



BRAND STYLE GUIDE



© Commonwealth of Australia (Great Barrier Reef Marine Park Authority) 2023.

Published by the Great Barrier Reef Marine Park Authority.

Designed by: Grindstone Creative.

This publication is licensed by the Commonwealth of Australia for use under a Creative Commons licence

By Attribution - Non-Commercial – No Derivatives 4.0 International (CC BY-NC-ND 4.0), the Coat of Arms of the Commonwealth of Australia, the logo of the Great Barrier Reef Marine Park Authority, any other material protected by a trademark, content supplied by third parties and any photographs. For licence conditions see: <https://creativecommons.org/licenses/by-nc-nd/4.0/>.



The Great Barrier Reef Marine Park Authority is an organisation committed to child safety and to the implementation of Child Safe principles and procedures.

While all efforts have been made to verify facts, the Great Barrier Reef Marine Park Authority takes no responsibility for the accuracy of information supplied in this publication.

This publication should be cited as:

Great Barrier Reef Marine Park Authority 2023,
Brand Style Guide, GBRMPA, Townsville.

Comments and questions regarding this document are welcome and should be addressed to:



Australian Government
Great Barrier Reef
Marine Park Authority

Great Barrier Reef Marine Park Authority
280 Flinders Street
PO Box 1379
Townsville QLD 4810, Australia

Phone: (07) 4750 0700
Email: info@gbmpa.gov.au

gbmpa.gov.au

The Great Barrier Reef Marine Park Authority acknowledges the continuing sea country management and custodianship of the Great Barrier Reef by Aboriginal and Torres Strait Islander Traditional Owners whose rich cultures, heritage values, enduring connections and shared efforts protect the Reef for future generations.

Welcome

Thank you for your commitment to the Great Barrier Reef and coral reefs worldwide.

We're delighted that you and your school community have joined us as a dedicated Reef Guardian School.

An initiative of the Great Barrier Reef Marine Park Authority (Reef Authority), the Reef Guardian School program enables the next generation of young leaders to become stewards of the Great Barrier Reef. By understanding the threats that face coral reefs, you and your school community can take informed actions to build resilience and improve future outcomes for reefs worldwide.

This guide provides you with the basic design elements and standards for a variety of applications of the Reef Guardian School logo.

We encourage you to use the logo on marketing materials and other collateral to support your Reef Guardian School activities.

Periodically, the Reef Authority will also produce a toolkit containing additional communication and marketing ideas and resources. These exist to help you keep your school community informed about the great work you and your students are doing, further amplifying the positive impact you are making through your participation in the program.

For more information about how and when to use the Reef Guardian logo and brand, please contact:

Reef Education Team

Great Barrier Reef Marine Park Authority

PO Box 1379
Townsville Qld 4810

Phone (07) 4750 0700
reefguardians@gbrmpa.gov.au

Conditions of use

The visual elements of the Reef Authority's Reef Guardian School brand include a logo, colour palette and a 'look and feel' which are all part of the publications, website, signage and branded clothing we create. Using the visual elements of the brand consistently and across all Reef Guardian School activities strengthens the brand and extends the impact of the program.

As a participating school, we ask that you use the logo and program identity in a way that supports and enhances the objectives of the program and not in a manner or in circumstances that may damage the reputation of your school, the Reef Guardian School program, the Reef Authority or the Australian Government.

We encourage your use of the logo on print and digital collateral, advertising, direct marketing, public relations and other forms of promotion relating to the delivery and recognition of the Reef Guardian School program.

We invite you to reach out to the Reef Authority's Reef Education Team as you are developing these materials to discuss its intended use.

Please do not vary or alter the program logo in any way and follow the use guidelines contained within this document to ensure that the Reef Guardian School brand remains strong. If you come across any sub-optimal or unauthorised use of our logo, please let us know as soon as possible.

The Reef Authority may amend these logo requirements from time to time and when we do so, we will provide you with reasonable notice of any changes.

Want to use the Reef Authority's corporate logo?

For permission to use the Reef Authority corporate logos, please contact the Reef Authority's Communications team to discuss access and approvals for use. You may require these for funding recognition or other needs beyond your use of the Reef Guardian School brand.

Great Barrier Reef Marine Park Authority Communications Team

PO Box 1379
Townsville Qld 4810

Phone (07) 4750 0700
digital@gbmpa.gov.au

Our logo

2023 marks 20 years of the Reef Guardian School program.

In celebration of this exciting milestone, we have refreshed the program identity using the symbol of a nautilus as a metaphor for the Great Barrier Reef and the Reef Guardian School program.



**Reef Guardian
School**
An initiative of the Reef Authority

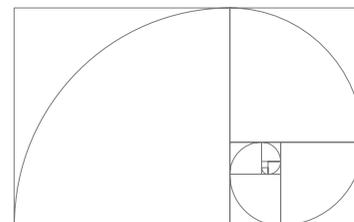
The icon



NAUTILUS

An icon of strength; a creature that has lived and thrived for millions of years. A symbol of hope for the Reef's ability to endure and prosper under our collective guardianship.

Hidden within, the shell's chambers and siphuncle are a sophisticated buoyancy system, symbolising actions and impact.



GOLDEN RATIO

Its spiral form represents nature's symmetry, symbolising infinity, continuity and the delicate balance of seeing and enjoying the Reef while taking action to build its resilience.



SEAGRASS, CORAL, WAVES

Its patterns imitate the shape of sea grass, coral and waves, reflecting biodiversity and the complex ecosystem of the Great Barrier Reef.

Logo versions

As a Reef Guardian School, we encourage you to use the logo on marketing materials and other collateral to support your Reef Guardian School activities. The logos are available in a number of other formats to help with applications including black, white, and full colour reverse.

The logos available for download are designed for digital use, such as websites, e-newsletters and social media. If you would like to use the logo on an item to be professionally printed, such as a brochure or t-shirt, please contact us at reefguardians@gbmpa.gov.au for access to the design files.

Please download the logo suite from [here](#).

Primary logo



Reef_Guardian_School_Initiative_RGB_Logo.png

Full colour reverse



Reef_Guardian_School_Initiative_RGB_Logo_Colour White.png

White



Reef_Guardian_School_Initiative_RGB_Logo_White.png

Black



Reef_Guardian_School_Initiative_RGB_Logo_Black.png

Size and positioning

Minimum size restrictions ensure that the Reef Guardian School logo is clearly legible.

To ensure the Reef Guardian School logos stand out clearly, it must always be framed with an area of unobstructed space. For all applications, this space must be at least 0.5x, where 'x' represents the width of the word 'Reef'.



PRIMARY SIZE

15.5mm or 80px minimum.

To be used in all instances where the logo can appear at this size or greater.



REDUCED SIZE

8mm or 23px minimum.

To be used sparingly where the primary size requirements cannot be met.

School lock-up

When there is a need to lock-up your school logo with the Reef Guardian School logo, please follow this example.

Where possible, please use a horizontal version of your school logo.



Your school logo here

Example lock-ups



Incorrect use

The Reef Guardian School logo cannot be redrawn, typeset or altered in any other way, under any circumstances. The logo can only be reproduced as depicted within these guidelines. The examples here show various ways in which the Authority brand mark might be incorrectly reproduced.



X Do not alter the colours



X Do not reproduce in another typeface



X Do not stretch horizontally or vertically



X Do not alter the scale of only one logo in a lock-up.



X Do not separate or rearrange the elements?



X Do not place to logo on a background with insufficient contrast

Colour

It is very important that the correct colours are used with all reproductions of the Reef Guardian School logos.

Colour palette

Our colours make up the gradient in our logo. They can be used as a gradient or individually. Tints and shades of these colours can also be used, but please keep in mind that small coloured type may not have enough contrast, and may be difficult to read. For this reason, most body copy should be black.

SEAWEED DARK 2	HEX 00804b	LIGHT BLUE DARK 2	HEX 008EA0
SEAWEED DARK	HEX 009357	LIGHT BLUE DARK	HEX 00A4b8
SEAWEED PANTONE 347c CMYK 100/0/86/3 RGB 0/148/85 HEX 009455		LIGHT BLUE PANTONE 3115c CMYK 75/0/18/0 RGB 0/175/196 HEX 00AFC4	
TINT 75%		TINT 75%	
TINT 50%		TINT 50%	
GUARDIAN GRADIENT LIGHT BLUE - SEAWEED Angle 90°			
NIGHT PANTONE BLACK 7 CMYK 0/0/0/90 RGB 65/64/66 HEX 414042			
TINT 75%			
TINT 50%			

Templates

Templates are available for participating schools to use at their discretion. They can be downloaded [here](#).



POWERPOINT

This template is useful when preparing presentations.



VIDEO END SCREEN

This can be used by schools creating videos of their actions for sharing with their community.

Signage



DIGITAL SIGN

This template can be adapted for use on digital screens and signs throughout the school and community. The artwork has been created in a 16:9 ratio, suitable for display on widescreen digital signs.

Choose the background that provides you the best contrast within your environment.

FENCE SIGN

This template can be used for self-production of a fence sign. You can choose the product to print on depending on the lifetime of the product (i.e. Metal sign for long term vs corflute for a short-term sign). The artwork has been created in a 3:4 ratio, specifically suited for easy production on a standard corflute size.

Choose the background that provides you the best contrast within your environment.

In 2023 the Reef Authority will be replacing any existing school fence signs. New schools to the program can use this template to print your own fence sign.

Get creative

Creative ideas for how you can use the Reef Guardian School logo in other ways.

Murals

The logo and nautilus symbol can be included in wall murals and paintings.

T-shirt

The logo can also be used on school uniforms and commemorative shirts.

Screen Printing

The logo can also be used as a stencil and used to print or screen print products (ie. Tote bags).



Nautilus Senior College, Mid North Coast Community College, Port Macquarie. Artist: Iknograffix





Reef Education Team
Great Barrier Reef Marine Park Authority

PO Box 1379
Townsville Qld 4810

Phone (07) 4750 0700
reefguardians@gbrmpa.gov.au

reefauthority.gov.au
reefed.edu.au

