

Promoting the growth and success of
Australia's Interactive Media Industry



AUSTRALIAN INTERACTIVE MEDIA
INDUSTRY ASSOCIATION

MASTER GUIDELINES



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Promoting the growth and success of Australia's interactive media industry.

AIMIA represents creators and developers by supporting best practice, and keeps members up-to-date with industry news, export assistance, government lobbying, organised events, and our annual AIMIA Awards.

Australian Interactive Media Industry Association (AIMIA)

The Australian Interactive Media Industry Association (AIMIA) is the peak body representing the interactive media and digital content industries.

Founded in 1992, AIMIA promotes growth and success in the Australian interactive media industry. It represents creators and developers by supporting best practice, keeping members up-to-date with industry news, government lobbying, hosting and organising professional functions and events, and conducting its prestigious annual Interactive Media Awards.

AIMIA also delivers export assistance to members through the TradeStart program on behalf of Austrade. For the past four years, AIMIA's National Export Centre has assisted many Australian ICT companies in successfully exporting their products around the world. AIMIA's TradeStart Export Advisers work closely with clients to ensure they are prepared for offshore expansion, and provide guidance and general export assistance.

AIMIA members are drawn from the broad spectrum of the Australian ICT industry, including producers and developers of digital content and applications for interactive platforms such as broadband and narrowband internet services, interactive television, wireless, CD/DVD media and games consoles.

AIMIA provides genuine value for its members with a wide range of direct member benefits including discounts on products and services, access to industry research, marketing and advertising assistance, and industry internships for student members.

If you require any further information or need assistance on:
Brand application and implementation contact aimia@aimia.com.au

These guidelines shall remain the property of Australian Interactive Media Industry Association - AIMIA at all times.



Standing out visually from the crowd can be a major competitive advantage.

AIMIA Brand

For a brand to take off and fly it must first deliberately and single-mindedly acquire and own a little piece of the minds of millions of people.

Brands are expressed and experienced in many ways. Successful brands are made by igniting human design, fulfilling a discerned need, and imprinting indelible images that transcend time.

The AIMIA brand is an intangible asset of extraordinary value because it defines the company's holdings by instilling a sense of inspiration, trust, and human warmth.

Consistency in the way the AIMIA brand is represented is crucial to the success of the company.

The Master Brand Guidelines give you a fully comprehensive expression of the AIMIA brand.

New AIMIA Logo

In migrating to a new, more contemporary logo, it was decided to retain a common element - the colour purple.

Purple is the colour of royalty. It is the traditional colour of kings and royalty, and therefore, signifies justice and majesty.

A combination of blue and red is a powerful colour as it imbues the qualities of authority and imagination. The purple in you implies that you are intuitive, have high aspirations and your emotions run deep.

Purple - Emotional Attributes

- Royalty
- Supremacy
- Reverence
- Mysticism

Purple - Behavioural Attributes

- Elegance
- Spiritual
- Philosophical
- Inner wisdom
- Creativity



AIMIA Logo Elements

The AIMIA logo is made up of three distinct elements. The proportions, placement, and consistency of the logo is fundamental to AIMIA's brand awareness.

The first element is made from the uppercase brandname (monogram) AIMIA.

The second element is made up of the iconic logoslices placed on the upper right of the brandname.

The third element is the logotype which is made up of the full company name, Australian Interactive Media Industry Association.

Wherever possible, the brandname, logoslices, and logotype should be used together to maximise identification of the brand.

The logo is inspired by Florence Nightingale's innovative Polar Area Diagram.

AIMIA represents a broad range of groups including interactive media developers, digital content creators, film makers, graphic designers, educational institutions, and students.

AIMIA also represents a broad range of interactive media sectors from CD-ROM and DVD, through internet and broadband 3G and iTV.

The diagram represents each group proportional to a slice in a circular diagram.

The pattern focuses inwards, towards the convergence of technologies and ideas encapsulated in interactive media. The pattern also radiates outwards, broadcasting Australia's interactive media industry talents to the world.



Full Colour



Grayscale



All Black



All White

Full Company Name

The four logos shown on this page are the master versions of the AIMIA logo **with** the logotype AIMIA's full company name, Australian Interactive Media Industry Association.

The four logos shown are in true proportions and colourways. i.e. full colour, grayscale, all black and all white.

The AIMIA logo should not be used in any other colour other than that which is represented on this page.

You should always use the AIMIA logo in full colour wherever and whenever possible.

AIMIA recognises that in certain circumstances the use of the full colour logo may not be possible. The alternative versions shown here are designed to meet those circumstances.

Black and white

Only in exceptional circumstances should the black and white versions of the AIMIA logos be used.

Remember

- Always reproduce the logo from master artwork.
- Never alter, approximate or distort the logo from the form shown.



Full Colour



Grayscale



All Black



All White

Without Full Company Name

The four logos shown on this page are the master versions of the AIMIA logo **without** the logotype AIMIA's full company name, Australian Interactive Media Industry Association.

The four logos shown are in true proportions and colourways. i.e. full colour, grayscale, all black and all white.

The AIMIA logo should not be used in any other colour other than that which is represented on this page.

The AIMIA logo should always be used in full colour with the logotype wherever and whenever possible.

Please see previous page for further details if required.



Full Colour



Grayscale



All Black



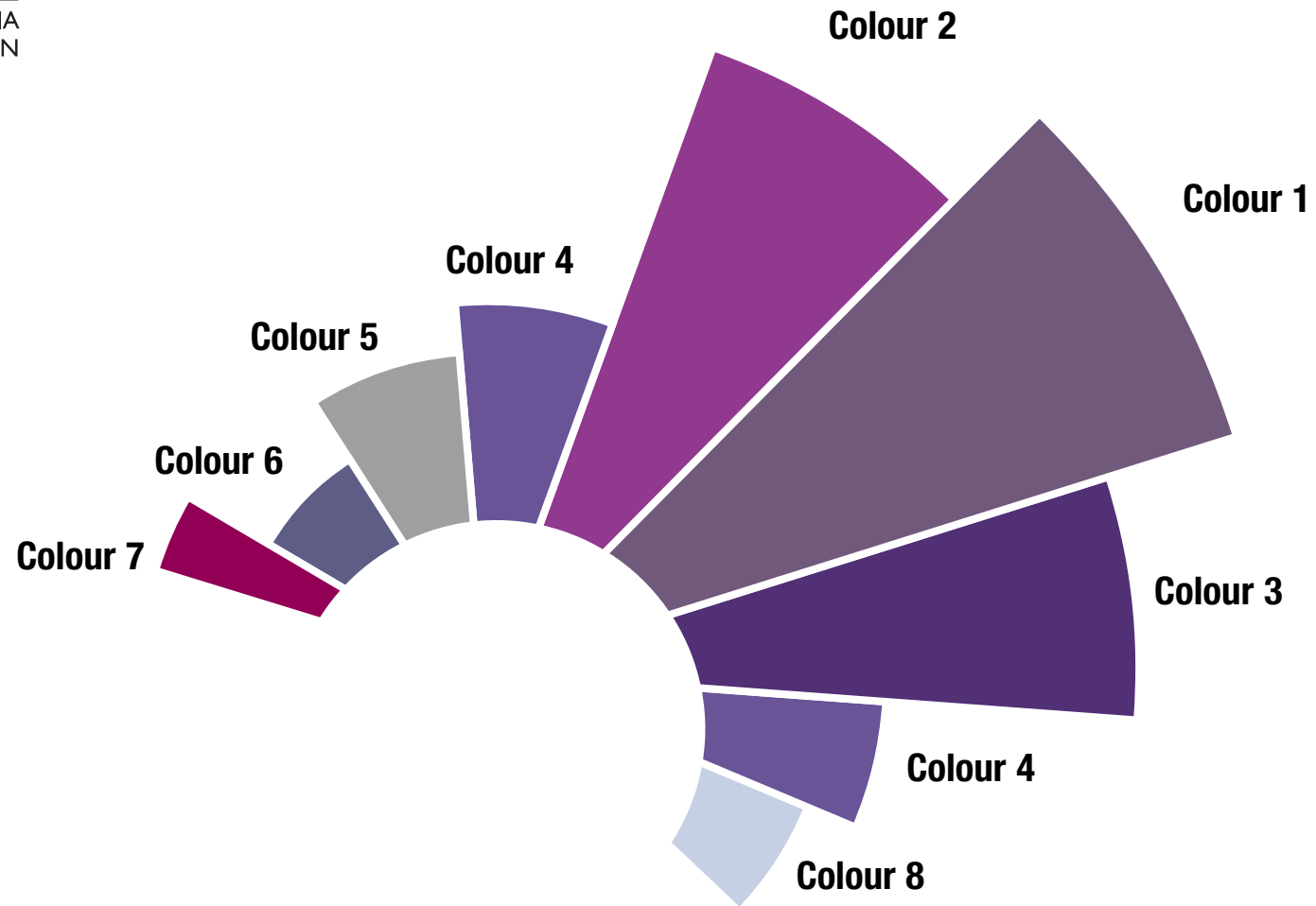
All White

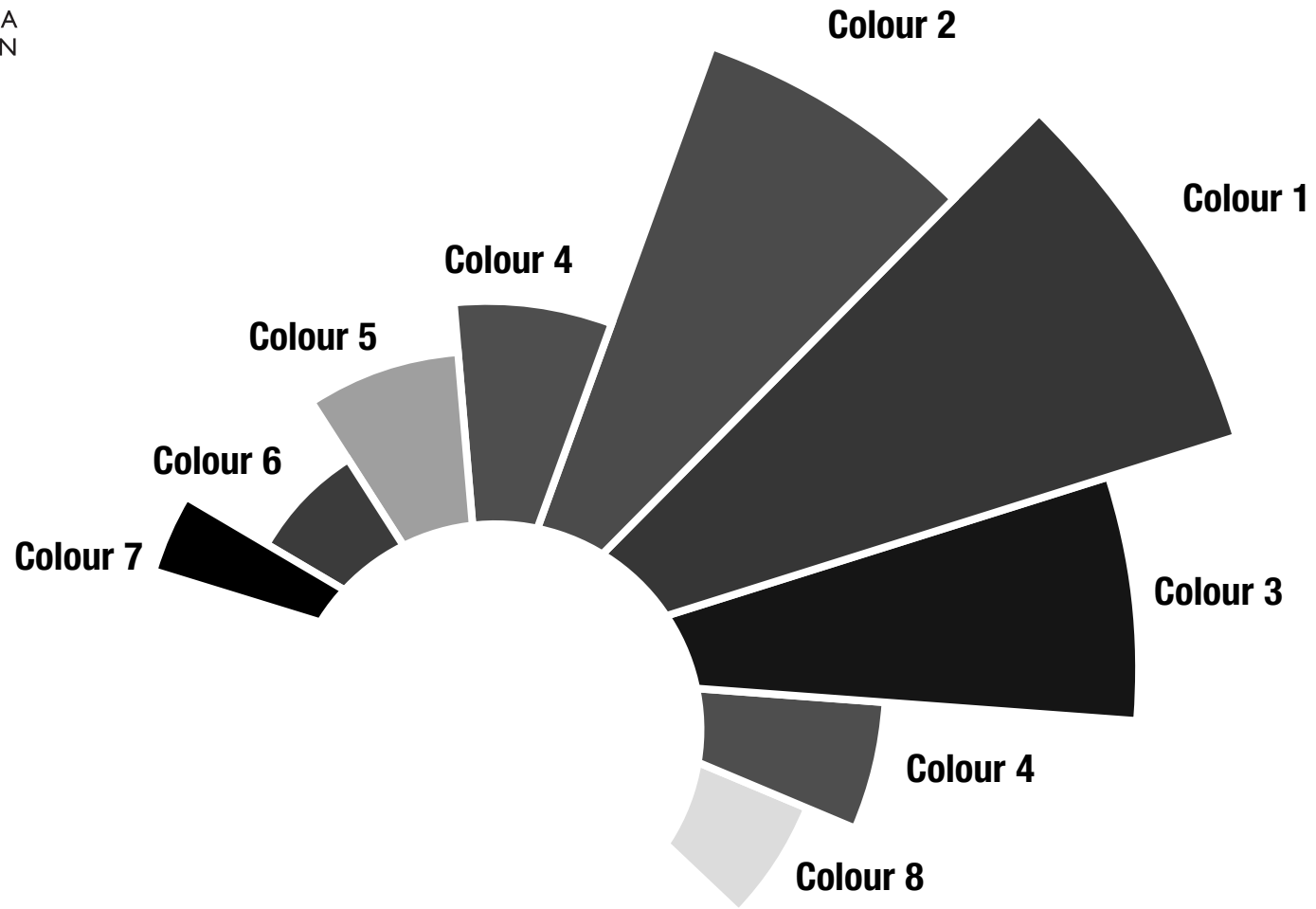
Exceptions

The four logos shown on this page are the master versions of the AIMIA logo using the AIMIA web URL.

The logoslices can be used in conjunction with the web URL, aimia.com.au to assist in the promotion of the website.

The four versions shown are in true proportions and colourways. i.e. full colour, grayscale, all black and all white.





PMS Colours

Colour 1 Pantone 5125C	Colour 2 Pantone 249C	Colour 3 Pantone 275C	Colour 4 Pantone 2627C
Colour 5 Pantone Cool Gray 7C	Colour 6 Pantone 5275C	Colour 7 Pantone 209C	Colour 8 Pantone 2706C

Pantone Coated

Pantone 5125C
 Pantone 249C
 Pantone 275C
 Pantone 2627C
 Pantone Cool Gray 7C
 Pantone 5275C
 Pantone 209C
 Pantone 2706C

PMS Colours

When pantone colours are required, these colours should be used in place of the CMYK colours on previous pages use these colours on **COATED, GLOSS, MATTE** and **UNCOATED** paper.

Colour 1	Colour 2	Colour 3	Colour 4
Pantone 5125C	Pantone 249C	Pantone 275C	Pantone 2627C
Colour 5	Colour 6	Colour 7	Colour 8
Pantone Cool Gray 7C	Pantone 5275C	Pantone 209C	Pantone 2706C

CMYK Colours

Colour 1 C 50 M 61 Y 19 K 25	Colour 2 C 50 M 92 Y 6 K 1	Colour 3 C 82 M 95 Y 21 K 9	Colour 4 C 68 M 76 Y 8 K 3
Colour 5 C 40 M 29 Y 29 K 7	Colour 6 C 62 M 59 Y 15 K 23	Colour 7 C 0 M 100 Y 0 K 47	Colour 8 C 20 M 13 Y 3 K 0

Grayscale Colours

Colour 1 C 59 M 47 Y 46 K 46	Colour 2 C 55 M 44 Y 43 K 33	Colour 3 C 63 M 52 Y 51 K 84	Colour 4 C 55 M 43 Y 42 K 31
Colour 5 C 40 M 29 Y 29 K 7	Colour 6 C 61 M 50 Y 49 K 48	Colour 7 C 0 M 0 Y 0 K 100	Colour 8 C 17 M 11 Y 11 K 0

CMYK Colours

The AIMIA logo in colour is comprised of 8 different CMYK colours.

Colour 1	Colour 2	Colour 3	Colour 4
C 50	C 50	C 82	C 68
M 61	M 92	M 95	M 76
Y 19	Y 6	Y 21	Y 8
K 25	K 1	K 9	K 3
Colour 5	Colour 6	Colour 7	Colour 8
C 40	C 62	C 0	C 20
M 29	M 59	M 100	M 13
Y 29	Y 15	Y 0	Y 3
K 7	K 23	K 47	K 0

Grayscale Colours

The AIMIA logo in grayscale is comprised of 8 CMYK colours.

Colour 1	Colour 2	Colour 3	Colour 4
C 59	C 55	C 63	C 55
M 47	M 44	M 52	M 43
Y 46	Y 43	Y 51	Y 42
K 46	K 33	K 84	K 31
Colour 5	Colour 6	Colour 7	Colour 8
C 40	C 61	C 0	C 17
M 29	M 50	M 0	M 11
Y 29	Y 49	Y 0	Y 11
K 7	K 48	K 100	K 0

RGB Colours

Colour 1 R 118 G 86 B 117	Colour 2 R 147 G 35 B 127	Colour 3 R 83 G 29 B 104	Colour 4 R 112 G 73 B 139
Colour 5 R 159 G 159 B 159	Colour 6 R 102 G 88 B 127	Colour 7 R 135 G 14 B 73	Colour 8C R 211 G 213 B 229

Web Safe Colours

Colour 1 R 153 G 102 B 153 Hex #996699	Colour 2 R 153 G 0 B 102 Hex #990066	Colour 3 R 102 G 0 B 102 Hex #660066	Colour 4 R 102 G 51 B 153 Hex #663399
Colour 5 R 153 G 153 B 153 Hex #999999	Colour 6 R 102 G 102 B 153 Hex #666699	Colour 7 R 135 G 0 B 51 Hex #990033	Colour 8 R 204 G 204 B 204 Hex #CCCCCC
			Colour 8 - Bright R 204 G 204 B 255 Hex #CCCCFF

RGB Colours

For on screen applications of the AIMIA logo that don't involve the use of 256 web browser colours or GIF use:

Colour 1 R 118 G 86 B 117	Colour 2 R 147 G 35 B 127	Colour 3 R 83 G 29 B 104	Colour 4 R 112 G 73 B 139
Colour 5 R 159 G 159 B 159	Colour 6 R 102 G 88 B 127	Colour 7 R 135 G 14 B 73	Colour 8 R 211 G 213 B 229

Web Safe RGB Colours

In conjunction with all web browser applications such as the Internet, Intranet, and external sites, the nearest web safe colour values are:

Colour 1 R 153 G 102 B 153 Hex #996699	Colour 2 R 153 G 0 B 102 Hex #990066	Colour 3 R 102 G 0 B 102 Hex #660066	Colour 4 R 102 G 51 B 153 Hex #663399
Colour 5 R 153 G 153 B 153 Hex #999999	Colour 6 R 102 G 102 B 153 Hex #666699	Colour 7 R 135 G 0 B 51 Hex #990033	Colour 8 R 204 G 204 B 204 Hex #CCCCCC
			Colour 8 - Bright R 204 G 204 B 255 Hex #CCCCFF



All Black



All White



All Black



All White

Stone - Pantone Warm Grays

Warm Gray 1C	Warm Gray 2C	Warm Gray 3C
Warm Gray 5C	Warm Gray 6C	Warm Gray 7C

Pantone Warm Grays

- Warm Gray 1C
- Warm Gray 2C
- Warm Gray 3C
- Warm Gray 5C
- Warm Gray 6C
- Warm Gray 7C

Stone Complimentary Pantone Colour

Complimentary "Stone" colours can be used on brochures, Internet or any form of advertising to compliment the AIMIA Purples.

Pantone - CMYK Values

Warm Gray 1C	Warm Gray 2C	Warm Gray 3C
C 5	C 11	C 17
M 4	M 13	M 17
Y 5	Y 13	Y 16
K 0	K 0	K 0
Warm Gray 5C	Warm Gray 6C	Warm Gray 7C
C 25	C 30	C 33
M 22	M 26	M 28
Y 22	Y 27	Y 33
K 2	K 4	K 6

Stone - Pantone 406C- 411C

Pantone 406C	Pantone 407C	Pantone 408C
Pantone 409C	Pantone 410C	Pantone 411C

Pantone 406C - 411C

- Pantone 406C
- Pantone 407C
- Pantone 408C
- Pantone 409C
- Pantone 410C
- Pantone 411C

Pantone - CMYK Values

Pantone 406C	Pantone 407C	Pantone 408C
C 16	C 24	C 30
M 17	M 22	M 29
Y 19	Y 27	Y 30
K 0	K 2	K 5
Pantone 409C	Pantone 410C	Pantone 411C
C 38	C 41	C 59
M 39	M 44	M 51
Y 40	Y 50	Y 51
K 15	K 24	K 60

Stone - Warm Grays - RGB Colours

Warm Gray 1C R 245 G 243 B 241 Hex #F5F3F1	Warm Gray 2C R 232 G 222 B 216 Hex #E8DED8	Warm Gray 3C R 218 G 208 B 203 Hex #DAD0CB
Warm Gray 5C R 199 G 190 B 185 Hex #C7BEB9	Warm Gray 6C R 184 G 176 B 170 Hex #B8B0AA	Warm Gray 7C R 175 G 167 B 156 Hex #AFA79C

Stone - Pantone 406C - 411C - RGB Colours

Pantone 406C R 219 G 208 B 198 Hex #DBD0C6	Pantone 407C R 199 G 190 B 177 Hex #C7B3B1	Pantone 408C R 183 G 169 B 161 Hex #B7A9A1
Pantone 409C R 152 G 136 B 127 Hex #98887F	Pantone 410C R 132 G 115 B 100 Hex #847364	Pantone 411C R 60 G 56 B 53 Hex #3C3835

Stone - Warm Grays - RGB Colours

For on screen applications of the AIMIA Stone Warm Grays that do not involve the use of 256 web browser colours or GIF use:

Pantone - RGB Values

Warm Gray 1C	Warm Gray 2C	Warm Gray 3C
R 245	R 232	R 218
G 243	G 222	G 208
B 241	B 216	B 203
Hex #F5F3F1	Hex #E8DED8	Hex #DAD0CB

Warm Gray 5C	Warm Gray 6C	Warm Gray 7C
R 199	R 184	R 175
G 190	G 176	G 167
B 185	B 170	B 156
Hex #C7BEB9	Hex #B8B0AA	Hex #AFA79C

Pantone RGB Values

For on screen applications of the AIMIA Stone 406C - 411C colours that do not involve the use of 256 web browser colours or GIF use:

Pantone 406C	Pantone 407C	Pantone 408C
R 219	R 199	R 183
G 208	G 190	G 169
B 198	B 177	B 161
Hex #DBD0C6	Hex #C7B3B1	Hex #B7A9A1

Pantone 409C	Pantone 410C	Pantone 411C
R 152	R 132	R 60
G 136	G 115	G 56
B 127	B 100	B 53
Hex #98887F	Hex #847364	Hex #3C3835

Brilliant Warm- Pantones



Pantone - Warm

Pantone 200C
 Pantone Warm Red
 Pantone 165C
 Pantone 138C
 Pantone 137C

Brilliant Complimentary Pantone Colour

AIMIA has devised "Brilliant" Complimentary colours as an alternative for brochures, Internet or any form of advertising for "that added touch of colour", these colours are used to compliment the "Stone" colours and AIMIA "Purples".

Brilliant Warm - CMYK Values

Pantone 200C	Warm RedC	Pantone 165C
C 13	C 3	C 3
M96	M77	M56
Y 73	Y 92	Y 95
K 3	K 0	K 0

Pantone 138C Pantone 137C

C 2	C 2
M58	M33
Y 97	Y 91
K 0	K 0

Brilliant Cool - Pantone



Pantone - Cool

Pantone 321C
 Pantone 3135C
 Pantone 312C
 Pantone 370C
 Pantone 376C
 Pantone 384C
 Pantone 397C

Brilliant Cool - CMYK Values

Pantone 321C	Pantone 3135C	Pantone 312C
C 85	C 82	C 100
M20	M11	M0
Y 31	Y 12	Y 15
K 12	K 3	K 0

Pantone 370C	Pantone 376C	Pantone 384C	Pantone 397C
C 60	C 55	C 29	C 11
M0	M3	M18	M0
Y 100	Y 96	Y 96	Y 100
K 27	K 6	K 11	K 11

Brilliant Warm - RGB Colours

Pantone 200C R 198 G 20 B 62 Hex #C6143E	Warm Red R 224 G 95 B 42 Hex #E05F2A	Pantone 165C R 231 G 137 B 21 Hex #E78915
Pantone 138C R 222 G 149 B 14 Hex #DE950E	Pantone 137C R 237 G 186 B 34 Hex #EDBA22	

Brilliant Cool - RGB Colours

Pantone 321C R 6 G 133 B 153 Hex #068599	Pantone 3135C R 0 G 140 B 174 Hex #008CAE	Pantone 312C R 2 G 166 B 212 Hex #02A6D4	
Pantone 370C R 78 G 145 B 45 Hex #4E912D	Pantone 376C R 114 G 188 B 52 Hex #72BC34	Pantone 384C R 165 G 173 B 30 Hex #A5AD1E	Pantone 397C R 204 G 212 B 5 Hex #CCD405

Brilliant Warm - RGB Colours

For on screen applications of the AIMIA Brilliant Warm colours that do not involve the use of 256 web browser colours or GIF use:

Pantone 200C	Warm Red	Pantone 165C
R 198	R 224	R 231
G 20	G 95	G 137
B 62	B 42	B 21
Hex #C6143E	Hex #E05F2A	Hex #E78915

Pantone 138C	Pantone 137C
R 222	R 237
G 149	G 186
B 14	B 34
Hex #DE950E	Hex #EDBA22

Brilliant Cool - RGB Colours

For on screen applications of the AIMIA Brilliant Cool colours that do not involve the use of 256 web browser colours or GIF use:

Pantone 321C	Pantone 3135C	Pantone 312C
R 6	R 0	R 2
G 133	G 140	G 166
B 153	B 174	B 212
Hex #068599	Hex #008CAE	Hex #02A6D4

Pantone 370C	Pantone 376C	Pantone 384C	Pantone 397C
R 78	R 114	R 165	R 204
G 145	G 188	G 173	G 212
B 45	B 52	B 30	B 5
Hex #4E912D	Hex #72BC34	Hex #A5AD1E	Hex #CCD405



Clear Space

The clear space is defined as the area around the logo that should not be violated by type or graphics.

In order to make sure the AIMIA logo is never "crowded out" by images or text that may surround it, please stick to the guidelines given below.

The clear space for the AIMIA logo is determined by first deciding the size of the logo that will be used. Then measure the height of the "A". Take that measurement and run an imaginary box around the logo.



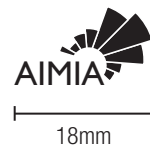
36mm



18mm



36mm



18mm

Minimum Size

Minimum size is crucial to legibility and integrity of the logo, therefore it is important that the AIMIA logo is reproduced no smaller than the examples shown on this page. The examples are minimum size, wherever and whenever possible, the logo should be used larger than this to promote awareness.

Remember

- When adjusting the size of the logo, ensure the proportions remain constant.
- The clear space around the logo should be the same height and width as the brandname, AIMIA.
- Always reproduce the logo from the master artwork.



Gill Sans - Black - Uppercase - Regular

GILL SANS BLACK UPPERCASE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 ! \$ % & ? (, : ; ' ")

Gill Sans - White - Uppercase - Regular

GILL SANS BLACK UPPERCASE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 ! \$ % & ? (, : ; ' ")

AIMIA Logo Typeface

Visual continuity for a brand requires consistent typography.

The AIMIA typeface is comprised of one typeface from the Gill Sans family, which has been indicated below.

GILLS SANS REGULAR - UPPERCASE

The characters of the Gill Sans typeface are based on classic roman letterforms. Gill Sans is compact, sturdy and muscular in appearance, it is a straight forward, and sociable typeface, which is remarkably legible.

The typeface is space-economical and is equally at home on the computer screen as on the printed page. Gill Sans is an exceptional typeface.

Black Typeface

Always use black typeface with the following versions of the AIMIA logo:

Full Colour

Grayscale

All Black

White Typeface

White typeface should be used when the logo is produced in all white. All white logo and white typeface should be used in place of black on dark coloured backgrounds.

Standard Global Typeface

See over for details.

Never

- Distort and manipulate the typeface.
- Use any alternative typeface other than Gill Sans Regular.
- Use any other colour other than black or white as specified above.
- Use underlying, different typefaces or any other means to create emphasis.



Arial - Black - Uppercase - Regular

ARIAL UPPERCASE REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !\$%&? (,.;:)"

Arial - Titlecase - Regular

Arial Regular
abcdefghijklmnopqrstuvwxy
1234567890 !\$%&? (,.;:)"

Verdana - Titlecase - Regular

Verdana Regular
abcdefghijklmnopqrstuvwxy
1234567890 !\$%&? (,.;:)"

AIMIA Typeface - Global

The AIMIA typeface global should be used in place of Gill Sans if a graphical font can not be used. Examples would be Internet, word processing, letters, memos etc.

Arial - Main Heading

Use Arial for headings always in **UPPERCASE**.

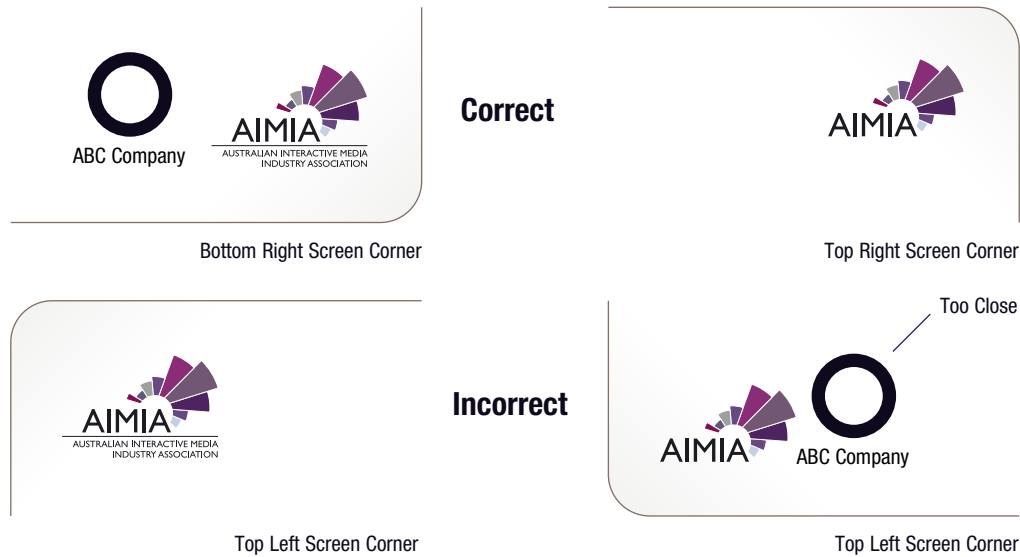
Arial - Sub Heading

Use Arial for sub headings always in **Titlecase**.

Verdana - Body Content

Verdana should be used for body content, always use in a smaller size than main headings and sub headings.

Examples are word documents - body content - size 9 pts.



Video

AIMIA's unique position as guardian of the Interactive Media and Digital Content industry should be respected when the brand is deployed in video or motion environments. Creativity is encouraged, but should be respectful to the consistency required by AIMIA's supporting role.

The AIMIA logo should appear in consistent locations when it is used in an execution. The number of competing visual elements appearing onscreen with the AIMIA logo should be limited where possible. The AIMIA identity should always appear on the right hand side of any video or interactive medium.

When the identity appears in isolation or in AIMIA style guide materials the logo without full company name may be used. When appearing with other corporate identity elements from other brands, the logo with full company name should be used.

Animation

In the case of animation of the AIMIA logo or its immediate brand environment care is required to ensure the spirit of the brand and its custodian position is reflected in the execution.

The end frame should not be distorted to make the logo elements appear 3 - dimensional, and should present the logo in full. The logo should be visible for a minimum of 5 seconds and the end frame should support the consistency requirements of spacing as outlined in this document.

The logo is able to appear with other logo's in recognition of AIMIA's positioning as an industry partner. When appearing with other logo's the AIMIA identity should always appear on the right of the medium used.

Audio when used should be consistent and under advice from the AIMIA brand team.





Correct



AIMIA Logo Misuse

Consistency is the key to how the AIMIA logo is represented. Examples of what **NOT** to do with the AIMIA logo are shown on this page.

The logo should never be coloured differently to what is represented in these guidelines, stretched, skewed, angled, realigned, or in any other way misinterpreted.

The logo should never be used with a different font other than Gill Sans. Always use the text in proportion to the logoslices.

The AIMIA full company name, should always be represented in uppercase, right aligned:

**AUSTRALIAN INTERACTIVE MEDIA
INDUSTRY ASSOCIATION**

The logo should always be placed on a plain coloured background. The logo should never be used on a multi coloured background.

The outline of the logoslices should always match the background, never outline the logoslices in a different colour.



Incorrect



Incorrect



Incorrect



Incorrect





Correct



AIMIA Logo Misuse

AIMIA wants to be instantly recognisable and associated with excellence. It is important to clearly define the legibility of the logo. The examples below at left are **INCORRECT** usage of the AIMIA logo.

The AIMIA logo should never appear on a background colour the same as one of the logoslices. The logo should always appear on a lighter or darker colour background than the slices.

When the logo is placed on a dark colour background, where black typeface is not legible, please use your discretion to change the type from black to white.



Incorrect



Incorrect



Incorrect





Consistency, Consistency, Consistency...

Getting it right the first time is a must.

Materials

Four versions of the AIMIA logo with full company name and four versions of the AIMIA logo without full company name accompany these guidelines.

The logo should always be saved in a centralised folder on your computer. For best results store them as supplied, i.e. EPS, TIF, GIF, JPG.

When supplying the logo to third parties, the logo should always be provided using the EPS or TIF formats, as these formats provide the utmost quality for reproducing the logo.

The AIMIA logo should not be supplied to third parties as part of a Word document or PowerPoint document.

When sending the AIMIA logo via email, insert the TIF or EPS into the email as an attachment.

Resizing Logos

- When resizing the AIMIA logo to a larger size, always use the EPS format.
- Never resize a small version of the AIMIA logo to a larger size as this will distort the quality of the logo.
- Always use a larger version of the AIMIA logo to a smaller version of the AIMIA logo.

Note

If you cannot open the EPS version of the logo and the TIF, JPG or GIF are a smaller size than you require, please contact AIMIA for a larger version of the logo at aimia@aimia.com.au