

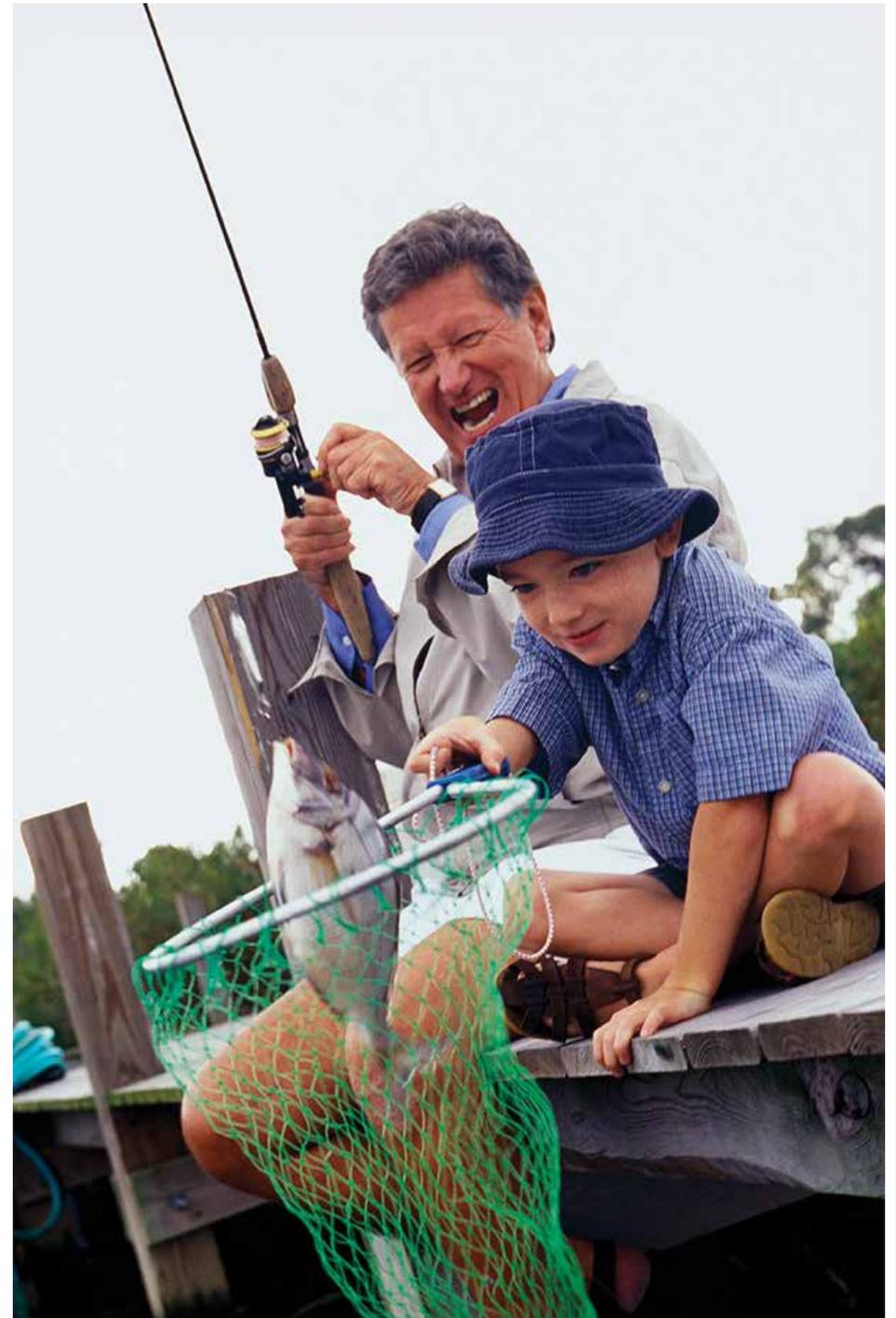
Fishability Logo mini style guide





Fishability (Fishers with Disabilities) is a not for profit association that delivers programs and activities designed to increase the active involvement of people requiring support with recreational fishing.

Fishability has, since 2000 provided fishing opportunities for Western Australians living with disabilities. With the support from the Western Australian peak body for recreational fishing, Recfishwest and the Department of Fisheries, Fishability has promoted fishing as a means of acceptance and inclusion.



Fishability Identity Style Guide | introduction

Welcome to the Fishability identity guidelines. These guidelines are designed to help you deliver clear, consistent and compelling communications to employees and volunteers bringing the Fishability brand to life at every touchpoint.

The visual identity guidelines have been developed to ensure that Fishability's brand identity, imagery, colour palette and graphic elements are applied consistently to our brand collateral and promotional material. The standards outlined in these guidelines apply to all communication, corporate stationery, advertising, print, signage and promotional items. To ensure our identity is consistently applied, please follow the specifications in these guidelines. Various colour formats and file types have been provided for a range of applications and media channels. Please ensure the correct format and colour variant is selected for the appropriate application to best present our identity.



The brand is a powerful business tool, and used effectively can shape attitudes and inspire confidence.

To ensure the integrity of Fishability's brand is upheld, it is important to follow the guidelines in this document. By doing so the brand will remain strong, intact and undiluted.

Logo | master brand and colours; Paint

The brand's single most important identity tool is the logo. For this reason it is important that it is always used consistently and never altered in any way.

A couple of variations are available to allow some flexibility in application. (See next page).

master logo | full colour



There are 3 primary corporate colours, the blue, yellow and grey. They all from part of the logo colour palette.

Please adhere to these colour specifications supplied at all times to keep consistency in the brand identity.

HEX (web)	PMS (signage)	CMYK (Printing)	Paint (Trailer & Vessels)
0879B5	7461	86c 46m 7Y	Trailer Y 13Vivid Yellow
FAA918	130	38m 100y	Vessel NORGLASS Market Yellow batch code number 5020
939597	cool grey 7	50k	Obtained direct from NORGLASS Sydney Technical Centre

Logo | variations

Special versions of the logo have been created for design & application flexibility.

Use the following logo variation examples shown on this page. Please use discretion when using the logo by selecting the most appropriate version for the application.

Reversed logo

Fishers
50k



Fishers
70k



2 colour logo



Two colour logos are especially good for small print and merchandise items which cannot handle the fine detail

One colour reversed



2 colour logo reversed



One colour logo



One colour logos are especially good for very small print on merchandise items or where budget is a constraint

Fishability Typefaces (Fonts)

The awareness of fonts and typography has become a bigger part of mainstream culture and an integral part of the corporate identity.

The brand is the unique personality that identifies a product or service. Design gives it the visual instantiation of a brand. The selection of typefaces and the arrangement of them can be as important as the use of colour, images or abstract graphics in the creation and recognition of a brand.



The logo font is **Diavlo BOLD II** has been used exclusively for the design of the logo. It is not to be used for any other purposes.

Candara (Display font for Headlines)

Candara (11) - Candara is to be used in sentence case for headings, sub-headings, pull out quotes and introduction paragraphs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial (Font for text and subheads)

Arial (11) – Arial Regular is to be used in sentence case for all general body text settings and for stationary. Use Arial Bold where extra emphasis is required.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logo uses | do's & dont's



Using the various logo formats

The logo has various formats for use. This guide will show you some examples of how it may be used. While the master logo looks really clean on a white background, the versions on its own colour work well on design collateral to enhance the corporate colours. One colour logos are usually reserved for when application or budget does not allow for full colour.

Do not devalue the brand

Always use supplied logo artwork and adhere to the style guide. The logo should never be stretched, pulled, extended, condensed or any part thereof adjusted. Do not use the logo on any colour except white or its own corporate colour. Light background of 10% or less. Whilst it's not always possible to obtain the exact colour for merchandise try get colours similar to the corporate palette.



Logo | artwork and formats

Just because you can see an image clearly on your screen does not mean it can be printed any bigger than you see it without it becoming blurry and pixelated. Logo files in a vector format, can be enlarged and they remain crisp and clear.

Bitmap graphics (usually JPG & PNG) are made up of small dots (pixels) and can only be printed as large as they are initially created, any bigger and they start to pixelate. Vector graphics can be made as big as you like and they are always clear as they are built up of mathematical calculations (vectors), so each time you change the size it can recalculate.

The most common file formats you will find Vector graphics in are EPS & PDF

The most common file formats you will find Bitmap graphics in are JPEG, JPG, TIFF & GIF

See the next page for a guide of best logo artwork format to use/supply.



Logo | artwork and formats continued

Below is a general rule of thumb for artwork and formats for printing, web, etc but not always exactly the case and some suppliers may request a specific format. It's always best to ask for which they'd prefer or is best for output.

Formats names and description

Format Code	Format Name	Description in short
EPS	Encapsulated PostScript	For sending / exporting files for print - preferred for large files and banners
GIF	Graphic Interchange Format	Gradually being replaced by PNG
JPEG / JPG	Joint Photographic Experts Group	Create and exchange digital photographs – preferred for images
PDF	Portable Document Format	Open format and good for sharing images – preferred for most files
PNG	Portable Network Graphics	Compress without losing image quality
TIFF	Tagged Image File Format	Recommended file format (both PC/MAC) – preferred for high resolution images

EPS (Vector)

The most versatile and reliable format.

As a vector file, it is usually the original & master file created. It is not made of pixels, it consists of solid components and it can be scaled up or down and its resolution can never be altered. In short, it can be enlarged a 1000 times and its resolution (printing/ display quality) remains the same, it is always high resolution.

This format can be used

GIF

These days this format is usually only used in animated versions for online banner Ads. You will not need to use this format for logo artwork.

JPEG / JPG

This format is usually used for pictures. Some printers will request or accept this format but make sure you have an appropriate resolution for the purpose it is being used for. Some printers & merchandisers still accept or request this format This usually needs to be Hi Res (300dpi) for printing. JPG is good for web. As screen resolution is only 72dpi, Low to Med Res is usually fine.

PDF

This is mainly a viewing format to the general person. Most design artwork material such as adverts, brochures, etc created for printing are required to be in Hi Res PDF format. Mainly a viewing format, not the best for supply of logo artwork unless embed with a vector file of the logo which is then equally as good as a EPS.

PNG

This has some similarities to a JPG but it can also be supplied without a background. (No white square around the lettering & logo). Some printer may ask for this format but is primarily good for web.

TIFF

Mainly for high resolution images (pictures). You will not need to use this format for logo artwork.