



Brand Guidelines

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About the logo

The Winanga-li logo features a hand-drawn illustration of the eucalyptus tree which grows at the front of the Winanga-li centre in Gunnedah, symbolising growth and progress.

The logo is framed within a circle, representing connection, balance, and the enduring nature of life and community. The dotted circle within symbolises a meeting place, connection and bringing people together.

The local Namoi River, illustrated through the centre of the circle, represents the continuous flow of knowledge and connection. The tree emerging from the river signifies that growth arises from this flow of knowledge.



Primary Logo
Colourway 1



Primary Logo
Colourway 2



Logo Variations

Logo use

Our logo is a key part of our brand, reflecting our values, mission, and respect for diverse perspectives. These guidelines, including a range of logo variations, ensure versatile, consistent, and impactful use across all platforms.

These guidelines ensure consistent use, with a range of logo variations for versatility across platforms.

Primary Logo

The primary logo is the full-color version and should be used whenever possible for maximum brand recognition.

There are 2 different colour variations to provide flexibility. These logos are the preferred logos for all branded materials.

Monochrome Logos

Monochrome versions (black or white) are available for use in limited colour environments or where colour reproduction is restricted.

These variations are recommended for embossing, screen printing, or other single colour printing methods.

Primary Logo - Colourway 1



Primary Logo - Colourway 2



Monochrome - Black



Monochrome - Reversed



Logo Spacing and Sizing

Logo Sizing

When re-sizing the logo always increase or decrease in proportion. The logo is circular in shape and therefore should always be the same width and height.

Do not distort the logo. Below are examples of incorrect logo distortion.



Logo Spacing

To make sure the logo works effectively, is always legible, there should always be clear space around the logo.

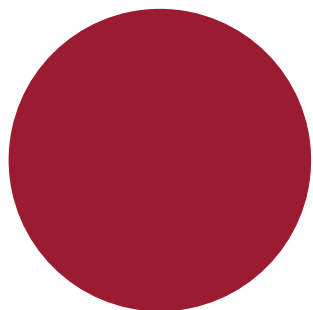


Minimum Size

So that the logo is always legible, the minimum size the logo should be appear is 20mm or 56px.



Colours

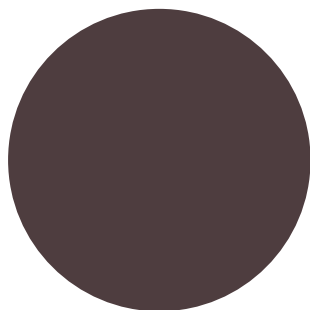


Land

C 25 / M 100 / Y 81 / K 22

R 133 / G 26 / B 49

#7F1431

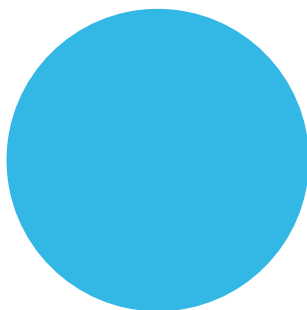


Earth

C 58 / M 66 / Y 59 / K 46

R 76 / G 64 / B 65

#4A3C3C

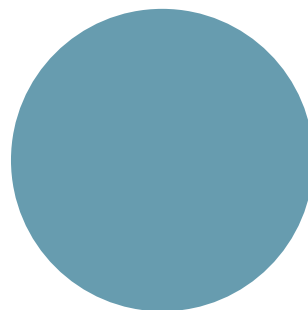


Sky

C 66 / M 8 / Y 3 / K 2

R 127 / G 180 / B 224

#7FB4E0

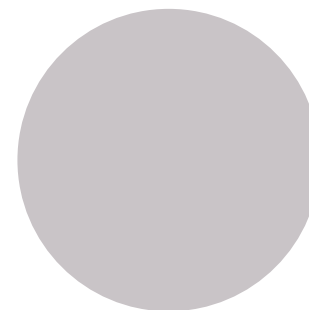


Water

C 62 / M 27 / Y 25 / K 0

R 128 / G 155 / B 172

#809BAC

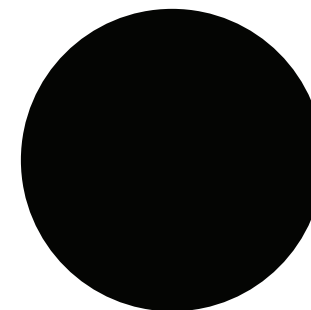


Smoke

C 20 / M 19 / Y 16 / K 0

R 208 / G 201 / B 200

#D0C9C8



Black

C 75 / M 68 / Y 67 / K 90

R 15 / G 15 / B 15

#0F0F0F

Logo & Heading Font

The logo and heading font for the Winanga-li brand is:

Covered By Your Grace - Regular

Other than in the logo, this font should be used for headings only.

For legibility the font size for headings should be no smaller than 21pt

Winanga-li

Heading 42pt

Minimum heading size 21pt

Covered By Your Grace - Regular 36pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
~!@#\$%^&*()_./;':[]\=-<>?:"{}|_+
1234567890

Typography - Body Copy Font

Body Copy Font

To ensure brand consistency the body copy font Calibri should be used for all business documents. If Calibri is not available the alternative fonts Aptos or Arial can be used instead.

For legibility and body copy should not be smaller than 10pt.

Calibri Regular - 10pt

Calibri Regular - 12pt

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
~!@#\$%^&*(),./;'\=-<>?:"{}|_+
1234567890

Calibri Bold - 10pt

Calibri Bold - 12pt

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
~!@#\$%^&*(),./;'\=-<>?:"{}|_+
1234567890**

Calibri Italic - 10pt

Calibri Italic - 12pt

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
~!@#\$%^&*(),./;'\=-<>?:"{}|_+
1234567890*



Brand Guidelines

Please contact Tea Creative should you have any questions regarding the content in this document.
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