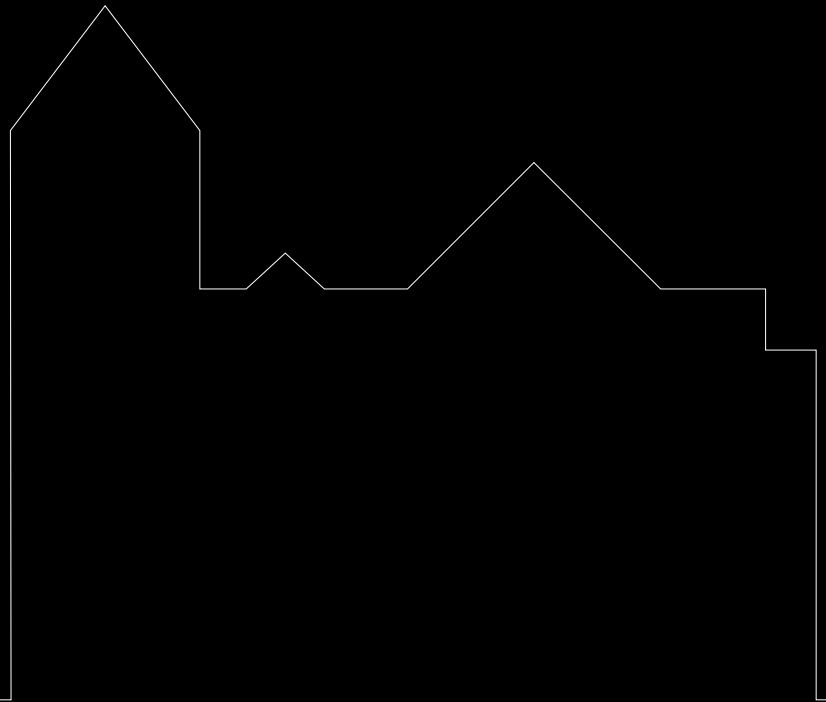


Brand Guidelines

CARCLEW

Brand Guidelines

— January 2025



May 2025

designpeople.com.au

Introduction

This style guide has been developed to ensure the Carclew brand is presented in a consistent and correct manner at all times.

It explores how the brand is expressed and how the creative elements fit together, with rules and guidelines where appropriate.

This guide should be followed when commissioning, designing or delivering any kind of communications.



Logo

—Primary Logo

The primary logo is the most important element of Carclew's brand. By following these guidelines, you will ensure consistent and correct application of the Carclew brand.

The design of the logo was inspired by the nature of the programs Carclew facilitate for all ages. Educational, fun, diverse, life changing programs, aimed at all, the big, small and in-between.

—Icon

The icon depicts the very nature of the building which 'houses' the programs, it's simply not a house it's a 'home' for all.

Built on a long history, the Carclew 'home', is the centre piece of the history and traditions for years.

There are two versions of the icon, one solid (Instagram profile etc.), and one is a continuous line connecting items, imagery and information. (see page 06)



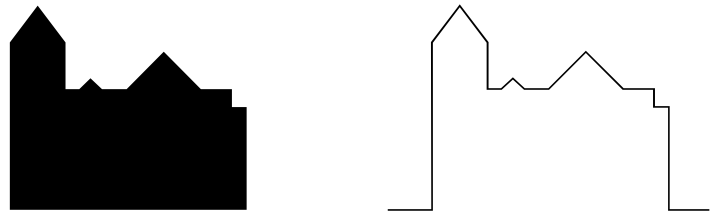
Logo

04

—Primary Logo

CARCLEW

—Icon



Logo

—Logo Safe Zone

When using the Carclew logo, it is imperative we make sure there is the appropriate use of padding surrounding the brand for legibility and integrity purposes.

—Logo Minimum Size

Minimum Size for the Carclew logo is 40mm.



Logo

05

—Logo Safe Zone



—Logo Minimum Size



Logo

—Correct Usage

It is important to use the logo correctly for each application. Use of the Carclew logo will be particularly straight-forward as demonstrated here.

All the correct file types can be supplied upon request.

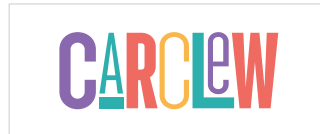
—Incorrect Usage

By following the correct usage guidelines we eliminate the risk of the following problems occurring.

- Do not change logo proportions.
- Do not rotate logo.
- Do not place logo on similar colour backgrounds.
- Do not place logo over faces.
- Do not place the logo on detailed backgrounds.
- Do not change the font of the logo.



—Correct Usage ✓



—Incorrect Usage ✗



Typography

Agharti Black and Poppins Regular/Semi Bold are the brand typefaces.

Agharti Black is utilised for headings. Uppercase is always to be used with headings. Kerning at 50.

Poppins Regular is used for sub-headings, whilst Poppins Regular is utilised for all body copy in applications ie. print, socials, signage, website etc.

When Poppins Regular is not available for use, Helvetica is the preferred alternative ie. email signatures, presentations, letterhead copy etc.

Agharti and Poppins are both paid fonts/used for designer purposes, Helvetica is the font to use for all internal office use.



Typography

09

—Primary Typeface

—Secondary Typeface

—Alternative Typeface, Helvetica

AGHARTI BLACK
(UPPERCASE. KERNING 50)

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890 !@#\$%^&*()

Poppins Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890 !@#\$%^&*()

Poppins Semibold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890 !@#\$%^&*()

Helvetica Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890 !@#\$%^&*()

AaBb

Typography

An example of how the primary and secondary fonts can be paired is demonstrated here.



—Front Pairing Example

HEADING

Sub-Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eleifend erat sit amet dolor mollis, et malesuada turpis elementum. Ut congue risus in ipsum porta aliquam. Nunc viverra sodales purus ut cursus. Suspendisse quis sapien molestie, blandit nibh ac, auctor odio. Nam eget nisi finibus lorem aliquet luctus. Curabitur fringilla.

Colour Palette

Our primary colour palette is made up of black and white, the secondary colour palette is used for contrast and interest.

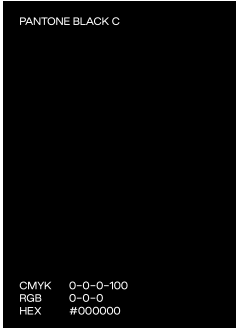

To maintain consistency across all applications, print, digital, presentations etc. Please utilise specified colour breakdowns provided here rather than converting them out of individual programs.

Hues of the colours can be used when/if required when hero colours are not the best option.

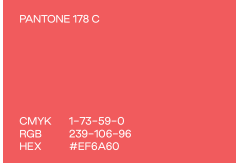
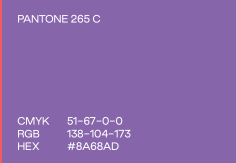
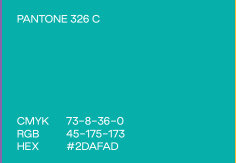
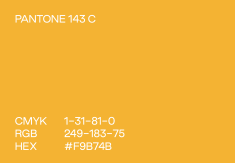
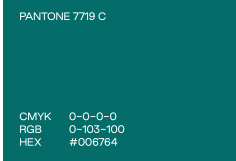
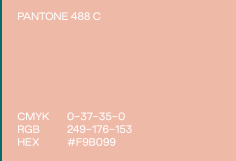
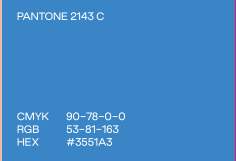
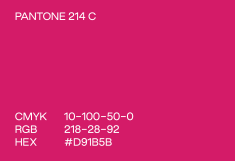


Colour Palette

—Primary

<p>PANTONE BLACK C</p>  <p>CMYK 0-0-0-100 RGB 0-0-0 HEX #000000</p>	 <p>CMYK 0-0-0-0 RGB 255-255-255 HEX #FFFFFF</p>
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—Secondary

<p>PANTONE 178 C</p>  <p>CMYK 1-73-59-0 RGB 239-106-96 HEX #E98A60</p>	<p>PANTONE 265 C</p>  <p>CMYK 51-67-0-0 RGB 139-104-173 HEX #8A68AD</p>	<p>PANTONE 326 C</p>  <p>CMYK 73-8-36-0 RGB 45-175-173 HEX #2DAFAD</p>	<p>PANTONE 143 C</p>  <p>CMYK 1-31-81-0 RGB 249-183-75 HEX #F9B74B</p>
<p>PANTONE 7719 C</p>  <p>CMYK 0-0-0-0 RGB 0-103-100 HEX #006764</p>	<p>PANTONE 488 C</p>  <p>CMYK 0-37-35-0 RGB 249-176-153 HEX #F9B099</p>	<p>PANTONE 2143 C</p>  <p>CMYK 90-78-0-0 RGB 53-81-163 HEX #3551A3</p>	<p>PANTONE 214 C</p>  <p>CMYK 10-100-50-0 RGB 218-28-92 HEX #D91B5B</p>

Brand Guidelines

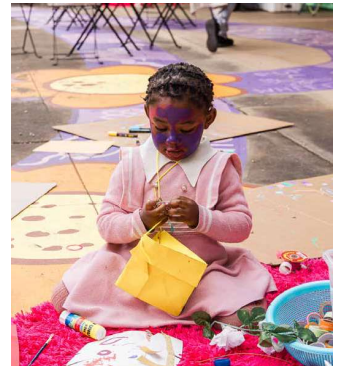
Brand Imagery

All imagery can be supplied upon request.



Brand Imagery

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May 2025

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Contacts

Contacts

Carclew
—Marya Khan
Senior Manager,
Marketing & Development
mkhan@carclew.org.au
+61 450 637 763

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Design People
—Dave Lawson
Creative Director
dave@designpeople.com.au
+61 413 226 899

