
Branding Guidelines

National Trust of South Australia

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Our Logo

Our gumleaf and logotype together form our logo. You can use the gumleaf on its own (if the National Trust context is already established, such as on the back of branded clothing) but please don't use it for bullet points.

LOGOMARK



LOGOTYPE

National Trust
South Australia

Elements

Each element that makes up the full visual branding of the National Trust of South Australia.



Our Logo

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LOGOMARK



LOGOTYPE

National Trust
South Australia

Logo Variations

There are a few way to display our logo beyond just the logomark itself. The way it is displayed dependant on the context the logo will be seen as well as the dimensions of the medium it's applied to.

VERTICAL



National Trust
South Australia

HORIZONTAL



National Trust
South Australia

ALTERNATIVE HORIZONTAL



National Trust South Australia

Logo Usage

To ensure the logo is able to be seen across all mediums and have branding consistency, there are a few things you need to keep in mind when using it.

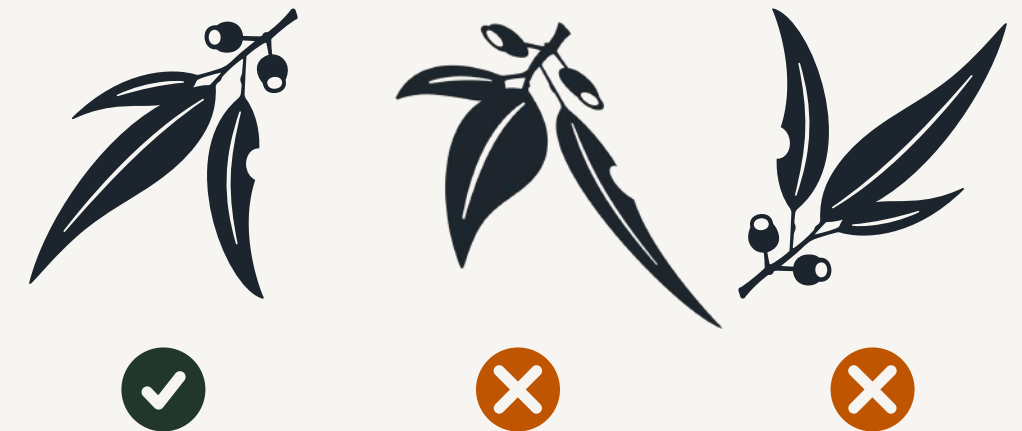
MINIMUM SIZE

Make sure the logo is able to be recognised at all sizes, try to display it proportionally to the medium it is being displayed on. For example if the logo is a profile picture on a mobile device it can be displayed quite small, but on a billboard it needs to be a lot bigger to be legible from a far distance. At a minimum the logomark by itself must be displayed at 32px (Digital) or 15mm (Print) in height.



SHAPE

The logo must never be distorted, stretched, or altered in any way that changes its proportions or shape. Do not rotate, skew, or resize the logo disproportionately. Maintaining the correct aspect ratio and ensuring the logo is used in its approved form helps preserve brand recognition and consistency across all visual communications.

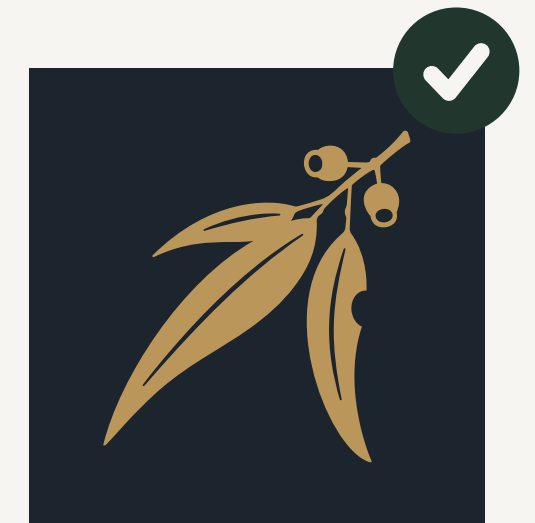
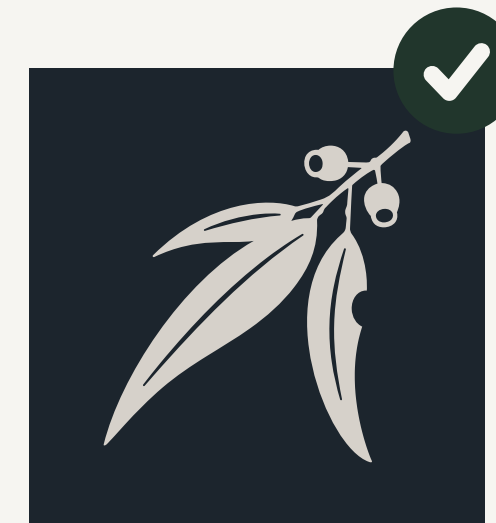


Colour & Contrast

To ensure legibility and maintain brand consistency, proper colour contrast is essential when using text, logos, and other design elements.

Always choose colour combinations that provide sufficient contrast between the background and the foreground to make text easy to recognise and visual elements stand out.

Avoid using light colours on light backgrounds or dark colours on dark backgrounds, as this can hinder readability. Avoid using clashing colours or colours that aren't accessible together.



Clearspace

Clearspace is the minimum area around the logo that must remain free of any other elements, such as text, images, or graphics. The minimum clearspace is equivalent to the size of the logomark. This space ensures that the logo is prominent and not overcrowded, allowing it to stand out and be easily recognized.





Colour Palette

The colour palette is divided into three categories that can be used together: primary, complimentary, and neutral. For digital only colours, they can be replicated through choosing similar paper stock.

PRIMARY PALETTE

Off Black

HEX: #1C252D
RGB: 28 37 45
CMYK: 38 18 0 82
PMS: 433 C

Gold

HEX: #BB965B
RGB: 187 150 91
CMYK: 0 20 51 27
PMS: 465 C

Off White

HEX: #F6F5F1
RGB: 246 245 21
CMYK: 0 0 2 4
PMS: DIGITAL ONLY

COMPLIMENTARY PALETTE

Shade

HEX: #00293A
RGB: 0 41 58
CMYK: 100 29 0 77
PMS: 303 C

Berry

HEX: #6C2B3E
RGB: 108 43 62
CMYK: 0 60 43 58
PMS: 7428 C

Rust

HEX: #BF5500
RGB: 191 85 0
CMYK: 0 55 100 25
PMS: 2020 C

Forest

HEX: #21362C
RGB: 33 54 44
CMYK: 39 0 19 79
PMS: 5065 C

NEUTRAL PALETTE

Dark Grey

HEX: #53575A
RGB: 83 87 90
CMYK: 8 3 0 65
PMS: 7477 C

Grey

HEX: #8A847A
RGB: 138 132 122
CMYK: 0 4 12 46
PMS: 7644 C

Frapp

HEX: #B5ADA5
RGB: 0 4 9 29
CMYK: 0 4 9 29
PMS: 1525 C

Cream

HEX: #D6D1CA
RGB: 214 209 202
CMYK: 0 2 6 16
PMS: 137 C

Typography

Typography plays a crucial role in maintaining a consistent and professional brand image. For headings, the National Trust of South Australia uses Merriweather, and Lato for subtitles and body text.

Using these two typefaces together creates a balanced and cohesive look, with clear distinctions between headings and supporting content. Always adhere to these typography guidelines to preserve brand consistency and legibility across all communications.

Aa

Merriweather

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
0123456789!@#\$%^&*()+=

HEADINGS

For headings, the brand uses Merriweather, a serif font that brings a sense of elegance and authority to the text. It is ideal for creating strong, impactful titles that draw attention and establish hierarchy in design.

Aa

Lato

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
0123456789!@#\$%^&*()+=

SUBHEADINGS & BODY

For subtitles and body text, the brand uses Lato, a clean and modern sans-serif font that ensures readability and complements Merriweather's more traditional style. Lato provides a lighter, more approachable feel, making it suitable for longer passages of text while maintaining clarity and legibility.

Alternative Fonts

If the brand fonts Merriweather and Lato are unavailable, suitable alternatives are Calisto MT for headings and Lucida Sans for subtitles and body text, ensuring consistency and readability across all platforms.

Aa

Callisto MT

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
0123456789!@#\$%^&*()+=

ALT HEADINGS

For headings the alternative font available is
Callisto MT

Aa

Lucida 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
0123456789!@#\$%^&*()+=

ALT SUBHEADINGS & BODY

For subheadings and body the alternative font
available is Lucida Sans

Special Font

RADICALIS

Outside of the main two typefaces, there is also a special script typeface available for usage in primarily social media or special publications.

For special highlights in professionally designed publications, advertisement and other media a font like radicalis can be used sparingly to create additional visual interest.

Add Radicalis to small portions of your design.

Graphics & Frames

A frame graphic is derived from a super zoomed-in section of the gum leaf logo. These frames should be used to highlight key content, such as text or imagery, while subtly reinforcing the brand's connection to nature.



Imagery

Imagery for the brand should embody an authentic, inviting, and bright aesthetic, capturing genuine moments that resonate with the viewer.



Imagery

Images should feel natural and unstaged, conveying warmth and approachability. Lighting should be bright and clear, enhancing the vibrancy and detail in each shot, while maintaining a clean and professional look.



Imagery

Architectural shots should emphasize clean lines, unique structures, and thoughtful design elements, reflecting the the work that the Trust does to maintain it's properties.



Imagery

Texture-rich images can capture the tactile qualities of materials, such as stone, wood, or fabric, adding depth and dimension to the visual narrative.

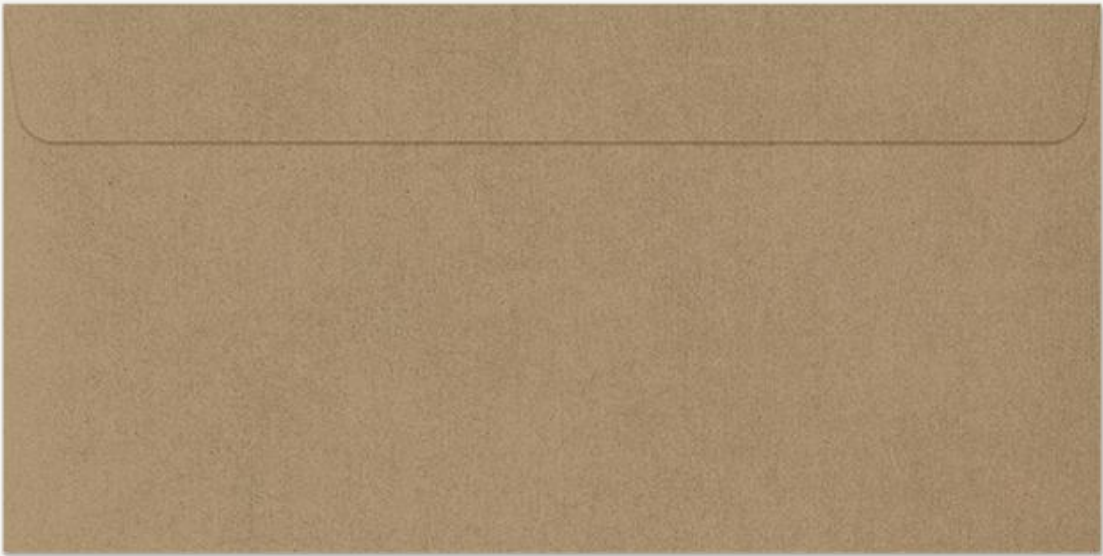


Application

Examples of how each element can be combined across a numbers of different mediums in digital and print format

Stationery

The stationery features a designed letterhead that keep it simple and clean, which serves as the primary option for official communications. The envelope uses recycled paper as part of our commitment to sustainability. The back of the business card uses a single colour from either the primary gold or the complimentary colour palette.



General Reports

General report covers incorporate the brand frame, using imagery that adds texture and complements the chosen cover colour from the primary gold or the complimentary colour palette

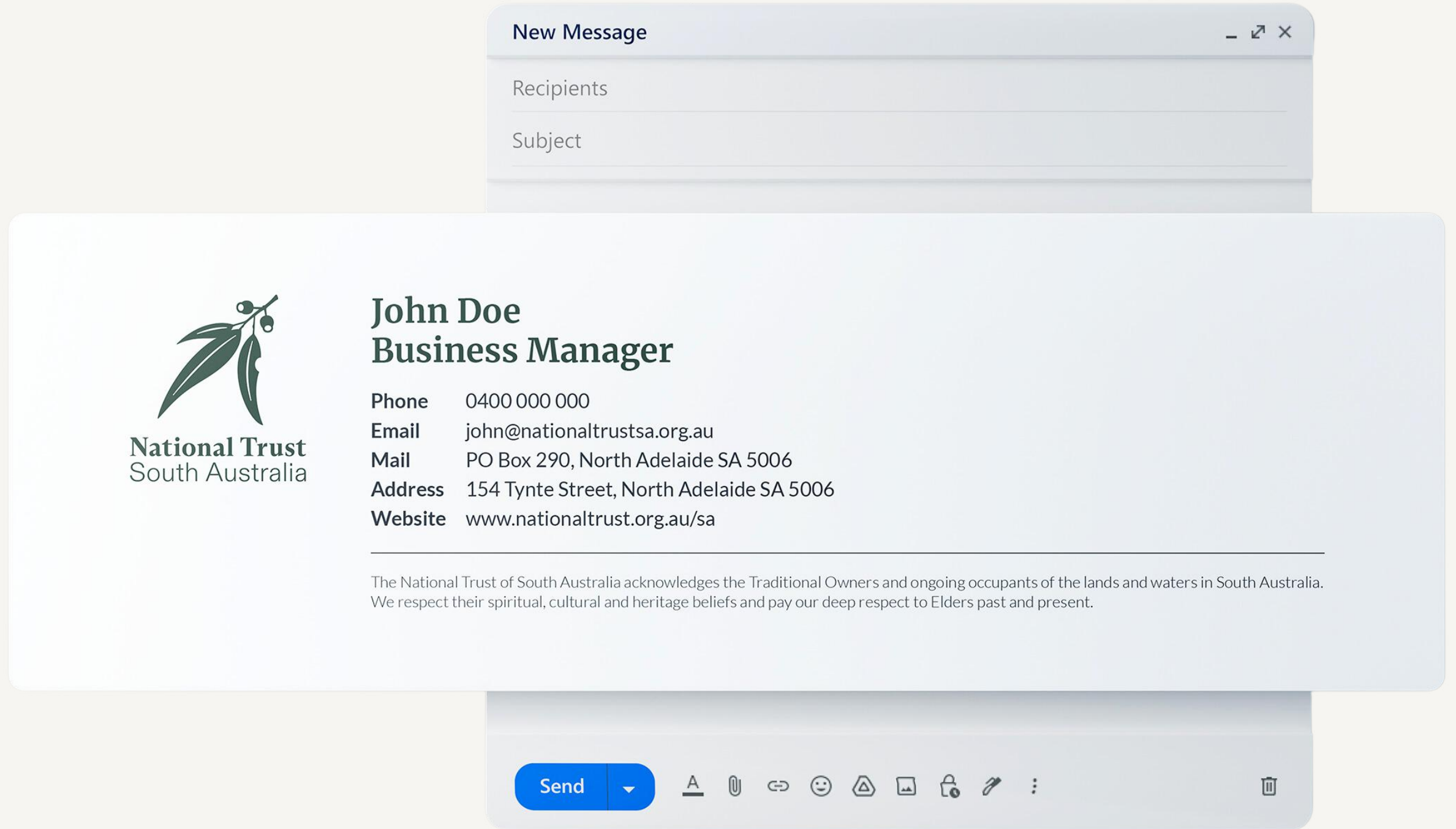


Brochures

Brochure and printer collatoral should use the full colour palette available, and plenty of white space. Cover designs can be similiar to the General Reports if appropriate.



the left, the vertical logo is prominently displayed, reinforcing the brand identity. On the right, contact details are neatly arranged, alongside an Acknowledgement of Country



Social Media

The social media look and feel embraces the brand's natural elements, applying the full visual identity to create visually engaging and cohesive graphics. These muted tones ensure each post stands out while staying true to the brand's identity.

This harmonious blend of graphic elements and imagery ensures a consistent, professional, and engaging presence across social media platforms.



Social Media

LOREM IPSUM

“Ipsum mollit deserunt qui irure ullamco aliqua incidunt culpa esse.”





24TH OF SEPTEMBER 2024

High Tea





Qui irure ullamco aliqua.

Ipsum mollit deserunt qui irure ullamco aliqua incidunt culpa esse.





Signage

For large metal location signage the design is simple using complimentary palette colours. These tones should be selected based the surrounding environment, ensuring the signage feels integrated with the landscape.



Jaffa
Lighthouse

Ipsum mollit deserunt qui irure
ullamco aliqua incididunt culpa esse.

Head Office

Walking Trail

>

^



Beaumont
House

Ipsum mollit deserunt qui irure
ullamco aliqua incididunt culpa esse.

Head Office

Walking Trail

>

^



Moonta
Mines

Ipsum mollit deserunt qui irure
ullamco aliqua incididunt culpa esse.

Head Office

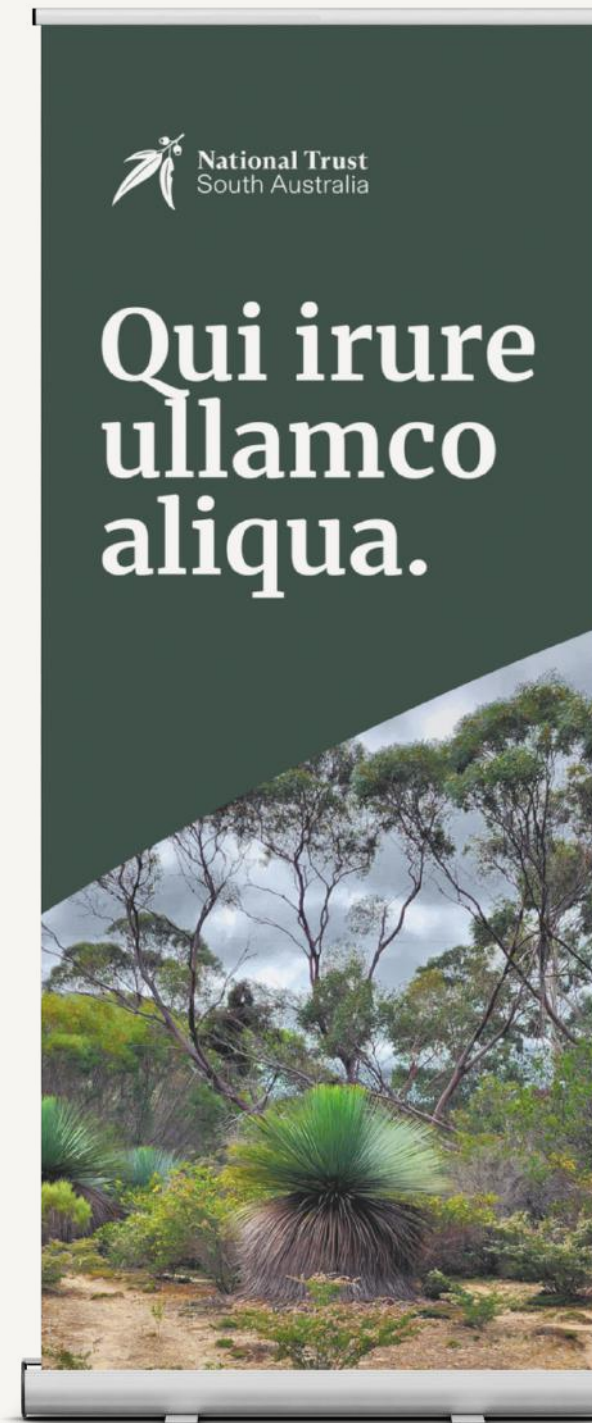
Walking Trail

>

^

Pull-Up Banners

Pull-up banner designs will be able to primary gold and complimentary palette colours, the brand frame and single hero image. This approach ensures strong visual impact and clear messaging from a distance.



Teardrop Flags

Teardrop will be able to use primary gold and complimentary palette colours to create a vibrant and easy to spot point of interest. Keep the design simple and use the logomark as a background to keep some visual interest.



Posters

Posters can be created with some creative freedom using the colours, fonts and graphics within the brand. Recommended to use a single hero photograph to keep the overall design clean and simple.





National Trust
South Australia

