



**JUDO**  
NEW SOUTH WALES

**Brand Identity Guidelines**



The Brand Identity Guidelines collects the constituent elements of the Visual Identity of JUDO NEW SOUTH WALES.

As constituent elements are called construction guidelines, the use of fonts and chromatic applications of the brand.

The consolidation of the new image of JUDO NEW SOUTH WALES requires special attention to the recommendations set out in this manual, as a document that guarantees the unity of criteria in the communication and public dissemination of the brand.

The Identity Manual must therefore be a "live" tool and present in all the brand's applications, as a whole and in a manner consistent with the other brands / products that accompany it.

The guidelines contained in this document must be fully complied with for all elements and uses implied by the corporate image.

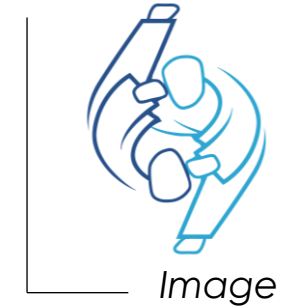
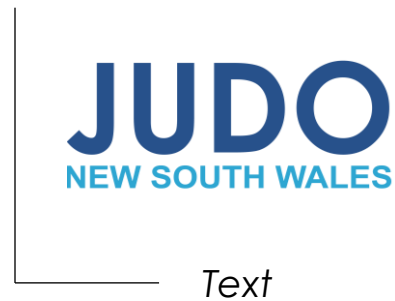
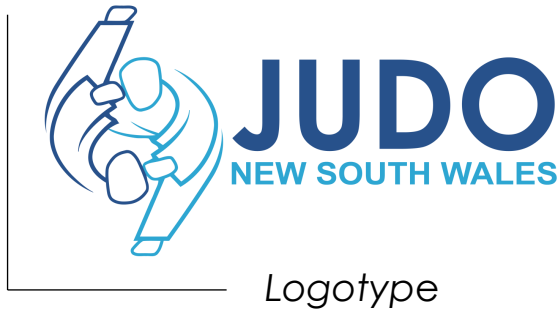
# BRAND CORPORATE INDENTITY GUIDE

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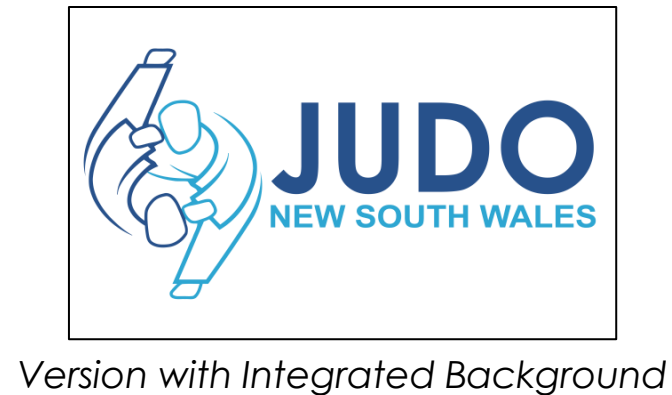
# 1. Graphic Identity of the Brand

The corporate identity is composed of two elements



## Versions of the Brand

The version that will be used most will be the complete logo



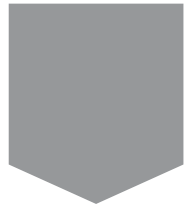
## 2. The Colour



**Pantone** 4153 C  
**R**38 **G**80 **B**139  
**HEX/HTML** 26508B  
**C** 73 **M** 42 **Y** 0 **K** 45



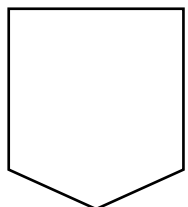
**Pantone** 298 C  
**R**46 **G**175 **B**222  
**Hex/HTML** 2EAFDE  
**C** 79 **M** 21 **Y** 0 **K** 13



**Pantone** Cool Gray 7 C  
**R**150 **G**152 **B**154  
**Hex/HTML** 96989A  
**C** 0 **M** 0 **Y** 0 **K** 50



**Pantone** P 179 16 C  
**R**45 **G**42 **B**41  
**HEX/HTML** 2D2A29  
**C** 0 **M** 0 **Y** 0 **K** 100



**Pantone** 11 0601 TCX - White  
**R**255 **G**255 **B**255  
**HEX/HTML** FEFEFE  
**C** 0 **M** 0 **Y** 0 **K** 0

The colour defines a scenario of specific emotional values that we must consider in its application to any communication support.

For the application of the corporate colours, the pantone reference or its correspondences must be searched in four-color for reproduction in print. For the rest of the applications such as signs, vinyls and others, the most approximate colour will be searched in their corresponding colour codes.



100% Colour



Greyscale

aZ

Century Gothic Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

aZ

*Century Gothic Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

aZ

**Century Gothic Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

aZ

***Century Gothic Bold Italic***  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

aZ

Calibri Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## 4. Typography

The corporate typographic family of JUDO NEW SOUTH WALES is the Century Gothic. For use in all internal communication, signage and external communication.

As an alternative typography for the use of advertising pieces and more, it is Calibri.

## 5. Non - Correct Uses



## 5. Basic Stationery



*Digital Signature for emailing*



*Letterhead model. Letter size, for internal and external use by the staff of the institution.*







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