THE GRAINS RESEARCH AND DEVELOPMENT CORPORATION

BRAND STYLEGUIDE

GRDC™

GRAINS RESEARCH
& DEVELOPMENT
CORPORATION

CONTENTS

CORE BRAND ELEMENTS

BRAND ESSENCE

The Grains Research and Development Corporation (GRDC) is a world-leading grains research organisation, responsible for planning, investing in and overseeing RD&E to deliver improvements in production, sustainability and profitability across the Australian grains industry.

Through its focus on grower profitability, partners, and innovation, GRDC ensures Australia's grains industry is world-class and globally competitive.
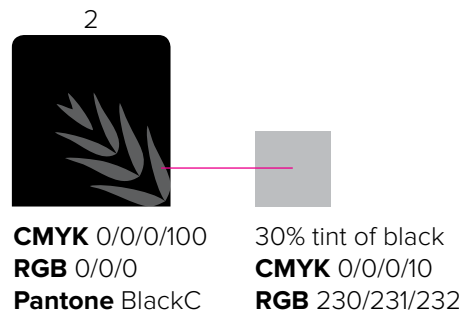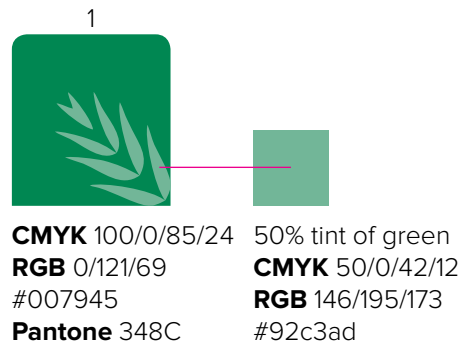
BRAND IMAGERY

Colour photography plays an important role in telling the GRDC brand story. Photography grading should be intense and reflective of the tones of nature. This used in combination with black and white tones to help tell the scientific side of the story. Australian crops and landscapes should always be depicted.
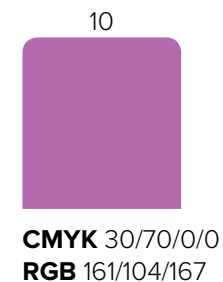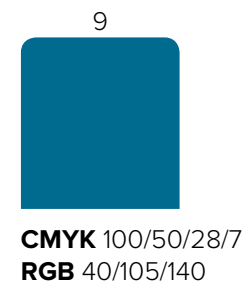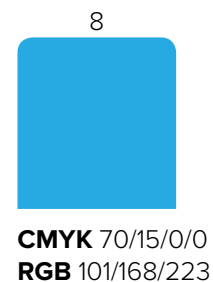
BRAND COLOURS

PRIMARY COLOUR PALETTE

1

CMYK 100/0/85/24
RGB 0/121/69
#007945
Pantone 348C

50% tint of green
CMYK 50/0/42/12
RGB 146/195/173
#92c3ad

2

CMYK 0/0/0/100
RGB 0/0/0
Pantone BlackC

30% tint of black
CMYK 0/0/0/10
RGB 230/231/232

3

CMYK 0/0/0/95
RGB 40/41/42
#28292a

SECONDARY COLOUR PALETTE

Secondary colours can be used to complement the primary colour palette in the form of design elements (see page 9 for examples). Tables/graphs can use secondary colours to distinguish different categories.

1

CMYK 5/35/50/5
RGB 164/150/127

2

CMYK 25/5/20/0
RGB 191/216/204

3

CMYK 50/5/100/0
RGB 156/188/75

4

CMYK 75/0/45/0
RGB 0/184/165

5

CMYK 0/0/0/60
RGB 128/129/131

6

CMYK 0/75/100/0
RGB 213/101/44

7

CMYK 0/10/90/0
RGB 249/221/69

8

CMYK 70/15/0/0
RGB 101/168/223

9

CMYK 100/50/28/7
RGB 40/105/140

10

CMYK 30/70/0/0
RGB 161/104/167
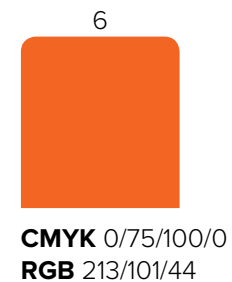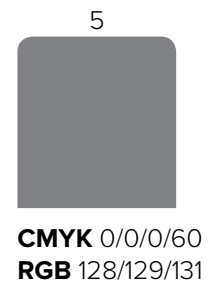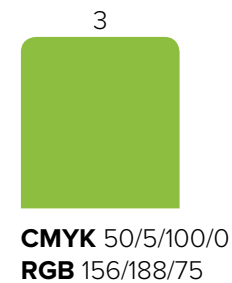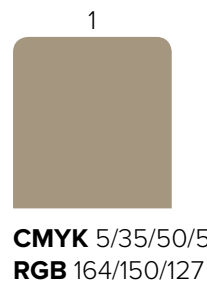
FARM BUSINESS COLOUR PALETTE

The colour below is to be reserved as the primary colour for Farm Business.
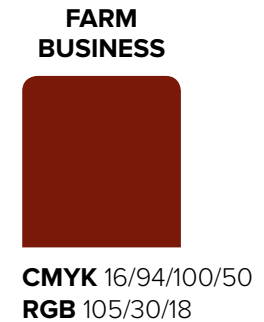
FARM BUSINESS

CMYK 16/94/100/50
RGB 105/30/18

BRAND COLOURS/TEXT LEGIBILITY RULES

To maintain good legibility, there must always be sufficient contrast between brand colours and the colour of the text that appears on it. The examples below show text in tints of black on the brand colour. This rule applies to colours of equivalent depth.

PRIMARY COLOUR PALETTE

100% BLACK	✕	100% BLACK ✕
90% BLACK	90% BLACK ✕	90% BLACK ✕
80% BLACK ✕	80% BLACK ✕	80% BLACK ✕
70% BLACK ✕	70% BLACK	70% BLACK
60% BLACK ✕	60% BLACK	60% BLACK
50% BLACK ✕	50% BLACK	50% BLACK
40% BLACK	40% BLACK	40% BLACK
30% BLACK	30% BLACK	30% BLACK
20% BLACK	20% BLACK	20% BLACK
10% BLACK	10% BLACK	10% BLACK
WHITE	WHITE	WHITE

BRAND COLOURS/TEXT LEGIBILITY RULES

To maintain good legibility, there must always be sufficient contrast between brand colours and the colour of the text that appears on it. The examples below show text in tints of black on the brand colour. This rule applies to colours of equivalent depth.

SECONDARY COLOUR PALETTE   **FARM BUSINESS**

100% BLACK	100% BLACK	100% BLACK	100% BLACK	100% BLACK	100% BLACK	100% BLACK	100% BLACK	100% BLACK	100% BLACK	100% BLACK
90% BLACK	90% BLACK	90% BLACK	90% BLACK	90% BLACK	90% BLACK	90% BLACK	90% BLACK	90% BLACK	90% BLACK	90% BLACK
80% BLACK	80% BLACK	80% BLACK	80% BLACK	80% BLACK	80% BLACK	80% BLACK	80% BLACK	80% BLACK	80% BLACK	80% BLACK
70% BLACK	70% BLACK	70% BLACK	70% BLACK	70% BLACK	70% BLACK	70% BLACK	70% BLACK	70% BLACK	70% BLACK	70% BLACK
60% BLACK	60% BLACK	60% BLACK	60% BLACK	60% BLACK	60% BLACK	60% BLACK	60% BLACK	60% BLACK	60% BLACK	60% BLACK
50% BLACK	50% BLACK	50% BLACK	50% BLACK	50% BLACK	50% BLACK	50% BLACK	50% BLACK	50% BLACK	50% BLACK	50% BLACK
40% BLACK	40% BLACK	40% BLACK	40% BLACK	40% BLACK	40% BLACK	40% BLACK	40% BLACK	40% BLACK	40% BLACK	40% BLACK
30% BLACK	30% BLACK	30% BLACK	30% BLACK	30% BLACK	30% BLACK	30% BLACK	30% BLACK	30% BLACK	30% BLACK	30% BLACK
20% BLACK	20% BLACK	20% BLACK	20% BLACK	20% BLACK	20% BLACK	20% BLACK	20% BLACK	20% BLACK	20% BLACK	20% BLACK
10% BLACK	10% BLACK	10% BLACK	10% BLACK	10% BLACK	10% BLACK	10% BLACK	10% BLACK	10% BLACK	10% BLACK	10% BLACK
WHITE	WHITE	WHITE	WHITE	WHITE	WHITE	WHITE	WHITE	WHITE	WHITE	WHITE

BRAND COLOURS - USE IN TABLES

The following table examples show how secondary colours should be used to differentiate columns.

One column

TABLE HEADING
TABLE SUBHEAD
Table text

———————— 100% Primary Green

———————— 100% Secondary Colour #1

———————— 20% Secondary Colour #1

Two columns

TABLE HEADING	
TABLE SUBHEAD	TABLE SUBHEAD
Table text	Table text

———————— 100% Secondary Colour #2

———————— 20% Secondary Colour #2

Three columns

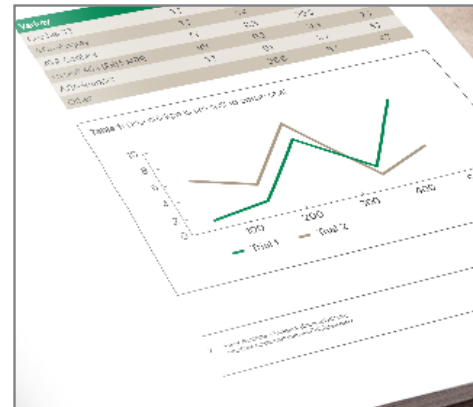| TABLE HEADING		
TABLE SUBHEAD	TABLE SUBHEAD	TABLE SUBHEAD
Table text	Table text	Table text

———————— 100% Secondary Colour #3

———————— 20% Secondary Colour #3

BRAND COLOURS - USE IN DESIGN ELEMENTS

Secondary colours are to be used to complement the primary colour, enhance the design, and to help draw comparisons.

This is an example of a secondary colour used to highlight key points.

Comparisons are shown with a secondary colour in this graph.

Pull out text or quotes can be emphasised by boxing in a secondary colour.

Quotes or important information can be highlighted using the secondary colour palette.

BRAND TYPOGRAPHY

Two font families have been selected to be used in all GRDC Brand collateral.

PROXIMA NOVA

Aa

PROXIMA NOVA BOLD
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA SEMIBOLD
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA REGULAR
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA LIGHT
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA CONDENSED

Aa

PROXIMA NOVA CONDENSED REGULAR
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA CONDENSED LIGHT
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRAND TYPOGRAPHY - ALTERNATIVE FONT

In instances where there is no scope to fund or provide the official Proxima Nova font, the alternate fonts to be used are system fonts Arial & Helvetica.

ARIAL

Aa

ARIAL BOLD
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ARIAL REGULAR
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA

Aa

HELVETICA BOLD
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA REGULAR
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LOGO
GUIDELINES

GRDC
GRAINS RESEARCH
& DEVELOPMENT
CORPORATION

VERTICAL

GRDC
GRAINS RESEARCH
& DEVELOPMENT
CORPORATION

DEFAULT LOGO (STACKED)

GRDC

LOGOMARK

GRDC
GRAINS RESEARCH
& DEVELOPMENT
CORPORATION

LOGO FORMS

Variations of the GRDC logo have been created for use in instances where space is limited.

PRIMARY LOGO - DEFAULT
Usage: Print & Online
Default Logo that should be used where possible.

Print min size
W: 28mm
H: 11mm

Online min size
Header: 150px w
Footer: 100px w

VERTICAL
Usage: Print & Signage
Only to be used in instances where width is restricted.
ie. vertical shaped signage.

Print min size
W: 16mm
H: 23.5mm

LOGOMARK
Usage: When height is restricted and online.

Print min size
W: 28mm
H: 5.5mm

Online min size
W: 83px
H: 16px

BRANDMARK
Usage: When height is restricted and online. ie. favicon, social media profile picture, icons

Online min size
W: 16px
H: 16px

DEFAULT LOGO LOCKUP

GRDC BRAND LOGO

The GRDC Brand logo shown here is the Default Logo to be used across all GRDC Brand collateral.

The logo lockup consists of the wheat sheaf monogram, the GRDC wordmark and the expanded, 'GRAINS RESEARCH & DEVELOPMENT CORPORATION' wordmark over three lines.

VARIATIONS

CMYK/PMS/RGB

BLACK

MONO REVERSED ON BLACK

MONO REVERSED ON GREEN

MONO REVERSED ON IMAGE

Default Logo

Wordmark
Font: Proxima Nova Bold

Wheat sheaf monogram

Expanded wordmark
Font: Proxima Nova Regular

MINIMUM SIZE

Print	Online
W: 28mm	Header: 150px w
H: 11mm	Footer: 100px w

VERTICAL LOGO LOCKUP

USAGE: PRINT & SIGNAGE

The GRDC vertical logo shown here is only to be used in instances where width is restricted. ie. vertical shaped signage.

The logo lockup consists of the wheat sheaf monogram, the GRDC wordmark and the expanded, 'GRAINS RESEARCH & DEVELOPMENT CORPORATION' wordmark over three lines.

VARIATIONS

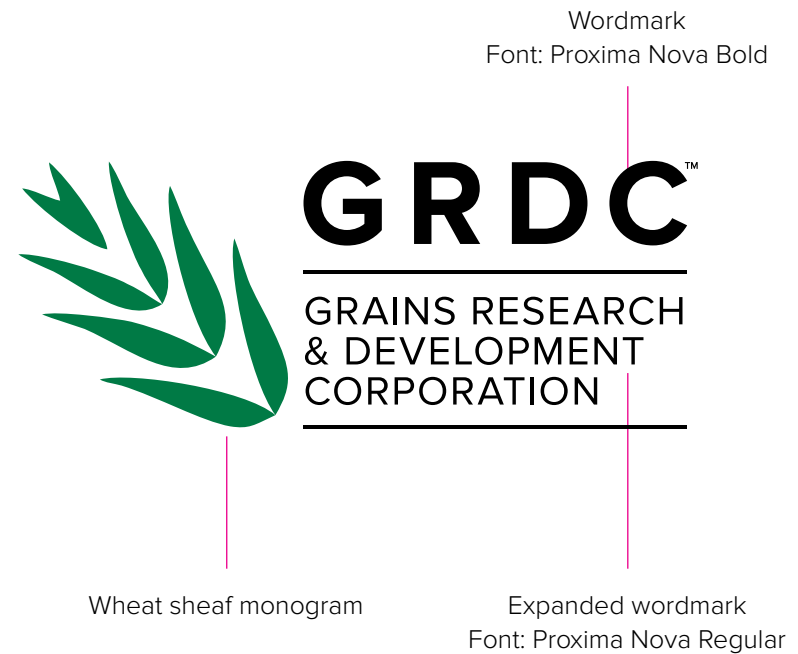**CMYK/PMS/RGB   BLACK**

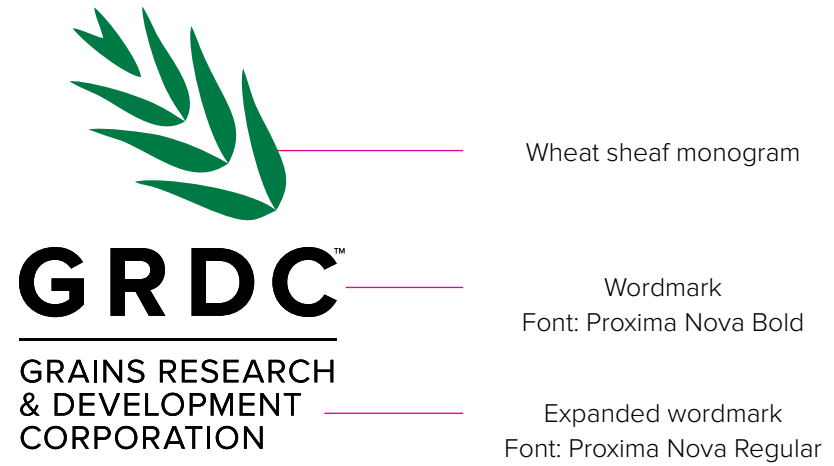**MONO REVERSED ON BLACK**   **MONO REVERSED ON GREEN**   **MONO REVERSED ON IMAGE**

VERTICAL LOGO

Wheat sheaf monogram

Wordmark
Font: Proxima Nova Bold

Expanded wordmark
Font: Proxima Nova Regular

MINIMUM SIZE
Print
W: 16mm
H: 23.5mm

LOGOMARK LOCKUP

USAGE: WHEN HEIGHT IS RESTRICTED AND ONLINE

The GRDC Logomark is to be used online in instances where space is limited and the Default Logo cannot be used.

The lockup consists of the wheat sheaf monogram and the GRDC wordmark.

VARIATIONS

RGB COLOUR

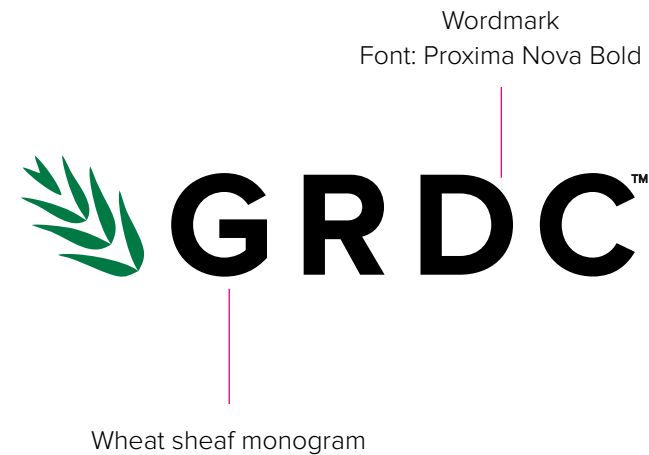**RGB BLACK**

RGB WHITE ON BLACK

RGB WHITE ON GREEN

RGB WHITE ON IMAGE

LOGOMARK

Wordmark
Font: Proxima Nova Bold

Wheat sheaf monogram

MINIMUM SIZE

Print	Online
W: 28mm	W: 83px
H: 5.5mm	H: 16px

BRANDMARK

USAGE: WHEN HEIGHT IS RESTRICTED AND ONLINE

The GRDC Brandmark is to be used online in instances where space is limited and the Default Logo and Logomark cannot be used ie. favicon, social media profile picture, icons.

The Brandmark consists of the wheat sheaf monogram.

VARIATIONS

RGB COLOUR   **RGB BLACK**

RGB WHITE ON BLACK   **RGB WHITE ON GREEN**   **RGB WHITE ON IMAGE**

BRANDMARK

Wheat sheaf monogram

MINIMUM SIZE
Online
W: 16px
H: 16px

LOGO CLEARSPACE

LOGO CLEARSPACE

x

x

GRDC™

GRAINS RESEARCH & DEVELOPMENT CORPORATION

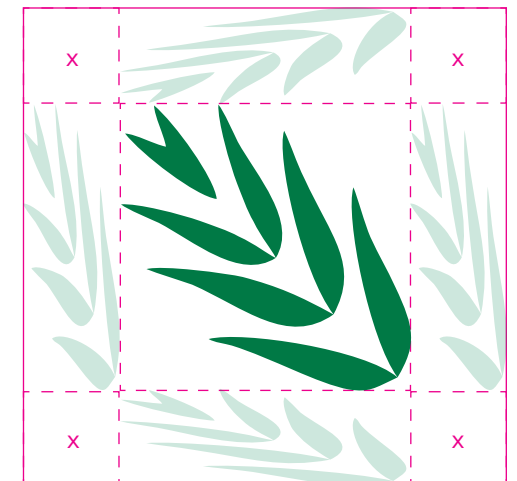x = the height of GRDC

x

x

GRDC™

GRAINS RESEARCH & DEVELOPMENT CORPORATION

x

GRDC™

x

BRANDMARK CLEARSPACE

In ideal circumstances, the guidelines below should be used for the brandmark clearspace. However, The GRDC Brandmark should be maximised in minimum size spaces.

x

x

x

x

x = 1/3 of the width of wheat sheaf monogram

LOGO USAGE

THE FOLLOWING RULES APPLY ACROSS THE RANGE OF GRDC BRAND LOGOS.

X DON'T change the logo font

X DON'T distort the logo

X DON'T reposition the lockup elements

X DON'T change the opacity of the logomark lockup

X DON'T add a drop shadow, inner glow, outer glow or any other effect to the brandmark

X DON'T change the colours of the logo lockup

GRDC FUNDED & AFFILIATED PROGRAMS

GRDC Funded & Affiliated Programs should always feature a GRDC logo.

100% FUNDED GRDC PROJECT
If a project or initiative is 100% funded by GRDC, the collateral must be designed based on GRDC guidelines and display a GRDC corporate logo.

At the discretion of GRDC, a research partner's logo may appear on the front cover.

LESS THAN 100% FUNDED GRDC PROJECT
In cases where the project or initiative is not 100% funded by GRDC, a GRDC logo is expected to be displayed. The version of the logo used should be determined based on application and minimum size. The GRDC logo must be of equal size or weight as accompanying logos. Follow logo forms and clearspace guidelines within this document for logo usage rules.

Where collateral is written about the project, the GRDC funding of the project must always be referenced without exception.

OTHER LOGO | OTHER LOGO | GRDC GRAINS RESEARCH & DEVELOPMENT CORPORATION

OTHER LOGO | OTHER LOGO | GRDC

GRDC ENTITY LOCKUP

Entities that fall under the GRDC umbrella and require a lockup with the GRDC logo should follow these examples. The name should be no longer than 3 lines long. If the name is longer than 2 words long, a second line must be created.

EXAMPLE: ONE WORD

🌾 **GRDC**™
GROWNOTES™

EXAMPLE: TWO WORD

🌾 **GRDC**™
ONLINE TRIALS

EXAMPLE: THREE WORD

GRDC wordmark
'GRDC' is half the cap height of the Entity name.

Entity name
Proxima Nova Condensed Semibold font
57pt size font (or 2x GRDC wordmark height), 44pt leading,
-25 tracking, optical setting kerning
GRDC primary green.

Icons
Any identifiable icons used in existing logos positioned to the left of text. Colour of icon to be from the GRDC colour palette.

🌾 **GRDC**™
NATIONAL VARIETY TRIALS™

100% FUNDED GRDC PROJECT

LESS THAN 100% FUNDED GRDC PROJECT

If you have GRDC branding questions, please contact:

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