

# Style guide



## LOGOS

The National Biosecurity Week logo must be used on all publications and materials. Logos are available in AI and PDF format for print and JPG and PNG format for web.

### Primary logos

The horizontal logos are the primary logos and are the preferred versions. The reversed version should be placed on a solid black background.



Horizontal – regular



Horizontal – reversed

### Secondary variations of the logo



Stacked – regular



Stacked – reversed



Australia icon only



NBW/Year – regular

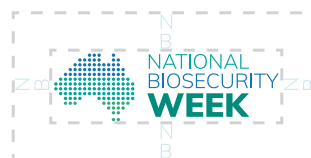
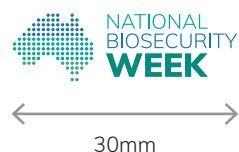


NBW/Year – reversed

The NBW/Year logos are supplied up to 2033. They can be used for social media profile pictures leading up to the week or anywhere a shortened version is required.

### Minimum size

The minimum size for the logo is 30mm wide. The preferred exclusion zone is the height of the N and B from the logo.



### Co-branding

All logos should appear at a similar size and orientation. To further differentiate between the logos, a vertical dividing line should be included.



## COLOUR PALETTE



C 86 M 51 Y 9 K 0  
R 31 G 116 B 175  
#1F74AF  
\*PMS 2383 C



C 100 M 19 Y 60 K 5  
R 0 G 139 B 125  
#008B7D  
\*PMS 2403 C



C 100 M 4 Y 50 K 0  
R 0 G 164 B 154  
#00A49A  
\*PMS 3272 C



C 76 M 8 Y 69 K 0  
R 50 G 170 B 122  
#32AA7A  
\*PMS 6162 C

\*Pantone to CMYK conversions may differ between software programs and swatch books.

## TYPOGRAPHY

**Aa** abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$\$%^&\*()

### Muli Primary font

The primary typeface is Muli, a contemporary sans-serif font.

The Muli font family is available to activate in Adobe Fonts, in several weights.

Where Muli is not available, Mulish (available on Google Fonts) can be used for a web font, and Calibri may be used in internal documents.