



BRAND USER GUIDELINES

empowering
networking
global know-how



BRUSSELS Zen Car Europe's first
electric car to rent

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Our organisation name

Cigré Australia

The global technical forum for large electric systems

It is important that the global market and all prospective members recognise the Cigré name and associate it with the successful and respected industry network we have become.

Our public website is at cigreaustralia.org.au

Our value proposition

empowering
networking
globalknow-how

Cigré Australia is the first port of call for power network know-how.

This is highlighted in our value proposition graphic.

empowering – Australia’s power industry professionals

networking – builds your collective intelligence

globalknow-how – from our worldwide pool of experts

Our mission is to support our members in leveraging our global network to develop enhanced solutions for Australian organisations and the community.

Our logo

To preserve the integrity and power of our logo it must always be treated consistently. The following pages describe how to do this.

OUR LOGO – PRIMARY VERSIONS



Our logo is the most visible, at a glance element of our identity – a universal signature across all Cigré Australia communications; and a guarantee of quality uniting our diverse range of services.

We use the same version in print, signage and on screen. Our logo is a bold, simple, graphic statement. It signifies a global power network.

OUR LOGO – ALTERNATIVE VERSIONS

Our logo is also available as reversed versions. Use these on solid colour backgrounds and suitable photographic images.



Applying our logo

It is crucial that we protect the integrity of our logo by ensuring it is presented consistently and professionally. To achieve this, here are some golden rules of use.

OUR LOGO – CLEAR SPACE

A good rule is to allow as much space around our logo as possible. The dotted line around the centred logo represents the minimum area. No other elements, i.e. images or type, should invade this boundary.



■ Clear space (proportionately, this is 10% of the height of our logo)

OUR LOGO – WHEN SPACE OR SIZE IS LIMITED

In some situations, especially online, you may have limited space for our logo. Below are minimum sizes needed to retain our logo's visual integrity.

MINIMUM SIZE OUT-SOURCED PROFESSIONAL PRINT



MINIMUM SIZE IN-HOUSE PRINTING



Our logo – Do's and Don'ts



Do not change any of the colours



Do not distort the logo



Do not tilt the logo



Do not cover part of the logo



If placing our logo on a photographic background, take care to ensure that it is fully legible.



In this instance using a solid background is a better option.



Or the logo can be repositioned to a more legible position.



Another option is to select a more suitable image.

Our colours

PRIMARY COLOUR

CIGRÉ GREEN

SPOT: PMS348

CMYK: C:100 M:0 Y:80 K:20

RGB: R:0 G:126 B:79

HTML: #007e4f

SECONDARY COLOUR

OUTBACK

SPOT: PMS466

CMYK: C:8 M:24 Y:52 K:20

RGB: R:201 G:170 B:119

HTML: c9aa77

Our marketing typeface

VERB FAMILY

When professionally prepared materials are created by our designers, they will use our marketing typeface from the Verb family.

Primary, secondary headings

VerbCond Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Bold introduction copy

VerbCond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Preferred body copy weight

VerbCond Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

VerbCond Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Body copy weight for small point size or reversed type

VerbCond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

VerbCond Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

- VerbCond font should not be altered in anyway.
- Cigré prefers text to be left aligned. Text is not to be underlined unless it is a web link.
- Key information is highlighted using bolder weights.

Our in-house and online typeface

Depending on the application you are using, such as email, Powerpoint, Word or web applications, VerbCond may not be available. In these cases Arial is our preferred font.

ARIAL FAMILY

For in-house publications and web presence our font is from the Arial family.

Primary, secondary headings and introduction copy

Arial bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Body copy

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Look and feel



Click to view the A4 two page Cigré Summary of Membership benefits. This is an example of how our branding can be applied. [>CLICK HERE](#)