

# LOGO & STYLE GUIDELINES



Catholic Education  
CELEBRATING 200 YEARS

*Faith in the future*

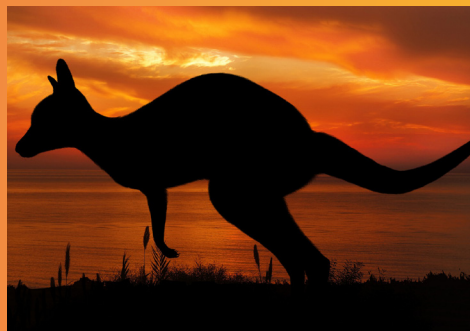
NOV 2020 - DEC 2021

## Celebrating 200 Years

The central symbols of the logo are:

- The Christian cross - representing the faith dimension of Catholic schools and our mission of service in Christ
- The Southern Cross and map of Australia - representing the Great South Land of Australia
- Dots are used as a key design element connecting to the Aboriginal and Torres Strait Islander peoples and our Australian heritage
- The colours – burnt red and yellow – represent the desert in the heart of the Australian outback, contrasting with the deep blue representing the Southern sky and ocean surrounding our continent.

Enquiries regarding the logo guidelines contact:  
[ncecmedia@ncec.catholic.edu.au](mailto:ncecmedia@ncec.catholic.edu.au)





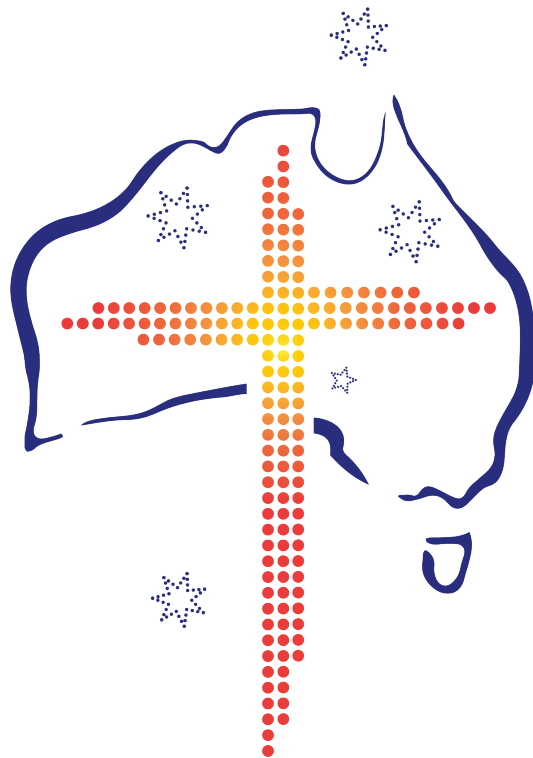
# IMPORTANT INFORMATION

The 200 Years logo and materials may be used on print and digital resources associated with the celebration of 200 years of Catholic education in Australia between the following period:

**1 November 2020 - 31 December 2021**  
(inclusive)

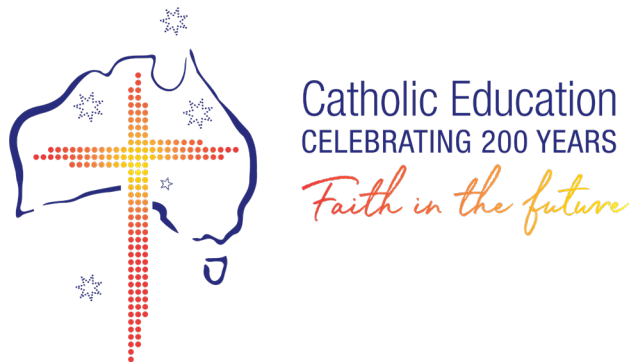
If you would like to use the 200 years logo and materials outside this period please email **[ncecmedia@ncec.catholic.edu.au](mailto:ncecmedia@ncec.catholic.edu.au)** for approval.





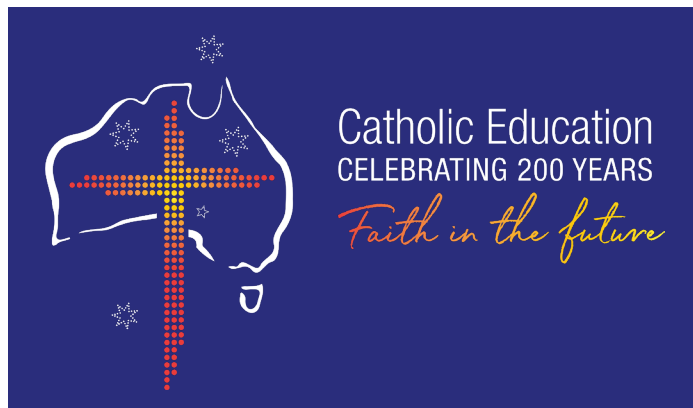
Catholic Education  
CELEBRATING 200 YEARS  
*Faith in the future*

# Logo Colour Variations



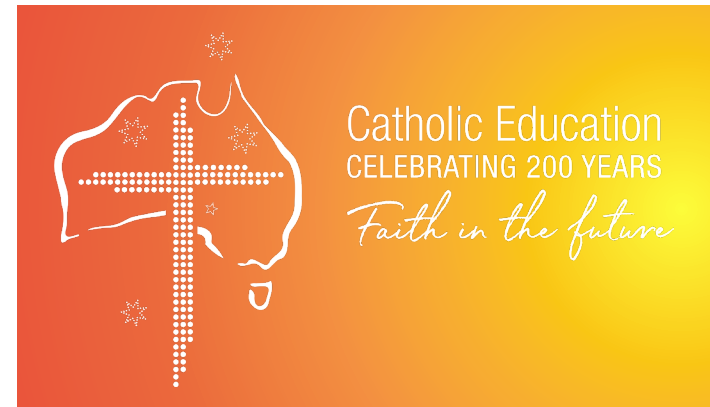
## MASTER LOGO WHITE BACKGROUND

Filename: CE200\_LOGO



## COLOUR ALTERNATIVE FOR BACKGROUNDS

Filename: CE200\_LOGO\_ALT1

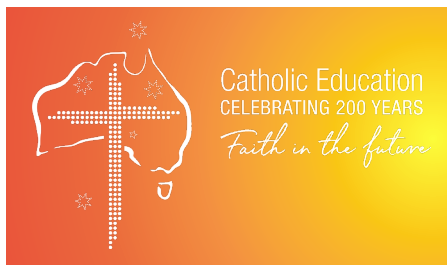
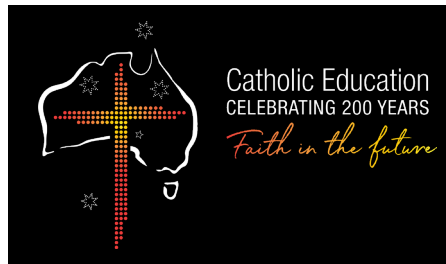
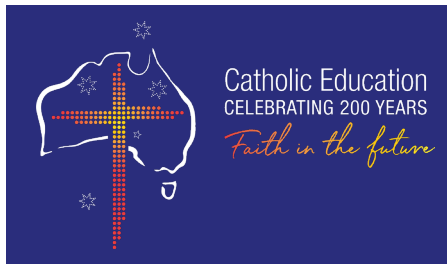
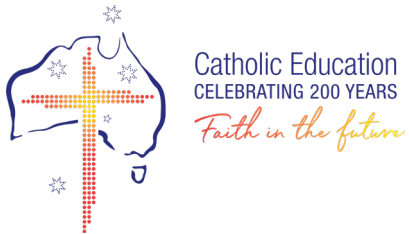


## WHITE LOGO FOR BACKGROUNDS

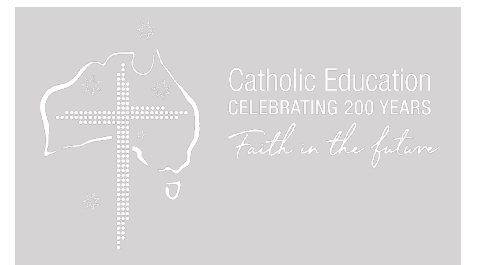
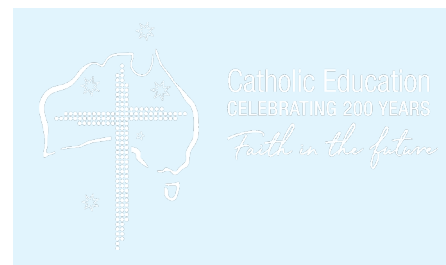
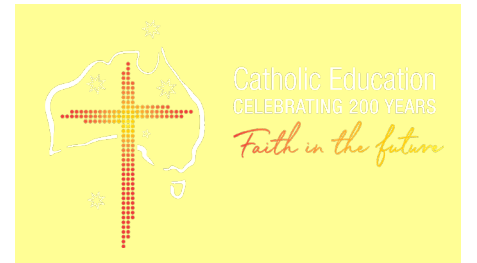
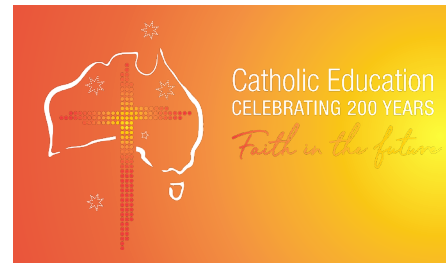
Filename: CE200\_LOGO\_ALT2

# Logo Colour Usage

## CORRECT USES



## INCORRECT USES



# Logo Variations

## MASTER LOGO

Filename: CE200\_LOGO



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CELEBRATING 200 YEARS  
*Faith in the future*

## STACKED / VERTICAL ALTERNATIVE

Filename: CE200\_LOGO\_VERTICAL



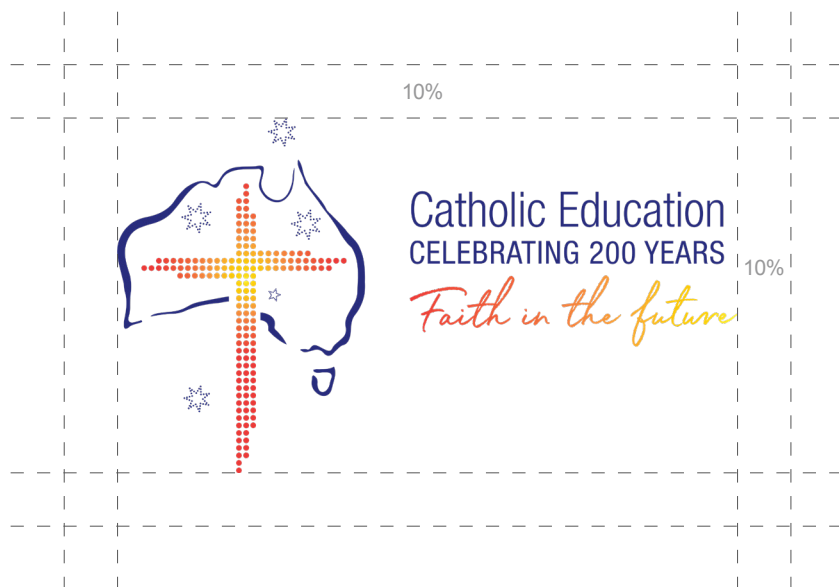
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CELEBRATING 200 YEARS  
*Faith in the future*

## STANDALONE ALTERNATIVE

Filename: CE200\_LOGO\_STANDALONE

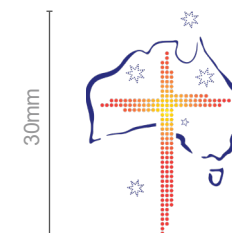


# Logo Positioning & Size



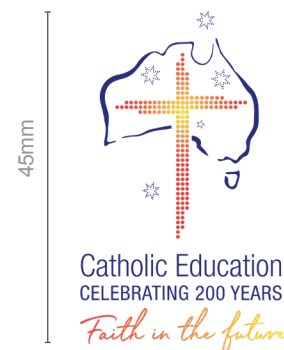
## EXCLUSION ZONE

Always allow a minimum space of at least 10% of logo width around the logo.  
Eg: 80 mm (width) x 10% = 8mm space



## MINIMUM HEIGHT

The minimum height of the logo is 30mm.  
There is no maximum height.



## MINIMUM HEIGHT OF STACKED LOGO

The minimum height of the **stacked** logo is 45mm. There is no maximum height.



# Helvetica Neue

## HEADINGS AND PARAGRAPH

- ✓ Initial and Sentence case
- ✓ UPPERCASE
- ✓ Numerals (1 2 3 4)

## Colour variations

Catholic Education

Catholic Education

Catholic Education

HEX #2A2D7C  
R42 G45 B124  
C100 M98 Y11 K 11

BLACK  
TINT 25%-100%

WHITE  
OPACITY 25%-100%

## Style variations

### REGULAR

Helvetica Neue - 47 Light Condensed  
The quick brown fox jumps over the lazy dog

### BOLD

Helvetica Neue - 57 Condensed  
The quick brown fox jumps over the lazy dog

### ITALIC

*Helvetica Neue - 47 Light Condensed Oblique*  
*The quick brown fox jumps over the lazy dog*

White Oleander

REGULAR

#### DECORATIVE HEADINGS ONLY

- ✓ First letter initial cap
- ✗ Do not use for UPPERCASE
- ✗ Do not use for numerals (1 2 3 4)

#### Colour variations

Faith in the future

GRADIENT  
(see page 10)

Faith in the future

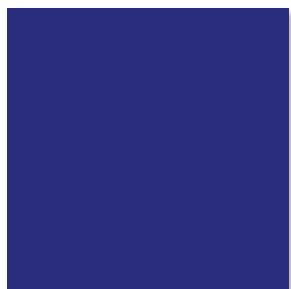
BLACK  
TINT 25%-100%

Faith in the future

WHITE  
OPACITY 25%-100%

# Colour Palette

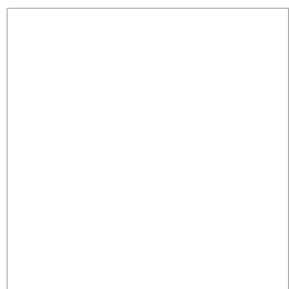
## PRIMARY



HEX 2A2D7C  
R42 G45 B124  
C100 M98 Y11 K11



HEX F49040  
R244 G144 B64  
C1 M52 Y84 K0



HEX C05931  
R255 G255 B255  
C19 M76 Y93 K7

## SECONDARY

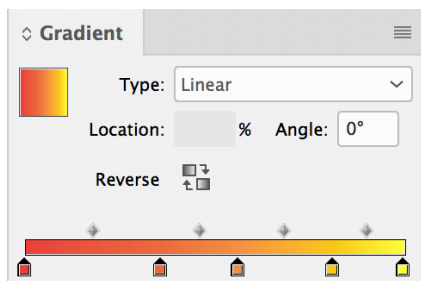


HEX 000000  
R0 G0 B0  
C0 M0 Y0 K100

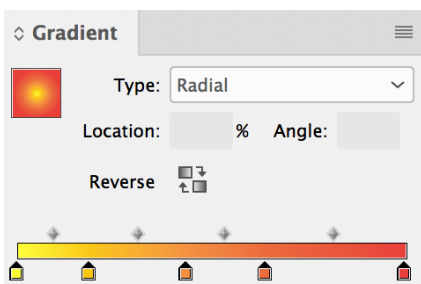


TINT 100% - 10% BLACK

## GRADIENT



|               |                 |                 |                 |                |
|---------------|-----------------|-----------------|-----------------|----------------|
| HEX EA3E3A    | HEX ED693C      | HEX F49040      | HEX FCC60E      | HEX FFF33B     |
| R234 G62 B58  | R237 G105 B60   | R244 G144 B64   | R252 G198 B14   | R255 G254 B59  |
| C2 M91 Y83 K0 | C2 M73 Y84 K0   | C1 M52 Y84 K0   | C1 M22 Y100 K0  | C0 M0 Y86 K0   |
| LOCATION: 0%  | LOCATION: 36.1% | LOCATION: 56.3% | LOCATION: 81.2% | LOCATION: 100% |

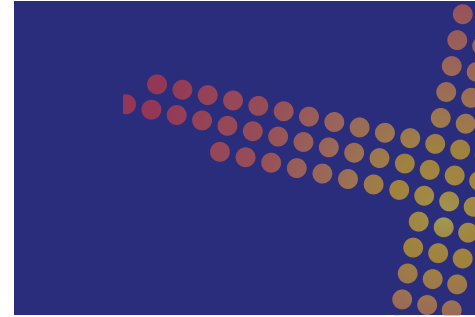


# Graphic elements

## Cross



Filename: CE200\_Cross\_White



Filename: CE200\_Cross\_Orange

Change size, placement  
and opacity as desired

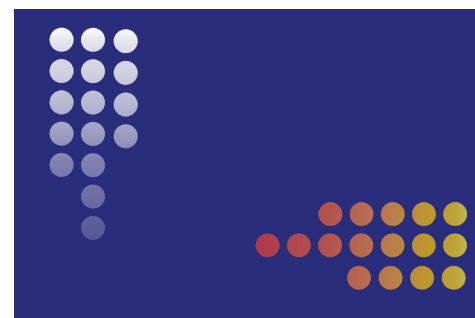
## Dots



Filename: CE200\_Dots\_Orange



Filename: CE200\_Dots\_White



Change size, placement  
and opacity as desired

1 January 2021

John Citizen  
158 Church St  
Melbourne Vic 3000



**Catholic Education**  
CELEBRATING 200 YEARS  
*Faith in the future*

Celebrating 200 Years of Catholic Education

Dear John

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Yours sincerely

Jane Citizen

OFFICIAL LETTERHEAD



1 January 2021

John Citizen  
158 Church St  
Melbourne Vic 3000



**Catholic Education**  
CELEBRATING 200 YEARS  
*Faith in the future*

Celebrating 200 Years of Catholic Education

Dear John

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

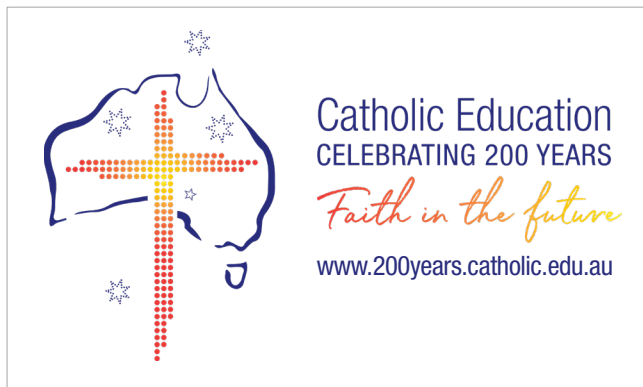
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Yours sincerely

Jane Citizen

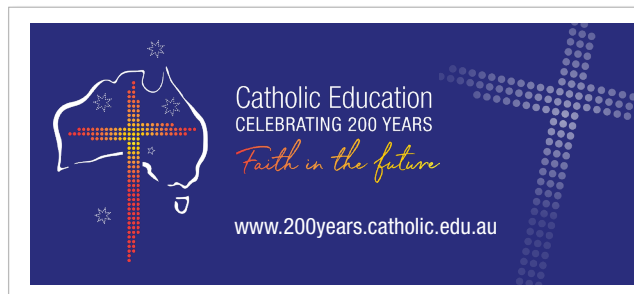
JOINT LETTERHEAD

# Email Signature



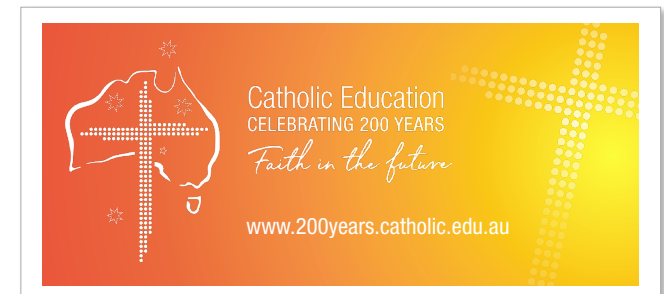
MASTER EMAIL SIGNATURE

Filename: CE200\_LOGO\_Email



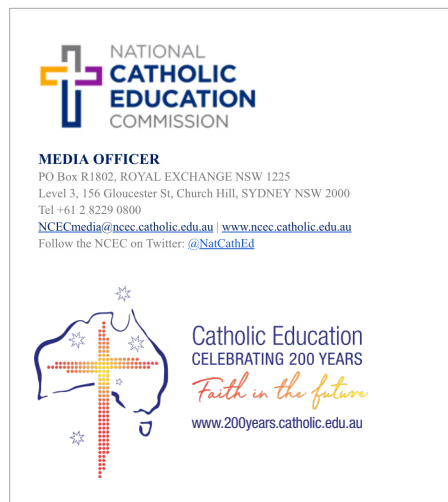
ALTERNATE ONE

Filename: CE200\_LOGO\_ALT1\_Email

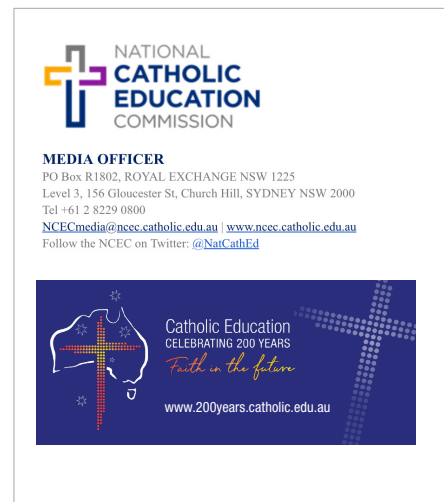


ALTERNATE TWO

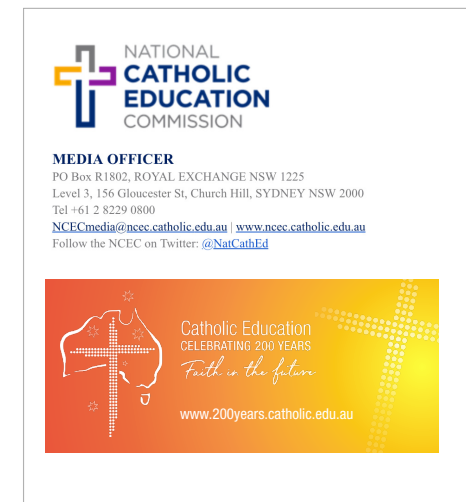
Filename: CE200\_LOGO\_ALT2\_Email



PLACEMENT EXAMPLE

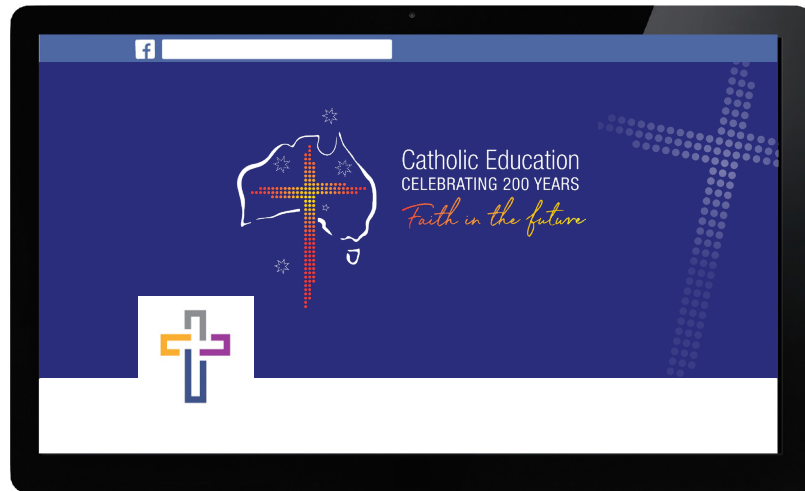


PLACEMENT EXAMPLE



PLACEMENT EXAMPLE

# Banners



School or  
diocesan logo

Filename: CE200\_Banner\_Alt1



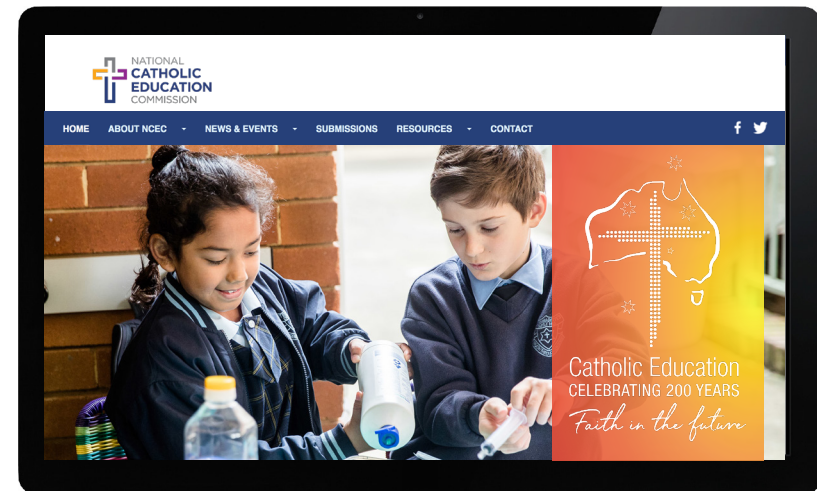
School or  
diocesan logo

Filename: CE200\_BannerTemplate



School or  
diocesan logo

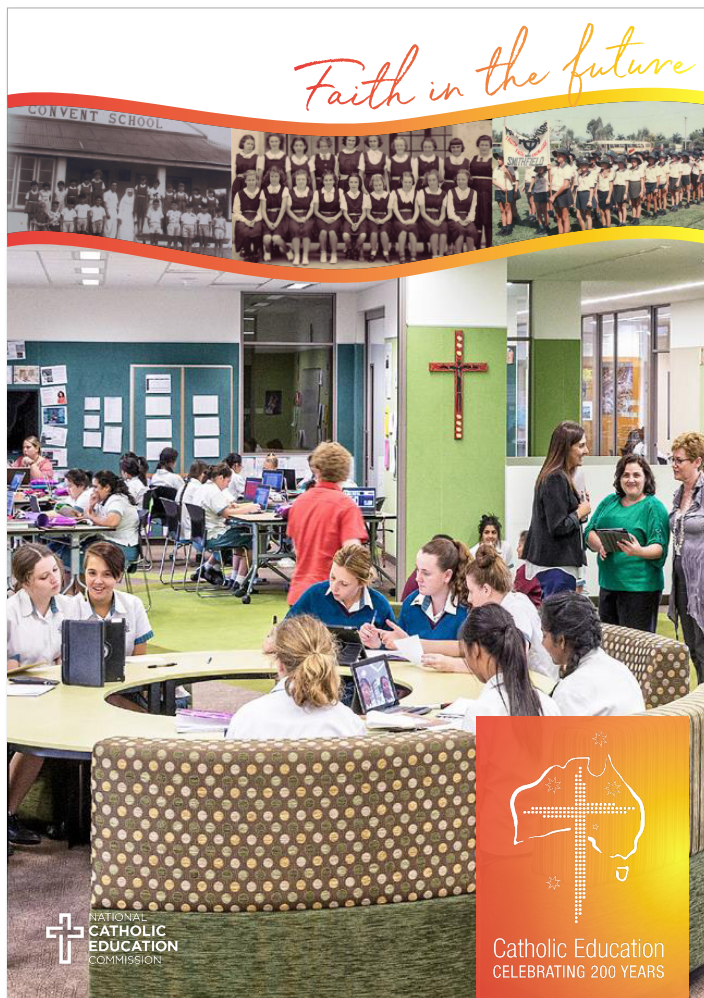
Filename: CE200\_Banner\_Alt2



School or  
diocesan logo

Filename: CE200\_BannerTemplate\_Alt2

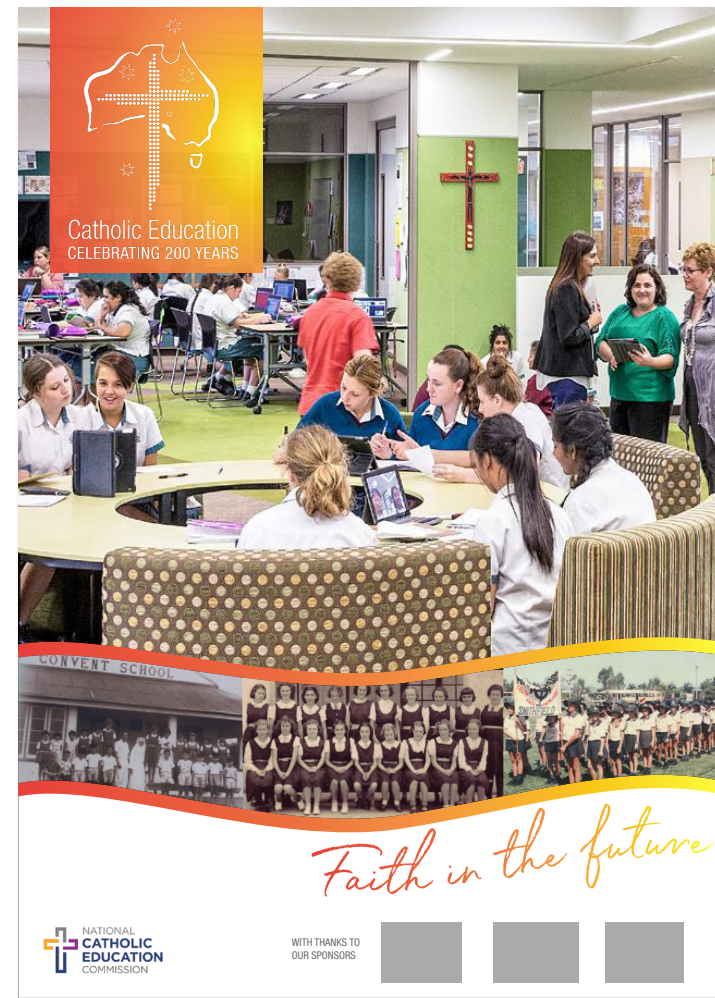
NB: CE200\_BannerTemplate\_Alt1 (not pictured)



School or  
diocesan logo

## POSTER EXAMPLE

Filename: CE200\_PostersTemplate



School or  
diocesan logo

## POSTER EXAMPLE - SPONSORS

Filename: CE200\_PostersTemplate\_Sponsors

## RGB / HEX - DIGITAL

RGB (Red, Green, Blue) or HEX (#000000) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

## CMYK - PRINT

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

## JPEG

JPEG is a lossy raster format which is one of the most widely used formats online. Typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases pixelation the more the image is compressed.

## EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

## PNG

PNG is a lossless raster format that stands for Portable Network Graphics. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.



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*Faith in the future*

PRODUCED BY NATIONAL CATHOLIC EDUCATION COMMISSION  
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[www.200years.catholic.edu.au](http://www.200years.catholic.edu.au)