



BRAND GUIDELINES

VETERANS BUSINESS ALLIANCE

LOGO

MINIMUM CLEAR SPACE

To ensure integrity and legibility, the Veterans Business Alliance brandmark should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clear space. Whenever possible, maintain more clear space around the logo than the minimum specified. The minimum clear space for the logo is V, where the value of V is derived from the width and height of the V in VBA.



MINIMUM SIZE

The isolation zone is the space around the logo. It is important that no images/text/borders or margins are placed within 10mm of the logo. For the sake of legibility, the logo must never be printed smaller than 35mm in width or 35px on screen.



WHAT NOT TO DO

DO NOT

- Change colour of the logo
- Alter size and ratio of logo elements
- Do not stretch or Skew the logo
- Do not rotate
- Do not place the logo over off-brand colours



COLOUR PALETTE

BRAND COLOURS

VBA brand consists of eight main colours and a supporting grey colour used for text and other elements.



C4 M40 Y100 K0
#F8A51A



C0 M70 Y100 K0
#F16F21



C22 M0 Y84 K0
#D0DE50



C42 M18 Y8 K0
#92B7D3



C70 M30 Y15 K0
#4C94BA



C40 M30 Y84 K0
#A6A052



C10 M10 Y10 K80
#4D4C4D



C53 M27 Y82 K23
#6C8046



C45 M0 Y100 K0
#99CA3C

TYPOGRAPHY

PRIMARY TYPEFACE

Avenir is the main typeface used within the brand using a variety of font weights and kerning. A maximum kerning of 200pt is used for headings and subheads and a kerning of 20pt for body copy.

BLACK AVENIR BLACK

Main Headings

MEDIUM AVENIR MEDIUM

Headings / Sub Headings / Body Copy (Placed over image of coloured background)

LIGHT AVENIR LIGHT

Sub Headings / Body Copy

LOGO USE ON WEBSITE

WEBSITE

Several variations to use on your own websites keeping within the VBA Brand Guidelines.

All variations will be available in reverse however the same logo rules apply placing the copy and logo onto a coloured background or image. Both will need to be easily read.

OPTION 1.



VBA PLATINUM MEMBER 2022

Creating an alliance of businesses that appreciate the value of employees from the veteran community

[Visit VBA >](#)

OPTION 2.



VBA PLATINUM MEMBER 2022

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OPTION 3.



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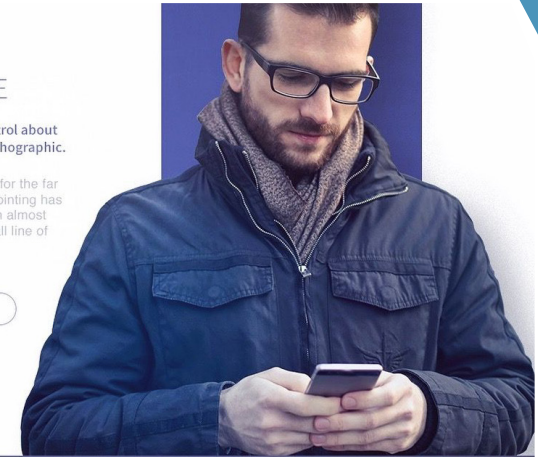
BE IN TOUCH TO FIND A CLOSET BIKE

Even the all-powerful Pointing has no control about the blind texts it great is an almost a unorthographic.

the name of Lorem Ipsum decided to leave for the far World of Grammar. Even the all-powerful Pointing has no control about the blind texts it great is an almost unorthographic life One day however a small line of blind text.

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OPTION 4.



VBA PLATINUM MEMBER 2022

Creating an alliance of businesses that appreciate the value of employees from the veteran community

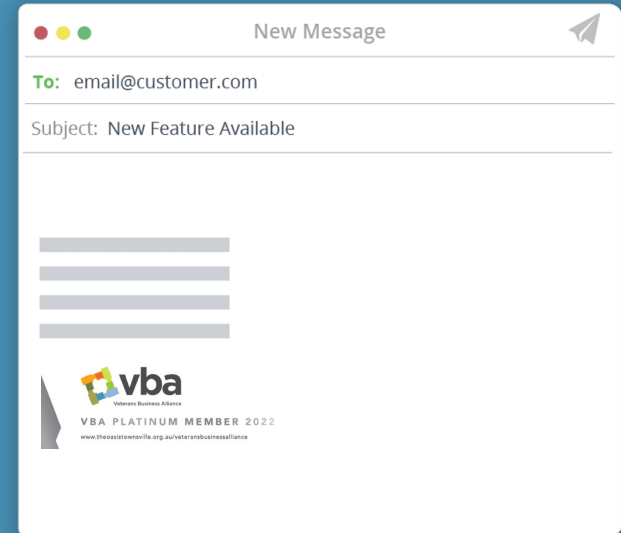
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SIGNATURES

EMAIL SIGNATURE

Signature to add to your emails when associated with the Veterans Business Alliance. To be aligned to the left of emails down the bottom under written signature.

EXAMPLE EMAIL PLACEMENT OF SIGNATURE BELOW NAME OR EXISTING SIGNATURE.

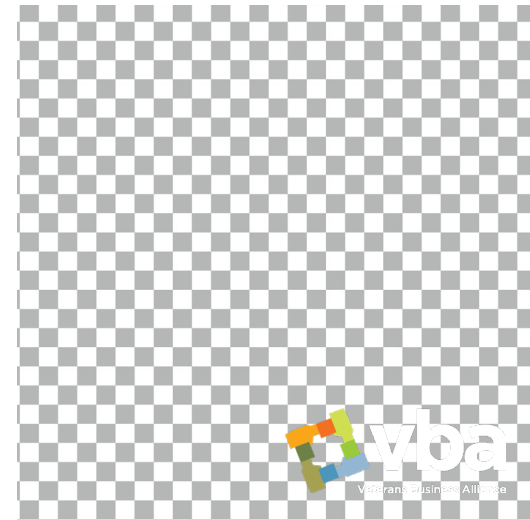


SOCIAL MEDIA

SOCIAL POSTS

Two Facebook and Instagram post templates provide for both using a logo over an image of coloured background when visible or using option 1 with the white background. In both instances the logo but not be scaled and must be readable.

Files provided as PNG files to easily place over an image.



SOCIAL MEDIA

TAGS

Several hashtag accounts to include in all social media posts when associating with VBA and The Oasis Townsville using the VBA Logo.

#THEOASISTSV

THE OASIS TOWNSVILLE

#VETERANSBUSINESSALLIANCE

VBA

@THEOASISTOWNSVILLE

FACEBOOK / INSTAGRAM

@THE OASIS TOWNSVILLE

LINKEDIN

@THE OASIS TOWNSVILLE

YOU TUBE

@THEOASISTSV

TWITTER



www.theoasistownsville.org.au/veteransbusinessalliance

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