FLEXIBLE WORKSPACE

AUSTRALIA

CONTENTS

BRAND MARK

ICON

Logo files for Flexible Workspace can be accessed here.
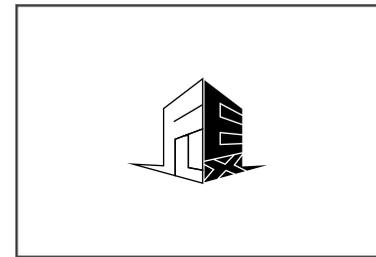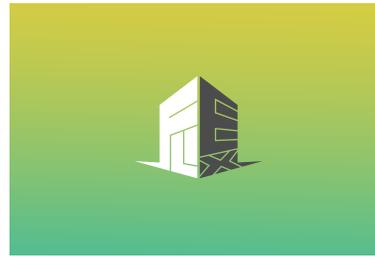
Gradient icon should only appear on a white or gray background (#4C4C4C). The gradient icon is not to be used on top of any other image or background unless it has an icon box around it in either white or gray.

The gray and white icon should only appear on the gradient background

The monochrome icon should only appear on a white background

The green and yellow solid icon should only appear on a white background

CLEAR SPACE

The clear space around the logo on all sides must be equal to the height of the letters and proportional to the size of the logo. As a minimum, the clear space around the logo on all sides must be equal to the height and width of the capital letter W in SHARP SANS 14px.
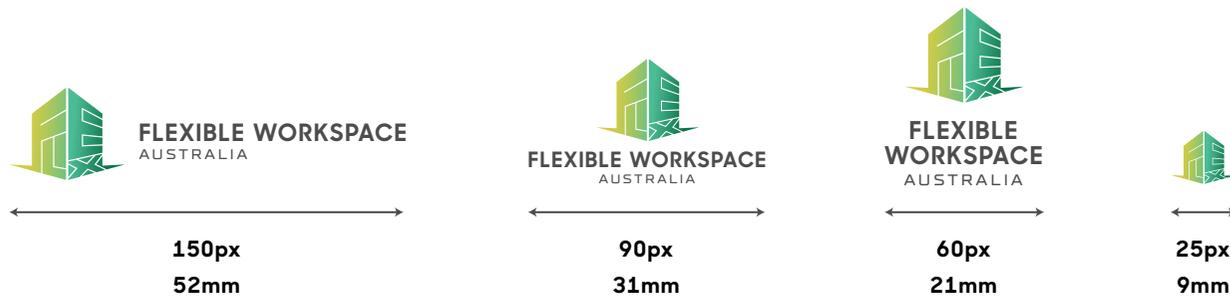
MINIMUM SIZING

150px
52mm

90px
31mm

60px
21mm

25px
9mm

The minimum size of the Workspace Flexible Australia brand and the icon were created to protect legibility, for smaller applications it is recommended to use the staked version and for even smaller applications the icon.

Minimum sizing must be adhered to according to the application of the logo. i.e. the icon without wording must only be used when space does not permit for the Flexible Workspace Australia tagline to be included.

LOGO USAGE

Don't place colored
logo version on green
background

Don't add
drop shadows,
emboss etc.

Don't stretch

Don't tilt, skew,
rotate or distort

The Flexible Workspace Australia logo must not be stretched, altered, skewed, tilted, rotated, changed proportionally in any way, or used on a background other than the backgrounds specified in for the brand mark and icon within these Brand Guidelines.

Don't alter
the colors

do not change
the proportion
of the elements

LOGO PLACEMENT
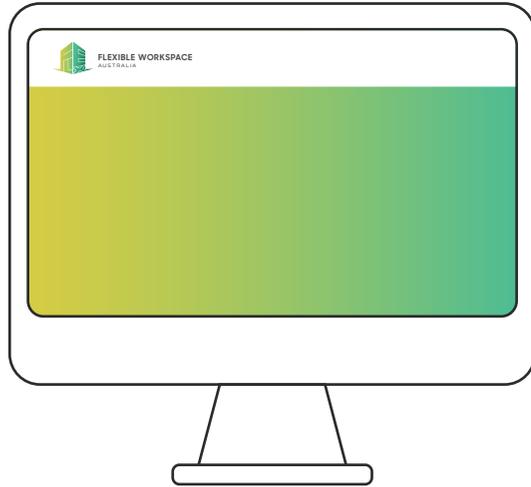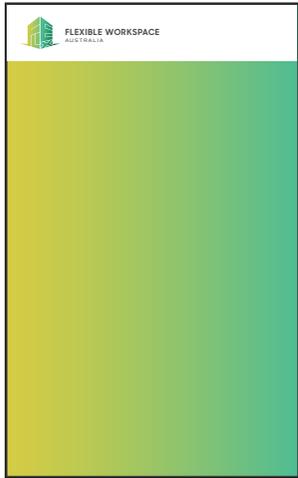
For online materials (such as emails and websites), place the logo in the upper-left corner. For print materials, place the logo in the lower-left or lower-right corner. If neither of those placements work, place the logo in one of the other corners, favouring the corner with the most clear space. The preferred placement is always horizontal, but vertical can be used in certain placements that have very little horizontal space.

COLOUR PALETTE
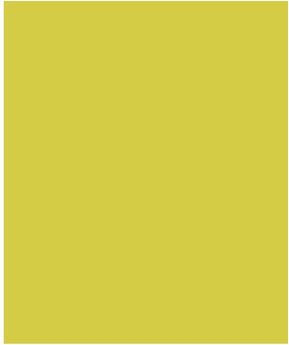
CMYK	20 11 89 0
RGB	212 204 68
HEX	#D4CC44
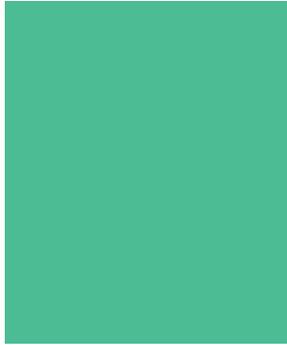
CMYK	67 0 55 0
RGB	76 188 148
HEX	#4CBC94

CMYK	88 31 84 19
RGB	12 116 76
HEX	#0C744C

CMYK	66 58 57 37
RGB	76 76 76
HEX	#4C4C4C

Above we have all the color palette codes each for use in your specific media type, for digital materials you should use RGB or Hexcode, for printed media materials you should use CMYK color code.

GRADIENT

#D4CC44   #4CBC94

#4CBC94   #0C744C

The Workspace Flexible Australia brand has 2 gradients based on the colors seen previously in the color palette, the 2 gradients that are a basis for the brand identification so they cannot in any way be changed to its application.

TYPOGRAPHY - LOGO TYPEFACES

Aa
primary

Aa
Secondary

SHARP SANS

A B C D E F G H I J K L M N O P Q R S T U V W Q X Y
a b c d e f g h i j k l m n o p q r s t u v w q x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % * ( ) _ + = " : ? > <

HEADLINES

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

TT SUPERMOLOT NEUE

A B C D E F G H I J K L M N O P Q R S T U V W Q X Y
a b c d e f g h i j k l m n o p q r s t u v w q x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % * ( ) _ + = " : ? > <

HEADLINES

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

TYPOGRAPHY - BRAND TYPEFACES

All Flexible Workspace Australia marketing, promotional and advertising materials
should be designed and produced using the following fonts:

• Oswald for headings and headlines
• Roboto for body copy

It's also preferable to use black copy on light backgrounds where possible.
Where white type is used, it must be large/bold enough with a good contrast to the background.
Font files can be accessed here.

OSWALD

A B C D E F G H I J K L M N O P Q R S T U V W Q X Y
a b c d e f g h i j k l m n o p q r s t u v w q x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % * ( ) _ + = " : ? > <

HEADLINES

ROBOTO

A B C D E F G H I J K L M N O P Q R S T U V W Q X Y
a b c d e f g h i j k l m n o p q r s t u v w q x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % * ( ) _ + = " : ? > <

Body Copy - Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam.

CO-BRANDING GUIDELINES
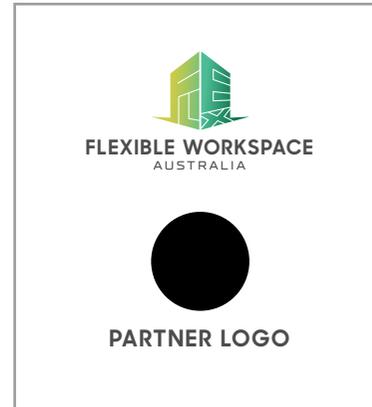
Examples of co-branding are email headers, flyers, event signage and advertising.
Flexible Workspace Australia dominant branding communications will feature the Flexible Workspace Australia logo prominently and utilise the colours and fonts set out in this document.

Partner dominant branding communications may use their own colours and fonts but must still protect the Flexible Workspace Australia brand appearance guidelines.

If using the Flexible Workspace Australia logo in a side-by-side lock-up format the Flexible Workspace Australia logo must be of equal size to the partner logo. When stacking logos, the dominant brand should appear on top of the partner brand and both logos should be of equal height and width.

When using more than one partner logo, equal distance must be maintained between all logos.

USAGE RESTRICTIONS

USAGE RESTRICTIONS

The Flexible Workspace Australia logo must not be used outside of approved advertising on any items, such as t-shirts, branded promotional items, welcome mats, stickers by any workspace or Flexible Workspace Australia partner.

SOCIAL MEDIA USAGE

The Flexible Workspace Australia logo is not to be used on any social media posts by workspaces or partners. Approved social media tiles are available from the Flexible Workspace Australia for sharing purposes by members and partners.