



Pilates
Association
Australia

Branding Guidelines

VERSION 2.0 | OCTOBER 2023



Welcome

Welcome to the Pilates Association Australia Brand Guidelines.

This document contains all you need to know about how our brand should be used in print and digital materials ensuring it remains consistent throughout. Using our brand correctly is extremely important to us, so we ask that the guide is always referred and adhered to.

We hope you enjoy getting to know our brand better.

Logo

FILE FORMATS / PRIMARY LOGO / LOGO USAGE / CREST LOGO

File Formats

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

PNG: For Web

A portable network graphic, or PNG, is an image file type used to offer a clear background or a partially transparent image, and is therefore used primarily for web design.

- ✓ Pros: High quality and transparent background
- ✗ Cons: large file size

EPS/AI: For Professional Printing

EPS and AI are both vector format files. Vector graphics are designed with curved points and lines which create a clean, infinitely scalable picture when combined in vector artwork. Vector graphics are based on mathematical formulas rather than square pixels, allowing for a crisper display.

Graphic designers use vector graphics to create graphics that need to be scaled. The nature of vector graphics, where each line, curve, shape, and colour is mathematically defined, lends itself to creating images that can be scaled down for a business card or up for a billboard.

SVG: For Web

SVG is short for “Scalable Vector Graphics”. It’s a XML based two-dimensional graphic file format. SVG format was developed as an open standard format for web. It’s similar to EPS/AI. The only difference is it can be used on the website and the file size is smaller than png and jpg format.

- ✓ Pros: Small file size, transparent background, can be scaled to any size.
- ✗ Cons: May put your computer at risk.

The danger of an SVG file comes from the fact that it’s an XML that can have embedded CSS and JavaScript. The web browser will automatically run any JavaScript embedded in an SVG file. Therefore, if the script contains malicious code, it will place the user’s computer at risk. However, the risk is relatively low. SVG security plugin is recommended for all websites using SVG.

Primary Logo

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.



Logo Usage

CORRECT USAGE

The logo should only be used in approved colour variations.

These examples show correct colour usages with the logo.

The first preference is to use the full colour logo, however to ensure legibility - the colour reverse, white or black options are additional suitable alternatives.

Logo - full colour/white background



Logo - reverse/purple background



Logo Usage

INCORRECT USAGE

Incorrect usage compromises the legibility and recognition of the identity. These examples illustrate some, but not all, potential misuses of the logo.



Low contrast



Unapproved colours



Improper proportions



Bevels, embossing or drop shadows



Inappropriate resolutions



Angles

Logo usage

Our logo is a bold and identifiable mark and it has been crafted to create a unique mark. The elements are always in a fixed alignment and size relationship and must not be varied. Do not attempt to recreate the logo and always use the master artwork supplied.

Clear space

Clear space is the name given to the amount of space that must be kept clear around the logo. This is to optimise the impact the brand makes and to keep its appearance as consistent as possible.

Minimum size

To ensure legibility and ease of recognition, the logo should never be reproduced any smaller than:

Print 29.1mm (W)

Digital 83px (W)

Clear space



Minimum size



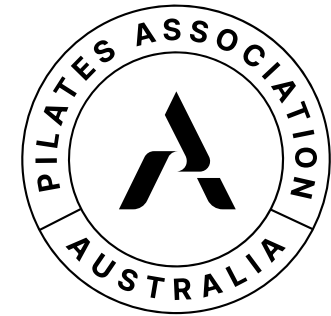
Crest Logo 01

The crest logo should only be used for internal marketing, communication collaterals to existing customers and apparels.

Crest - full colour



Crest - black



Crest - reverse



Crest - white



Crest Logo 02

The crest logo should only be used for internal marketing, communication collaterals to existing customers and apparels.

Logo - full colour



Logo - black



Logo - reverse



Logo - white



Colour

COLOUR PALETTE / COLOUR PROPORTION

Colour Palette

CMYK: C 94 M 99 Y 33 K 27
RGB: R 48 G 34 B 90
HTML: #302259

CMYK: C 0 M 99 Y 82 K 0
RGB: R 238 G 33 B 56
HTML: #ED2137

CMYK: C 59 M 48 Y 49 K 16
RGB: R 106 G 110 B 109
HTML: #6A6D6C

CMYK: C 29 M 18 Y 22 K 0
RGB: R 183 G 192 B 191
HTML: #B7C0BF

CMYK: C 12 M 11 Y 10 K 7
RGB: R 206 G 203 B 204
HTML: #CECBCC

Typography

HEADER FONT / BODY FONT

Typography

Our primary typeface is **Libre Baskerville Bold**. It should be used for all headlines and hero statements.

Our primary typeface is supported by our secondary typeface **Gill Sans**. It is used for introductory copy, subheadings and body copy. As a general rule, we use the two weights of Bold and Regular.

Typography shouldn't be overlooked as a key element within our toolkit. It is important to adhere to the leading, tracking and text arrangement specified in this document to achieve brand consistency throughout.

You can download the Libre Baskerville font suite [here](#) and Gill Sans font suite [here](#).

To install all the fonts; download all the fonts to your computer, double click the fonts and install.

HEADING FONT / LIBRE BASKERVILLE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY FONT / GILL SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FONT PAIRING

Etremus, Viverfer Corae
Ad Caudere Ndendiis

Obsenti, ne faccidero convenamque es re demurei
telibus upicero bulicae fue consulicut ad cursus, des
conte, quo estum se condacid peEx missula efacta,
nondicae apes is consupionten ltandachui perem
tam tracto esinteatum ute tem lostret; horiptem in
hilintintium aut erio es hil hos fecenat uamerit; aur ium.