

THE BRAND TOOLKIT







TERTIARY COLOUR



CMYK 21, 0, 55, 49 RGB 104,131,59 HEX #68833B



CMYK 0, 32, 66, 24 RGB 193, 133, 44 HEX #C38442

SECONDARY COLOUR



PRIMARY LOGO

RGB 238, 176, 59 HEX #FIAE49

PRIMARY COLOUR	SECONDARY COLOUR	TERTIARY COLOUR
CMYK	CMYK	CMYK
21, O, 55, 49	O, 32, 66, 24	0, 28, 70, 5
RGB	RGB	RGB
104, 131, 59	193, 133, 44	238, 176, 59
HEX	HEX	HEX
68833B	C38442	FIAE49

### NEUTRA TEXT DEMI SC ALT[80] tracking

NEUTRA TEXT BOOK SC ALT[80] tracking

**FEATURE FONT** 

# Authentic Font [0] tracking

**BODY COPY FONT** 

## Geomanist Book [-50] tracking

# Geomanist Medium [-50] tracking

Geomanist Light [-50] tracking

### Clear space





The National ASA Young Judges & Paraders Championships brandmark needs to be surrounded by an area of uninterrupted clear space to allow it to remain prominent in all communications.

Clear space is the non-print area surrounding the primary or secondary brandmark. A basic formula (the vector or the male silhouette) has been used to calculate the minimum 'clear space', which can be used to

determine clear space for the brandmark at any size. This same rule applies to each individual state brandmark.

No other graphic elements should appear within this zone. Wherever possible, apply more clear space around the brandmark than the minimum specified.

#### Clear space





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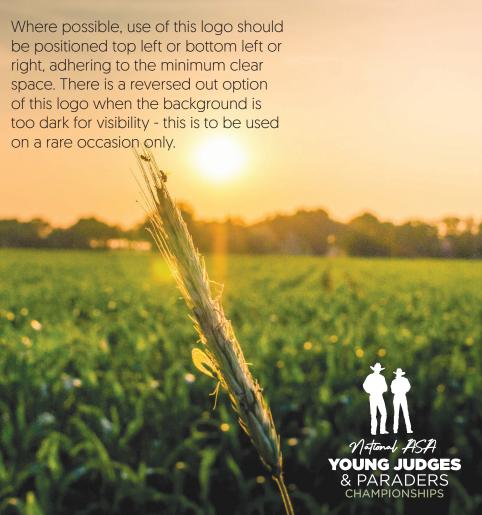
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### Brandmark use on imagery





INDIVIDUAL
STATE & TERRITORY
YOUNG JUDGES & PARADERS





SECONDARY COLOUR

TERTIARY COLOUR



CMYK 21, 99, 100, 14 RGB 176, 36, 36 HEX #AF2324



CMYK 56, 27, 100, 7 RGB 123, 146, 58 HEX #7B913A



BRANDMARK - QUEENSLAND





CMYK 98, 75, 0, 0 RGB 0, 83, 155 HEX #00539B CMYK 56, 0, 100, 0

SECONDARY COLOUR

MYK 56, O, 100, O RGB 123, 193, 67 HEX #7BC143

TERTIARY COLOUR

CMYK O, 47, 83, 4 RGB 244, 123, 32 HEX #F47B2O



RGB 252, 187, 46 HEX #FCBB2E





SECONDARY COLOUR

TERTIARY COLOUR



CMYK 81, 4, 5, 0 RGB O, 178, 226 HEX #OOB1E2



RGB O, HEX O,



RGB 85, 86, 91 HEX 54555A





CMYK 45, 45, 74, 17 RGB 133, 118, 80 HEX #847550



SECONDARY COLOUR

CMYK 90, 36, 84, 30 RGB 0, 98, 65 HEX #006141

TERTIARY COLOUR

CMYK 63, 65, 65, 62 RGB 56, 47, 45 HEX #382E2C



CMYK 48, 67, 75, 55 RGB 81, 54, 41 HEX #503529





SECONDARY COLOUR



CMYK 100, 93, 28, RGB 34, 45, 101 HEX #212D64







CMYK 86, 31, 94, 20 RGB 29, 115, 64 HEX #1D7340 SECONDARY COLOUR



CMYK 60, 33, 92, 0 RGB 251, 178, 45 HEX #FBB22D



CMYK 39, 0, 94, 0 RGB 168, 207, 68 HEX #A8CF44





SECONDARY COLOUR



CMYK 99, 31, 0, 18 RGB 2, 144, 208 HEX ##0290D0







NEED HELP? CONTACT EXECOFFICER@AGSHOWSAUSTRALIA.ORG.AU