

FUTURE ENERGY EXPORTS

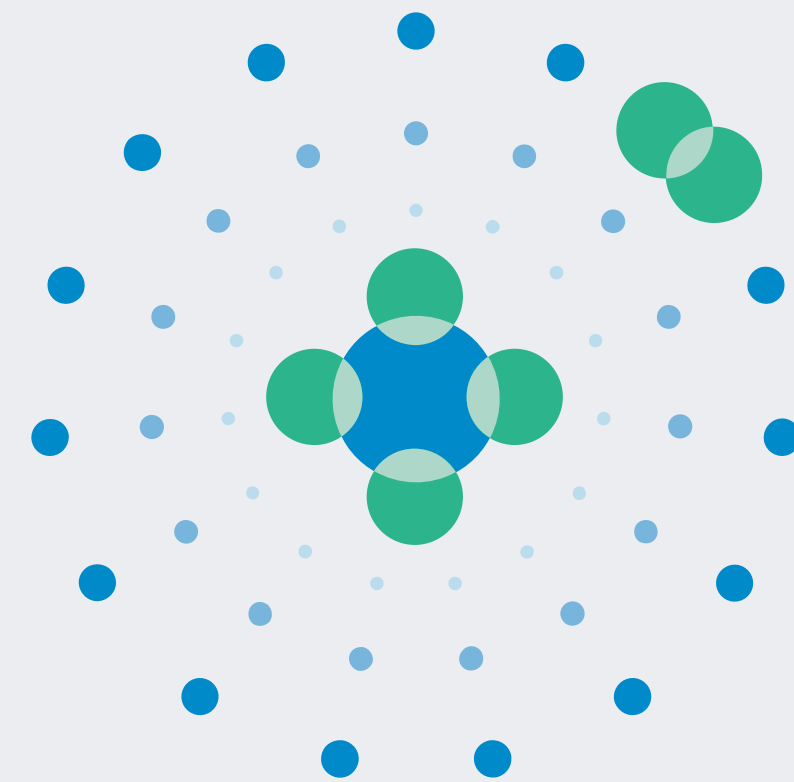
Cooperative Research Centre

Style Guide

Our brand

The Future Energy Exports Cooperative Research Centre (FEnEx CRC) is an Australian not-for-profit organisation established to future-proof energy exports through industrial-scale research and innovation.

The following guidelines outline the core elements of the brand and are designed to allow you to create engaging communication, whilst ensuring the brand is always represented clearly, consistently and at the highest quality possible.



**FUTURE
ENERGY
EXPORTS**

Cooperative Research Centre

Our brand



Our logo

Logo size

Logo use

Colour

Accessibility

Typography

Alternative font

Our logo

The logo should be used in colour wherever possible, but in instances where it is not possible to reproduce the logo in full colour the following versions are acceptable.

The logo can be reversed when placed on a dark background.

Our brand

Our logo



Logo size

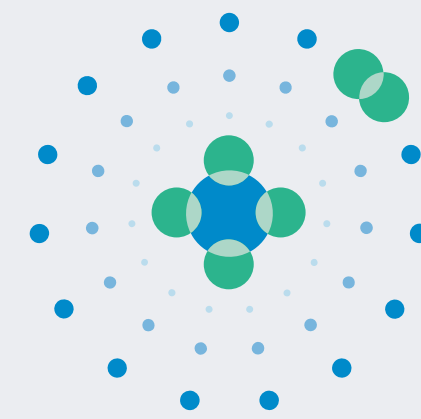
Logo use

Colour

Accessibility

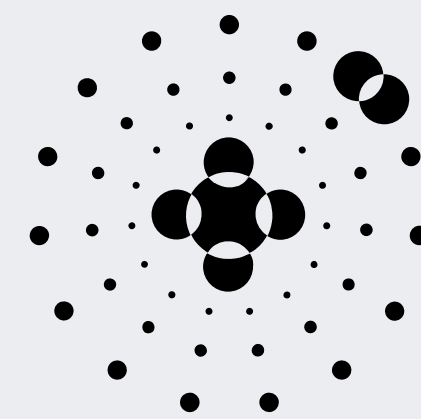
Typography

Alternative font



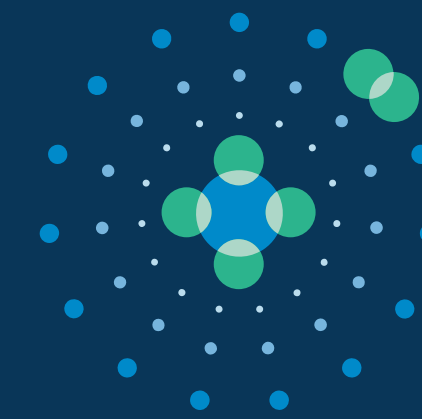
**FUTURE
ENERGY
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Cooperative Research Centre



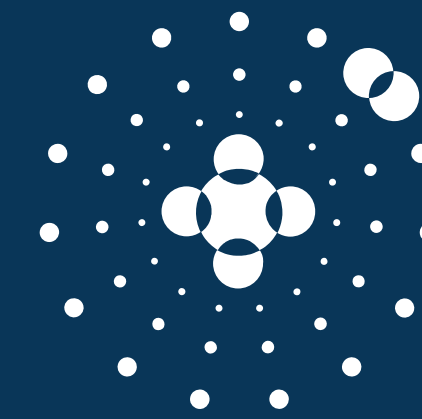
**FUTURE
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Logo size

To ensure legibility and clarity of reproduction, the logo should always be used as large as possible.

In some instances the logo may need to be reproduced at very small sizes. In these instances the logo should be used at a minimum size of 18mm high (52px high for digital).

Our brand

Our logo

Logo size



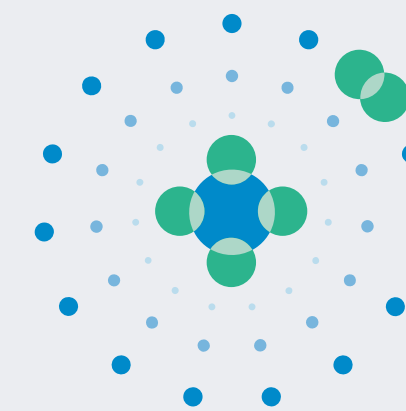
Logo use

Colour

Accessibility

Typography

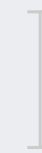
Alternative font



**FUTURE
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Cooperative Research Centre

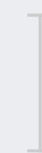
PRINT
MINIMUM
SIZE

18MM



DIGITAL
MINIMUM
SIZE

52PX



Logo use

To ensure the integrity of the logo some simple rules should be followed wherever the logo is reproduced.

To ensure the logo's legibility and impact, a minimum clear space equivalent to half the height and width of the FEnEx symbol should always be maintained around the logo.



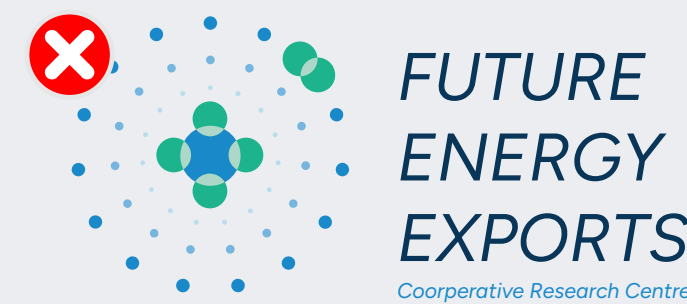
The logo should not be changed, nor should it be reproduced in any other way than those outlined in this guide. Avoid any of the following changes to the logo.



Do not change the colour of the logo



Do not distort the logo



Do not change the font in the logo



Do not change the proportions of the logo



Do not rearrange the logo elements



Do not place the logo on a competing background colour or busy photo

Our brand

Our logo

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Logo use



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Our logo

Logo size

Logo use

Colour



Accessibility

Typography

Alternative font

PANTONE 7463CP	PANTONE 2194CP	PANTONE 2240CP	PANTONE 572CP	PANTONE 292CP	PANTONE 290CP
RGB 4, 54, 89 HEX 043659 CMYK 100, 53, 0, 72	RGB 0, 138, 202 HEX 008ACA CMYK 95, 25, 0, 0	RGB 44, 180, 141 HEX 2CB48D CMYK 82, 0, 56, 0	RGB 173, 215, 200 HEX ADD7C8 CMYK 30, 0, 15, 0	RGB 119, 181, 221 HEX 77B5DD CMYK 55, 13, 0, 0	RGB 186, 220, 237 HEX BADCED CMYK 25, 1, 0, 0
80% TINT	80% TINT	80% TINT	80% TINT	80% TINT	80% TINT
60% TINT	60% TINT	60% TINT	60% TINT	60% TINT	60% TINT
20% TINT	20% TINT	20% TINT	20% TINT	20% TINT	20% TINT

Gradient



Pantone 7463CP

Pantone 2240CP



Colour accessibility

When producing any communication it is important to consider accessibility for people with a disability or poor eyesight. The table to the right shows the accessibility recommendations for some of the key colour combinations in the brand.

Designs should always be checked against the WCAG 2.0 recommendations.

	Text	#FFFFFF	#000000	#043659	#008ACA	#2CB48D	#ADD7C8	#77B5DD	#BADCED
Background									
White #FFFFFF			Text AAA 21	Text AAA 12.5	Text AA18 3.8				
Black #000000	Text AAA 21				Text AA 5.4	Text AAA 8	Text AAA 13.3	Text AAA 9.4	Text AAA 14.5
#043659	Text AAA 12.5				Text AA18 3.2	Text AA 4.7	Text AAA 7.9	Text AA 5.6	Text AAA 8.6
#008ACA	Text AA18 3.8	Text AA 5.4	Text AA18 3.2						
#2CB48D		Text AAA 8	Text AA 4.7						
#ADD7C8		Text AAA 13.3	Text AAA 7.9						
#77B5DD		Text AAA 9.4	Text AA 5.6						
#BADCED		Text AAA 14.5	Text AAA 8.6						

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Typography

To ensure that written communication is clear and conveys the FEnEx brand, Varela Round Regular and Figtree have been chosen as the corporate fonts.

Varela Round Regular should be used for headings and highlight text only. Figtree should be used for all sub-headings and body copy.

Driving towards energy export
decarbonisation through industrially
relevant research and innovation

DRIVING TOWARDS ENERGY EXPORT
DECARBONISATION THROUGH INDUSTRIALLY
RELEVANT RESEARCH AND INNOVATION

HEADING 1 Varela Round Regular - Google Font

**Lorem ipsum aptisquia pore, sediatium fugiam aboremquae
net renda ducius aborept atiator.**

HEADING 2 Figtree Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin vehicula quam sed vestibulum bibendum. Vivamus lobortis, nulla nec semper porta, elit lorem tempor neque, volutpat porttitor eros sapien at lorem. Etiam lobortis orci sed est imperdiet varius. Etiam porta et lectus nec commodo. In eu lectus et neque faucibus porttitor ac vel arcu. Suspendisse ipsum quam, sagittis et leo eget, viverra porta diam. Cras in felis sed orci pellentesque vulputate. Sed lacinia convallis malesuada.

In pellentesque enim nec turpis auctor volutpat. In hac habitasse platea dictumst. Vivamus eu nulla sed augue pellentesque molestie. Curabitur at eleifend mi. Aliquam condimentum lacus eros, non lacinia metus rutrum vitae. Donec semper porttitor dictum. Vestibulum fringilla lacus eu massa mattis sapien molestie.

Body Copy Figtree Regular

Alternative font

In some cases such as when you are sharing Microsoft Office files or in emails, you may need to substitute Figtree for a universally available font.

In these instances FEnEx uses Avenir Next LT Pro.

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decarbonisation through industrially
relevant research and innovation

DRIVING TOWARDS ENERGY EXPORT
DECARBONISATION THROUGH INDUSTRIALLY
RELEVANT RESEARCH AND INNOVATION

HEADING 1 Avenir Next LT Pro Regular - Microsoft Font

**Lorem ipsum aptisquia pore, sediatium fugiam
aboremquae net renda ducius aborept atiat.**

HEADING 2 Avenir Next LT Pro Bold - Microsoft font

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin vehicula quam sed vestibulum bibendum. Vivamus lobortis, nulla nec semper porta, elit lorem tempor neque, volutpat porttitor eros sapien at lorem. Etiam lobortis orci sed est imperdiet varius. Etiam porta et lectus nec commodo. In eu lectus et neque faucibus porttitor ac vel arcu. Suspendisse ipsum quam, sagittis et leo eget, viverra porta diam. Cras in felis sed orci pellentesque vulputate. Sed lacinia convallis malesuada.

In pellentesque enim nec turpis auctor volutpat. In hac habitasse platea dictumst. Vivamus eu nulla sed augue pellentesque molestie. Curabitur at eleifend mi. Aliquam condimentum lacus eros, non lacinia metus rutrum vitae. Donec semper porttitor dictum. Vestibulum fringilla lacus eu massa mattis sapien molestie.

Body Copy Avenir Next LT Pro Regular - Microsoft Font

Our brand

Our logo

Logo size

Logo use

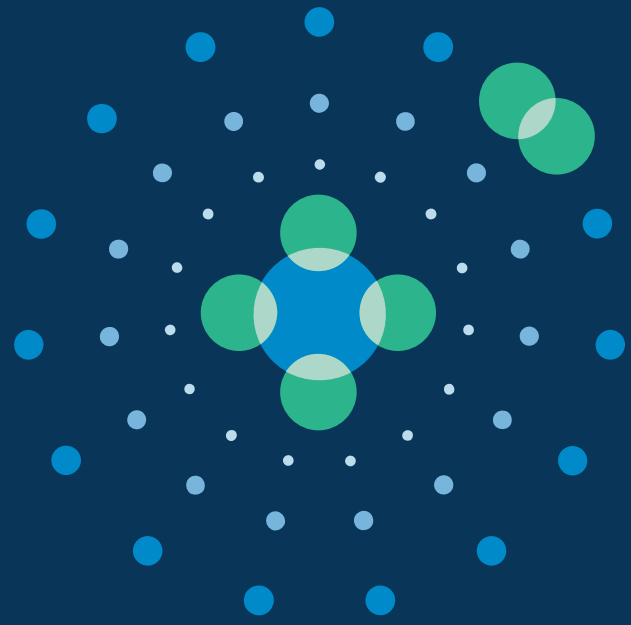
Colour

Accessibility

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Thank you