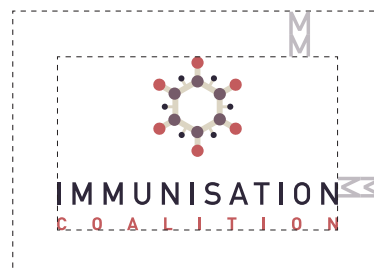
IMMUNISATION
C O A L I T I O N

1. BRANDMARK / LOGO

This logo must be used on all Immunisation Coalition applications such as posters and any other promotional materials.

It is paramount that the logo is placed with sufficient clear space around it.

VERTICAL LOGO



HORZONTAL LOGO



2. LOGO RESTRICTIONS

It is important to always use only the approved format/variation of the logo to ensure integrity and consistency.

The following examples of logo applications are strictly not allowed.

1. Do not distort/stretch the logo
2. Do not rotate the logo to an unreadable or irregular position
3. Do not use low contrast colours against the background
4. Do not change/alter the relationship between brand elements

1



2



3



4



3. COLOUR PALETTE

Immunisation Coalition's colour palette is a very important part of the brand identity.

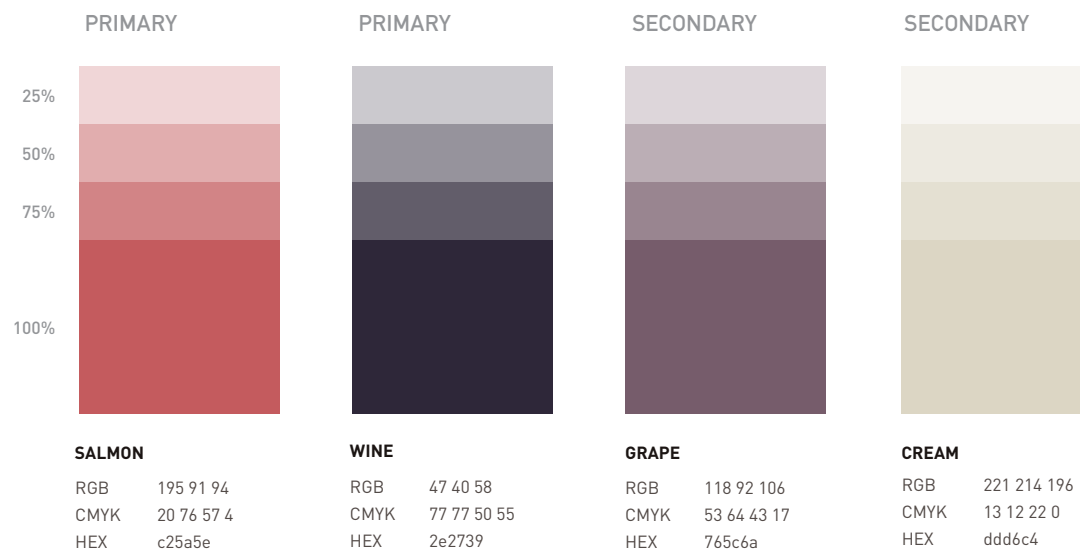
This colour palette has been designed to apply across both printed and digital material. Always refer to the colour specification to achieve constant colour reproduction.

PRIMARY COLOUR

These are the brand's core colours and are constantly used as a dominant factor in the brand's promotional material.

SECONDARY COLOUR

These are the brand's secondary colours and are constantly used in a secondary nature in the brand's promotional material.



4. TYPEFACE

For any promotional material related to the Immunisation Coalition brand, these typefaces are to be used:

DIN 1451 Mittel Alt

This font is the font used within the LOGO.

Tracking = 200

DIN 1451 Mittel Alt

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

DIN Regular

This font is to be used as the brand "light" font weight when applying it to designs.

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DIN Medium

This font is to be used as the brand "regular" font weight when applying it to designs.

DIN Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

DIN Bold

This font is to be used as the brand "bold" font weight when applying it to designs.

DIN Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Ropa Sans Regular

This font is to be used when looking for a web replacement for DIN to be used on the web.

Ropa Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

