

Perspective shapes

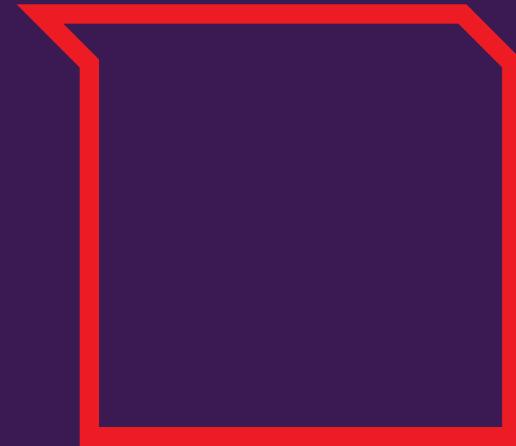
Illustrating our creative platform of Different Perspectives = A Different World, perspective shapes communicate two different perspectives, one impacted by the other.

There is an implied depth to these forms; an inherent perspective; that suggests we go beyond the surface to look deeply at what is before us. Our perspective shapes are a unique and flexible device creating a powerful point of distinction in our communications.

Two perspectives



Call out



Perspective shapes Usage principles

Two perspectives Full bleed

USES

Two perspectives shapes can be used full bleed to house two colours, colour and an imagery, colour only or imagery only.

Where they contain colours, they usually form a holding shape for headlines. Where they house imagery only, they are generally used to juxtapose two different images. They may also be joined as a mask for a single image. It should never be used in conjunction with the call out shapes.

SCALING

1 Scale for format

When scaling the two perspectives shapes, first select the format of your application to determine the scaling principle. The scaling principle refers to the percentage of the short edge of an application that is occupied by the white negative space of the two perspectives shapes.

Ensure the two perspectives shapes are positioned in the middle of the application. Scale the two perspective shapes so the white negative space occupies the specified percentage of the short edge of the application. Ensure you 'Snap to Point' for accurate scaling.

2 Fit to application

Contract or extend (do not scale) the outer edge of the shapes to fit the application.

HOUSING THE BRANDMARK

The two shapes may be flipped horizontally and vertically dependent on the location of the brandmark. The brandmark should always be reversed out of Purple and, to avoid visual complexity, should never appear next to an area of white negative space.

NOTE: The Perspective Shapes are available as artwork files. Never attempt to recreate them. See the Artwork section for further details.

USES



Two colours



Colour and imagery



Colour only



Two images

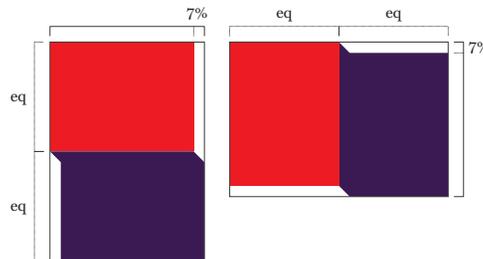


Single image

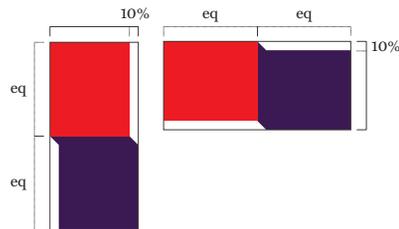
SCALING

1 Scale for format

For applications up to 2:1 in size (7% of shortest edge) e.g. A-formats, square format



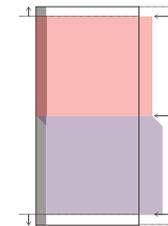
For applications greater than 2:1 but less than 5:1 in size (10% of shortest edge) e.g. DL format, banners, supersite billboards



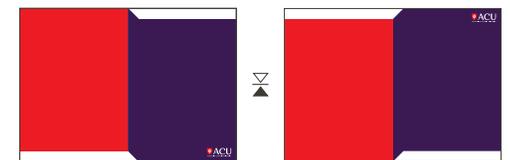
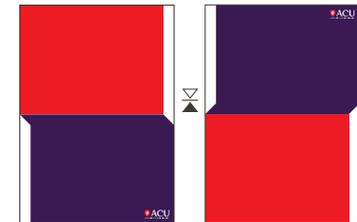
For applications greater than 5:1 in size (15% of shortest edge) e.g. Leaderboard digital banners



2 Fit to application



HOUSING THE BRANDMARK



Perspective shapes Usage principles

Two perspectives Headline device

USES

Two perspectives shapes can be used as headline device.

SCALING

1 Scale for format

When scaling the two perspectives shapes, first select the format of your application to determine the scaling principle. The scaling principle refers to the percentage

of the short edge of an application that is occupied by the white negative space of the two perspectives shapes.

Ensure the two perspectives shapes are positioned in the middle of the application. Scale the two perspective shapes so the white negative space occupies the specified percentage of the short edge of the application. Ensure you 'Snap to Point' for accurate scaling.

2 Extend or contract to size

Extend or contract (do not scale) the top and bottom edges of the shapes to the standard height.

The shapes may be further extended to allow for extra text or further contracted to place greater emphasis on imagery.

HOUSING THE BRANDMARK

Standard sized, extra height and square sized headline devices may be flipped horizontally to appear on either

side of the application. The brandmark should always be reversed out of Purple. It is horizontally centred in the headline device and, in the case of the standard and extra height headline devices, base aligned.

The extra height and width headline devices should appear right aligned only in the application. The brandmark appears bottom right.

NOTE: The Perspective Shapes are available as artwork files. Never attempt to recreate them. See the Artwork section for further details.

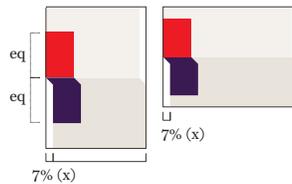
USES



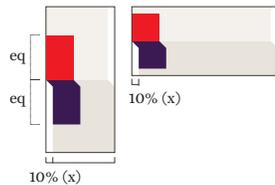
SCALING

1 Scale for format

For applications up to 2:1 in size (7% of shortest edge) e.g. A-formats, square format

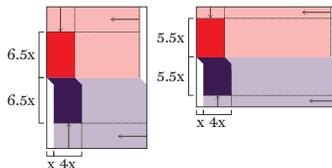


For applications greater than 2:1 but less than 5:1 in size (10% of shortest edge) e.g. DL format, banners, supesite billboards

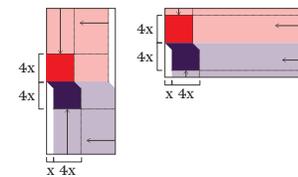
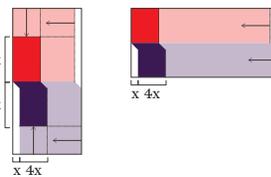
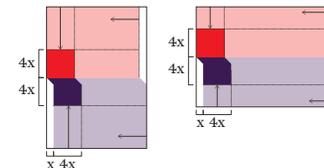


2 Extend or contract to size

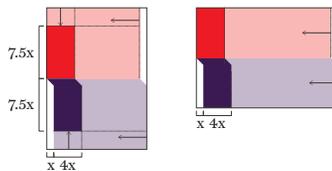
Standard size



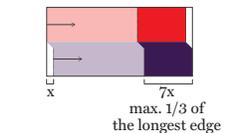
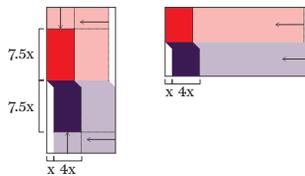
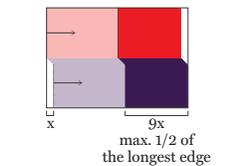
Square size



Extra height

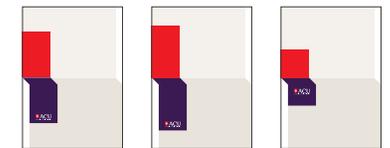


Extra height and width

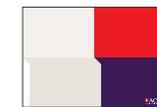
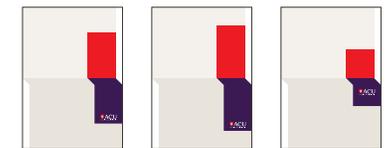


HOUSING THE BRANDMARK

Left aligned



Right aligned



Perspective shapes Usage principles

Call out

USES

A perspective shape can be used to highlight text, usually one sentence or phrase within a two-way headline. It should never be used in conjunction with the two perspectives shapes.

SCALING

1 Scale for format

When scaling the call out perspective shape, first select the format of your application to

determine the scaling principle. The scaling principle refers to the percentage of the short edge of an application that is occupied by the negative space that sits under the 'pointer' of the call out box.

Scale the call out perspective shape so the negative space occupies the specified percentage of the short edge of the application. Ensure you 'Snap to Point' for accurate scaling. Once scaled, the call out box

may be placed anywhere in your application. It should never be rotated or flipped.

2 Extend or contract to size

Extend or contract (do not scale) the bottom edge of the shape to accommodate text. The call out box should only be scaled between 1:1 and 4:3 ratio.

Please be aware that the application of call out shape should not exceed 25% of the overall application size.

TYPOGRAPHY LEGIBILITY

To ensure legibility of typography over imagery, the inside of the call out box can be filled with a black or white transparent layer. Black should be set to Multiply mode with reduced opacity and white should be set to Normal with reduced opacity. Opacities should not be set to greater than 60%.

NOTE: The Perspective Shapes are available as artwork files. Never attempt to recreate them. See the Artwork section for further details.

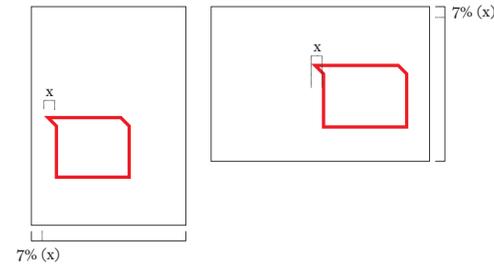
USES



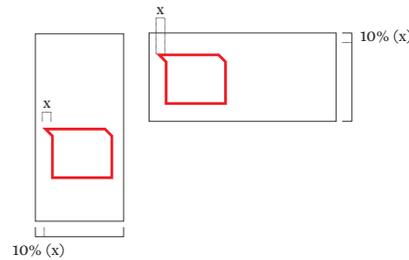
SCALING

1 Scale for format

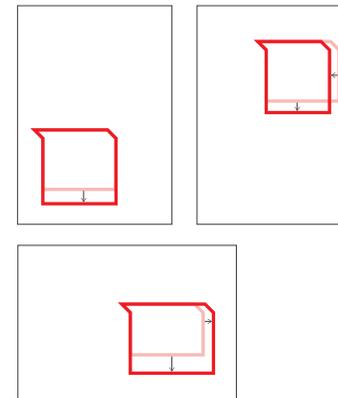
For applications up to 2:1 in size (x = 7% of shortest edge) e.g. A-formats, square format



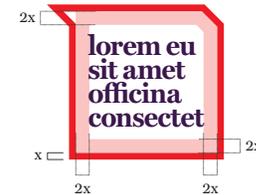
For applications greater than 2:1 but less than 5:1 in size (x = 10% of shortest edge) e.g. DL format, banners, supersite billboards



2 Extend or contract to size



TYPOGRAPHY LEGIBILITY



Perspective shapes Usage principles

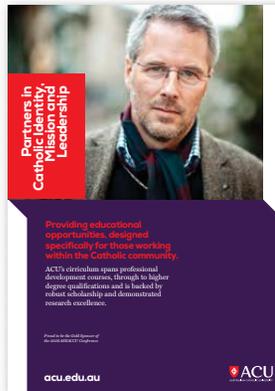
Variations

For additional flexibility, there are variations to the way perspective shapes may be used.

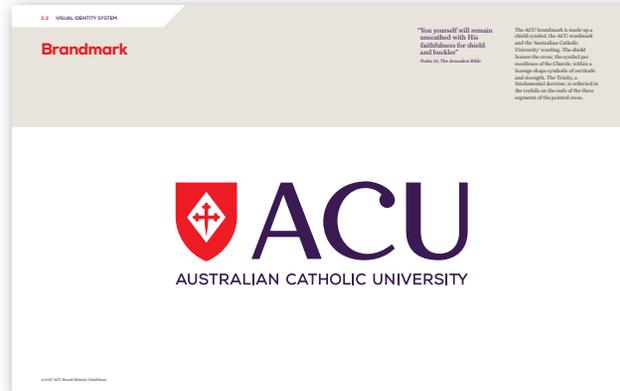
To ensure angles are consistent always start with the artwork files.



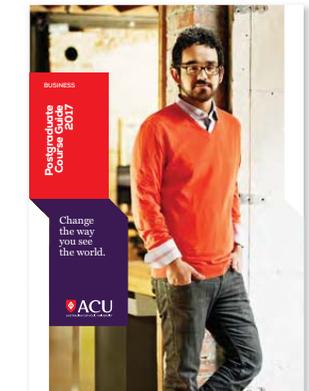
Call out for internal spreads



With a full colour panel for copy heavy content



A header device for internal pages



With a single image



A light touch branding device where space is limited.

Perspective shape Incorrect use



✘ The two perspectives shape negative space be scaled to the correct percentage of the short edge for each application format.



✘ The application should be divided half way.



✘ Angles must always horizontally align.



✘ The two perspectives shape should not be distorted.



✘ To avoid visual complexity, the brandmark should never appear next to an area of white negative space.



✘ The headline device should be made up of two shapes of equal height.



✘ When extending or contracting the headline device, ensure the recommended sizes for each format is adhered to.



✘ The extra height and width headline device should not appear left aligned and the brandmark should not appear in the centre of an application.



✘ The call out shape should follow the scaling principles stated in this guideline.



✘ The call out perspective box should never be rotated or flipped.



✘ Solid versions of the call out perspective shape should be reserved for use in internal layouts.

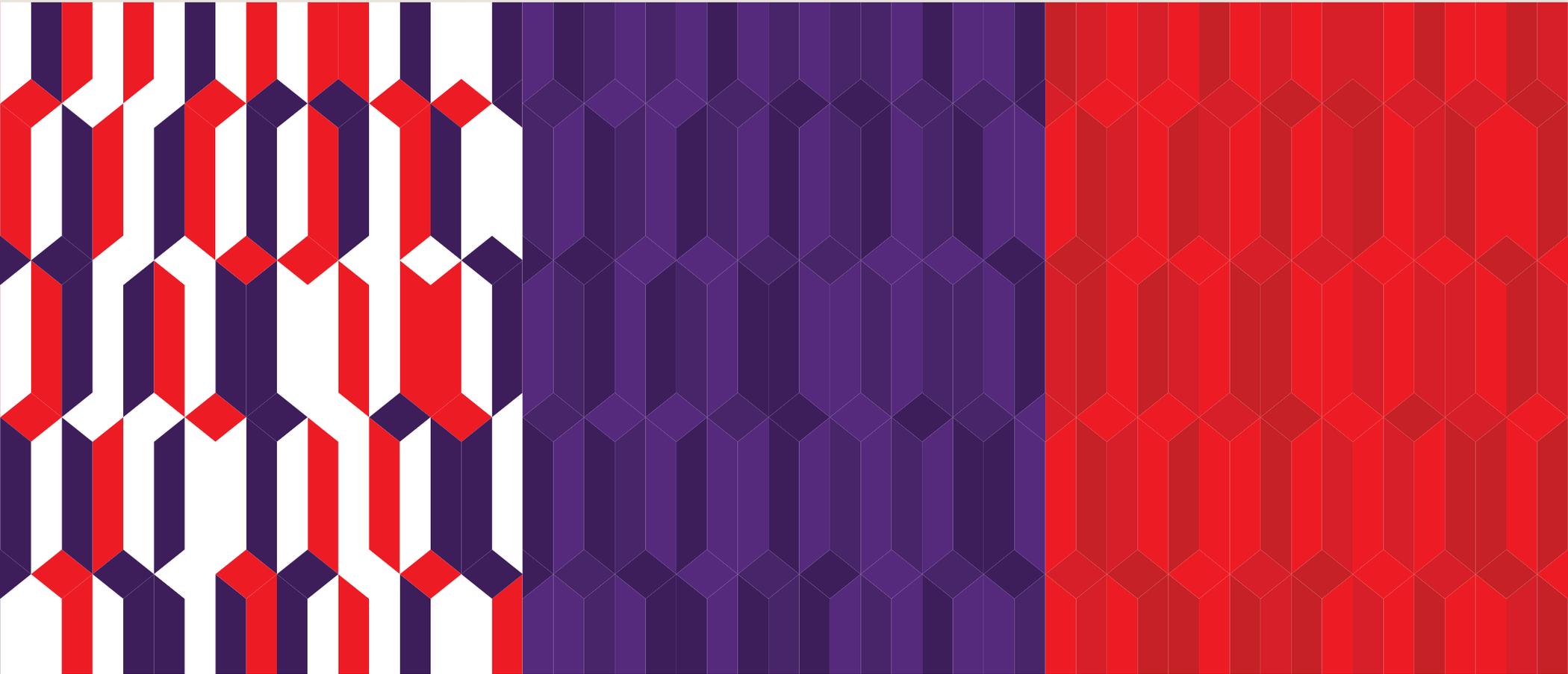


✘ The two perspectives shape should never be used in conjunction with the call out box.

Pattern

Inspired by our creative platform of Different Perspectives = A Different World, our pattern is comprised of the negative space from our two perspectives shapes highlighting the impact of exploring the world from different perspectives.

While the perspectives shapes should be used wherever possible to lead communications, the pattern is used to create visual interest and help reinforce our brand either on internal or secondary pages, or where the perspectives shapes are not appropriate.

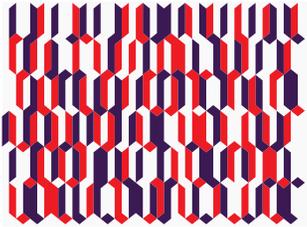


Pattern Colour reproduction

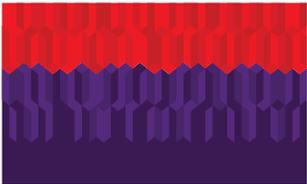
Variations

HERO

Primary



Transitional



Pantone® 485 CP
C0 M95 Y100 K0
R242 G18 B12
HTML F2120C

Pantone® 2627 CP
C85 M100 Y6 K38
R60 G16 B83
HTML 3C1053

Pantone® P 46-8 C
C0 M95 Y100 K20
R214 G31 B39
HTML D61F27

PANTONE® 2617CP
C85 M100 Y0 K23
R72 G11 B107
HTML 480B6B

PANTONE® 7620 CP
C0 M95 Y100 K30
R197 G32 B38
HTML C52026

PANTONE® 266CP
C85 M100 Y6 K0
R84 G13 B130
HTML 540D82

TONAL

Primary



Transitional

Vertical



Horizontal



Pantone® 485 CP
C0 M95 Y100 K0
R242 G18 B12
HTML F2120C

Pantone® 2627 CP
C85 M100 Y6 K38
R60 G16 B83
HTML 3C1053

Pantone® P 46-8 C
C0 M95 Y100 K20
R214 G31 B39
HTML D61F27

PANTONE® 2617CP
C85 M100 Y0 K23
R72 G11 B107
HTML 480B6B

PANTONE® 7620 CP
C0 M95 Y100 K30
R197 G32 B38
HTML C52026

PANTONE® 266CP
C85 M100 Y6 K0
R84 G13 B130
HTML 540D82

Pantone® Black 7 CP
C38 M35 Y33 K92
R61 G57 B53
HTML 3D9355

C38 M35 Y33 K82
R73 G69 B67
HTML 494543

C38 M35 Y33 K75
R86 G84 B82
HTML 565452

Pantone® 403 CP
C18 M21 Y27 K47
R140 G133 B123
HTML 8C857B

C18 M21 Y27 K58
R127 G121 B112
HTML 7F7970

C16 M19 Y24 K42
R151 G145 B136
HTML 979188

Pantone® Warm Grey 1 CP
C3 M3 Y6 K7
R232 G227 B219
HTML E8E3DB

C2 M2 Y4 K5
R222 G218 B211
HTML DEDAD3

C3 M3 Y6 K13
R214 G211 B206
HTML D6D3CE

Pattern Usage principles

Patterns are available either as hero or tonal colour, in both a primary format and versions available for transitioning from pattern to flat colour.

The pattern may be used full bleed or cropped.

HERO

The hero versions of the pattern are used for high impact communications.

Primary

The primary version of the hero pattern is used full bleed or cropped. It may also be used to transition either from the pattern to Sand or from solid colour to an image.

When being used to transition, elements may be removed as appropriate to the layout.

Transitional

The transitional version of the hero pattern is used to transition from a Red pattern to a Purple Pattern and then to solid Purple. The solid area of Purple provides a clear space for application of the brandmark when required. Elements may be removed as appropriate to the layout.

TONAL

The tonal versions of the pattern are used for add depth to areas of otherwise flat colour. They may be overlaid with text.

Primary

The primary version of the tonal pattern is used full bleed or cropped.

Transitional

The transitional version of the tonal pattern is used to transition from the pattern to solid colour.

HERO

Primary



TONAL

Primary



Transitional



Transitional



Pattern Incorrect use



Tonal patterns should not be used as a background for motion graphics.



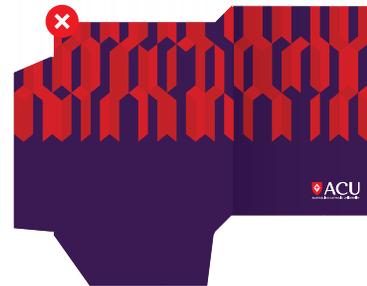
Patterns should never be used to hold images. Text should only be contained within the solid areas of tonal transitional patterns, and not be overlaid.



When combined with an image, the hero pattern should be arranged in a way that best complements the composition of an image.



Patterns should never appear within the perspective shapes. Type may only be overlaid when it is large and legible. The brandmark should never appear over the pattern.



Tonal transitional patterns should never be mixed with other colours from the ACU colour palette.



Patterns should never appear as a wallpaper behind design elements such as tables, images etc.