

# Brand Guidelines and Logo Usage

Version 1.0 October 2020



AUSTRALIAN RESEARCH COUNCIL

**Centre of  
Excellence  
for the Digital  
Child.**

# About the Australian Research Council Centre of Excellence for the Digital Child.



AUSTRALIAN RESEARCH COUNCIL

**Centre of  
Excellence  
for the Digital  
Child.**

Australian children should be healthy, educated and connected. The Australian Research Council Centre of Excellence for the Digital Child innovates across disciplines, meeting the ongoing challenges of supporting young children growing up in rapidly changing times. A world-leading team runs interconnected research programs, a longitudinal family cohort study and children’s technology laboratories.

The Centre addresses tensions in a contested field, informing government and non-government policy, technology innovation, and develop programs and guidelines for families, educators, technology developers and most importantly – children.

## The Logo

In a digital world, great visual complexity and depth is realised from the most basic of forms – the pixel. It is the parallel to children’s building blocks that the Digital Child logo exemplifies. Rendered in strict orthographic form – (rigidity, integrity and structure) – the blocks of the logo are brightly coloured and playfully arranged to variously spell out “child” demonstrating fun, experimentation, accomplishment.

There are eight variations of this logo. None is “the” logo – they all are. Together they add up to a variable logo – one that appears to be slightly different each time it is seen – further enhancing the ideas of individual difference, interdependence, play and joyful experimentation.



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1. TDC LOGO PRIMARY PURPLE



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2. TDC LOGO PRIMARY YELLOW



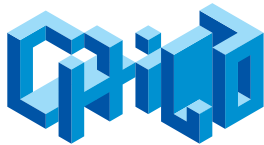
AUSTRALIAN RESEARCH COUNCIL  
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3. TDC LOGO PRIMARY RED



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4. TDC LOGO PRIMARY GREEN



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5. TDC LOGO PRIMARY BLUE



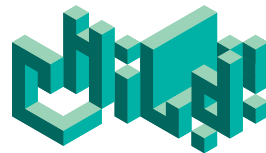
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6. TDC LOGO PRIMARY ORANGE



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7. TDC LOGO PRIMARY PINK



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8. TDC LOGO PRIMARY TEAL

## Eight versions, one brand.

These are the eight logo variants. None should be used more often or more prominently (within reason) than the others — in other words, try not to play favourites. Logo variants are named for their key colours.

It's really important, however, that only one variant is used at a time — the logos should *never* appear like they do here. They are stand alone representations of the brand and should not share a stage with another variant.

There are additional formats of the logo such as greyscale and landscape options (see following pages) but the format shown here, with the name plate stacked directly under the Child Block Graphic is the primary version of the logo. Use it over any other format. Use other formats only when necessary.

The Name Plate typography that appends to each variation also functions as a stand alone logo, varying only in colour. Simple, no-nonsense typography is disrupted with a playful negative-space dot over the i in Child maintaining the intent of the block designs even when they are not present.

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9. STAND ALONE EXAMPLE: TDC NAME PLATE PINK



1. TDC LOGO LANDSCAPE GREEN



2. TDC LOGO LANDSCAPE ORANGE



3. TDC LOGO LANDSCAPE PINK



4. TDC LOGO LANDSCAPE RED



5. TDC LOGO LANDSCAPE PURPLE



6. TDC LOGO LANDSCAPE BLUE



7. TDC LOGO LANDSCAPE TEAL



8. TDC LOGO LANDSCAPE YELLOW



9. TDC LOGO GREYSCALE PRIMARY 1



10. TDC LOGO GREYSCALE PRIMARY 2



11. TDC LOGO GREYSCALE LANDSCAPE 1



12. TDC LOGO GREYSCALE LANDSCAPE 2

## Other available formats.

The Primary versions of the logo may not always suit every situation. That's why there are other formats. These formats should ONLY be used where the primary versions cannot be effectively used.

The Landscape (horizontal) format of the logo (1-8) has the Name Plate on the left and the Child Block Graphic on the right — and is available in all eight colourways.

The Greyscale formats of the logo (9-12) have been deliberately limited. There are two primary (stacked) versions: based on the orange and purple colourways, and two landscape versions based on the teal and red colourways.

The stand alone Name Plate formats (13-21) differ from the type elements that appear in the complete versions of the logo. The colours used for the stand alone files are lighter and brighter than the type in the primary and landscape logos — this ensures that the brightness of the wider colour palette is still present when the Child Block Graphic is not used. Name Plate format is also available in solid black and reverse (not shown) to allow for maximum flexibility.



13. TDC LOGO NAME PLATE BLUE



16. TDC LOGO NAME PLATE TEAL



19. TDC LOGO NAME PLATE GREEN



14. TDC LOGO NAME PLATE PINK



17. TDC LOGO NAME PLATE YELLOW



20. TDC LOGO NAME PLATE ORANGE



15. TDC LOGO NAME PLATE PURPLE



18. TDC LOGO NAME PLATE RED



21. TDC LOGO NAME PLATE MONO BLACK

# Minimum size and clearance.

There are minimum sizes and recommended clear space allowances for all formats of the Digital Child logo. These are both based on a single, consistent measurement, so that there is one minimum size and one clear space margin.

The minimum size is governed by the Name Plate type. The minimum size of 26mm wide makes the smallest text equivalent to around five point (5pt). Any smaller than this will compromise recognition of those words.

The minimum 26mm sizing applies to every format of the logo (1-5).

Similarly, the clear space margin is determined by the height of the capital D in Digital — and is the same for every format of the logo, at any scale. Clear space margin is measured from the outermost extremities of each format (as shown 6-8).

1. PRIMARY FORMAT COLOUR  
MINIMUM SIZING EXAMPLE



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MIN. 26mm

2. LANDSCAPE FORMAT COLOUR  
MINIMUM SIZING EXAMPLE

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MIN. 26mm

3. LANDSCAPE FORMAT GREYSCALE  
MINIMUM SIZING EXAMPLE

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MIN. 26mm

4. NAME PLATE COLOUR  
MINIMUM SIZING EXAMPLE

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MIN. 26mm

5. PRIMARY FORMAT GREYSCALE  
MINIMUM SIZING EXAMPLE



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MIN. 26mm



6. PRIMARY FORMAT CLEAR SPACE EXAMPLE



7. LANDSCAPE FORMAT CLEAR SPACE EXAMPLE



8. NAME PLATE CLEAR SPACE EXAMPLE



1. PRIMARY BLUE LOGO OVER BLUE L GROUND

2. PRIMARY REVERSE BLUE LOGO OVER BLUE M GROUND

## “Reverse” logos.

All the logos shown on the previous pages will work over white or light coloured backgrounds (1), for backgrounds that are darker there is a set of logos with lighter Name Plates — designed to function like “reversed” logos

This page does not show the full set of logos with lighter Name Plates — it only attempts to illustrate the potential usage through some example logos. **Coloured versions of the logo can be placed over any of their own three shades of colour.**

The lightest of the three (referred to as L colours — see the colour palette page) should be used as a background only for the darker name plate versions. For the M and D colours use the “reverse” logos as indicated here (2-4). These versions of the logo will also work over solid black (5).

3. PRIMARY REVERSE BLUE LOGO ON BLUE M GROUND

4. PRIMARY REVERSE BLUE LOGO ON BLUE D GROUND

5. PRIMARY REVERSE BLUE LOGO ON SOLID BLACK GROUND



# Colour palette.

The Digital Child colour palette creates a rich spectrum. It is designed to be extremely flexible: colour schemes may be chosen to be: monochromatic, complementary or supplementary in two or more hues — or a full rainbow.

Each set of three (L, M & D for light, medium and dark) works best with the logo of that colour set — but they can be paired with other coloured logos. Monochromatic colour schemes work well (the cover of this guide

for example), however some examples of colour pairings are provided here for inspiration. The TDC Blue set is designed to work as the key corporate colour set in any situation (this text is in TDC Blue D, for example).



<b>TDC TEAL L</b> C40 Y0 M35 K0 R180 G210 B185	<b>TDC GREEN L</b> C25 Y0 M70 K0 R210 G220 B110	<b>TDC YELLOW L</b> C0 Y10 M65 K0 R250 G225 B120	<b>TDC ORANGE L</b> C0 Y20 M60 K0 R240 G210 B125	<b>TDC RED L</b> C0 Y30 M20 K0 R235 G198 B190	<b>TDC PINK L</b> C0 Y25 M0 K0 R240 G209 B228	<b>TDC PURPLE L</b> C20 Y20 M0 K0 R210 G205 B230	<b>TDC BLUE L</b> C35 Y0 M0 K0 R190 G220 B250	<b>LIGHT GREY</b> K15
<b>TDC TEAL M</b> C85 Y0 M45 K0 R70 G165 B160	<b>TDC GREEN M</b> C65 Y0 M100 K0 R130 G175 B60	<b>TDC YELLOW M</b> C0 Y30 M100 K0 R235 G185 B25	<b>TDC ORANGE M</b> C0 Y75 M100 K0 R205 G90 B28	<b>TDC RED M</b> C0 Y90 M85 K0 R200 G55 B47	<b>TDC PINK M</b> C0 Y80 M0 K0 R205 G85 B150	<b>TDC PURPLE M</b> C40 Y85 M0 K0 R145 G65 B140	<b>TDC BLUE M</b> C80 Y30 M0 K0 R80 G140 B205	<b>MID GREY</b> K60
<b>TDC TEAL D</b> C100 Y0 M50 K50 R0 G95 B90	<b>TDC GREEN D</b> C100 Y0 M100 K50 R25 G95 B48	<b>TDC YELLOW D</b> C15 Y70 M100 K50 R115 G65 B20	<b>TDC ORANGE D</b> C0 Y100 M100 K50 R120 G22 B10	<b>TDC RED D</b> C30 Y100 M100 K30 R120 G32 B28	<b>TDC PINK D</b> C35 Y100 M0 K35 R110 G20 B93	<b>TDC PURPLE D</b> C75 Y100 M0 K20 R80 G35 B110	<b>TDC BLUE D</b> C100 Y75 M0 K0 R40 G75 B150	<b>BLACK</b>

# Typography.

The Source Sans Pro font family is the corporate text font for Digital Child

All text should be set in Source Sans Pro. Source Sans Pro is a Google font family and as such is readily available to use in any environment, download Source Sans Pro from: [fonts.google.com/specimen/Source+Sans+Pro](https://fonts.google.com/specimen/Source+Sans+Pro)

## Webfonts:

As a Google Font, Source Sans Pro should be used for all web applications. In the rare cases where webfonts are not available the fall back font is Calibri.

## Source Sans Pro.

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Source Sans Pro Light:  
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

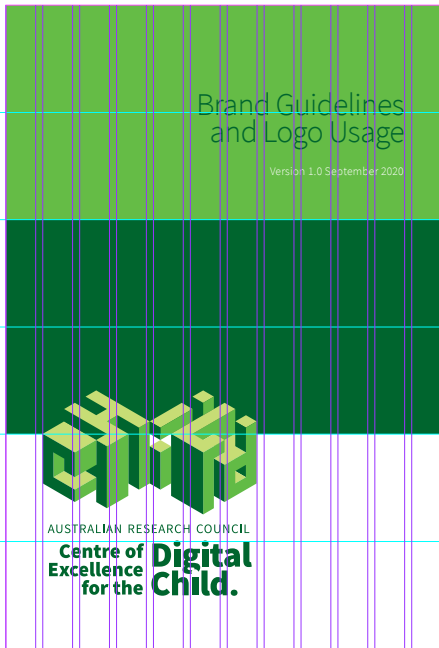
Source Sans Pro Regular:  
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

**Source Sans Pro Semibold:  
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz**

**Source Sans Bold:  
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz**

**Source Sans Black:  
AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz**



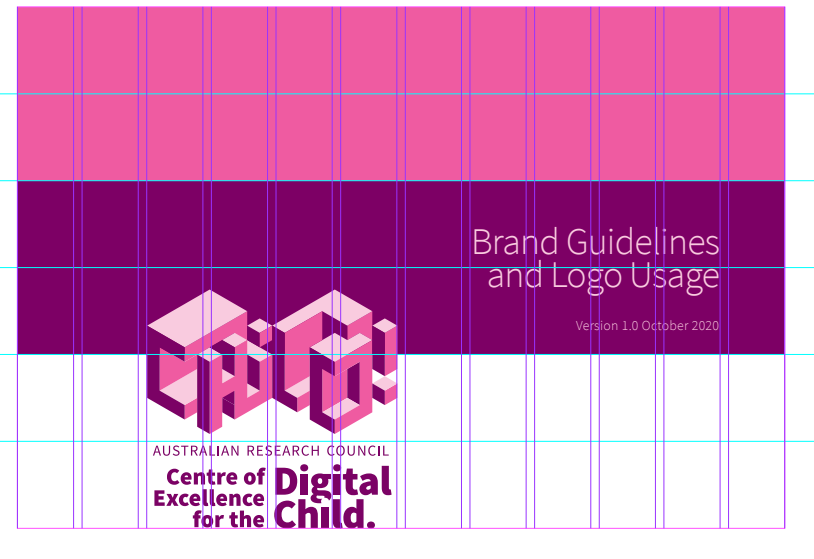


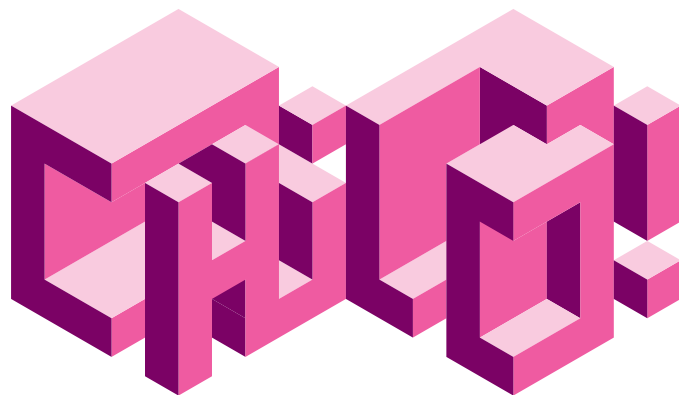
## Underlying structure.

The pages in this guide have an underlying 12 x 6 grid structure that is flexible enough to be used to manage any space.

Dividing vertical space into six equal sections, and horizontal space into 12 columns (plus intercolumnar space) creates a simple structure that will help to position items, align images and text and manage “white” space. It works for landscape shapes (like this page) or vertical spaces (example 1).

This structure is not designed to make everything “look the same” — it is merely a way of creating guides between which to experiment with shapes and colours. Adhering rigidly to the grid is not necessary, just use it as a starting point.





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