

# Visual style guide

# Logo formats

The Kirby Institute brand maintains its heritage and prestige through the enduring, but refreshed version its logo.

Our K logo is a strong branding device that brings together our identity and history. In the instantly recognisable K, the grey arms wrap around the 'I' in gold, representing the individual. This reflects our determination to build a safer, healthier world for everyone.

The K symbol is a stylised reference to the HIV ribbon (on its side). It references our history and where our work first began, in response to the emergence of HIV/AIDS in Australia.

To stay within UNSW's brand guidelines, this updated version of the logo integrates UNSW into it to highlight the relationship between Kirby Institute and the University.

Our preferred version is the landscape option however the stacked option may also be used if necessary.

## Primary - Landscape (preferred)



## Stacked



# Logo usage

Due to the light nature of the grays and gold in the logo, please make sure to check accessibility and legibility in all formats. It is up to the discretion of the designer to choose the appropriate version from full colour, mono or reversed versions of the logo.

The preferred version is the coloured version and should be used whenever possible. The other variations can be used in applications that do not allow for the use of the colour logo (eg. for consistency with other grayscale or mono partner logos).

Please contact the Digital Communications Officer at [elee@kirby.unsw.edu.au](mailto:elee@kirby.unsw.edu.au) if you have questions about logo usage.

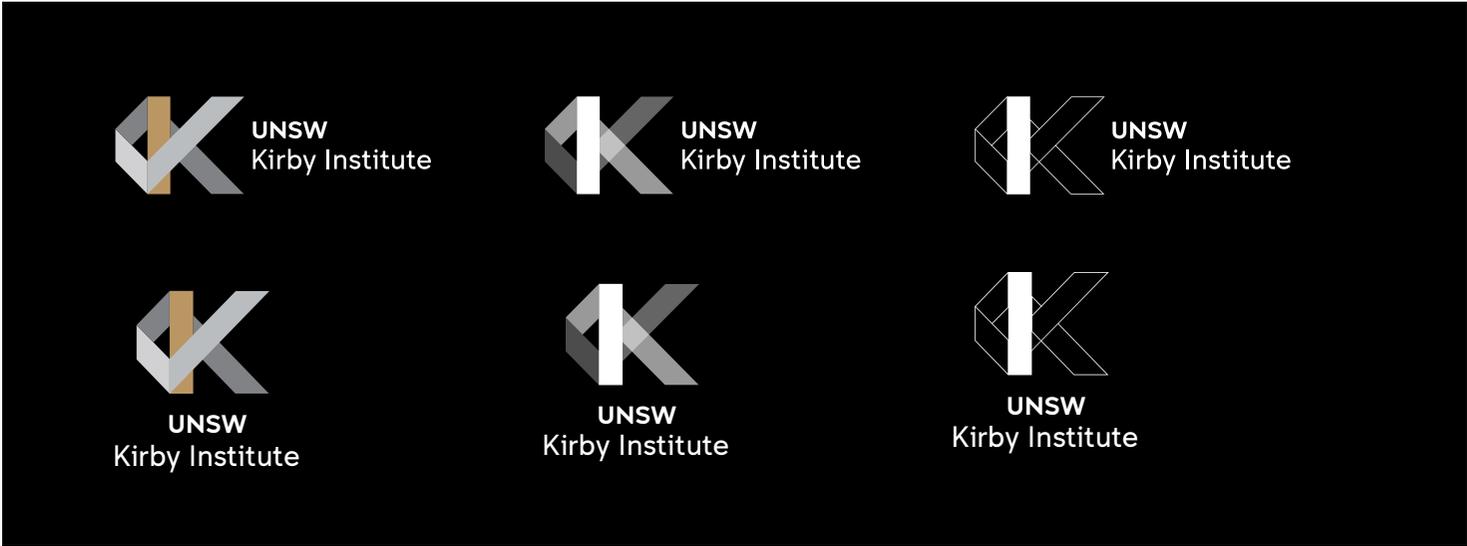
### Full Colour (preferred)



### Grayscale



### Mono



# Logo usage

A defined clear space area, represented by the 'x', is the minimum clear area required around the Kirby Institute logo which must remain clear of any other visual elements, partner logos or typography.

Shown here is the formula for calculating the clear space for the Kirby Institute logo. No other graphics, images or typographic elements should appear within this area. More space is preferred where possible.

Defined on this page is also the minimum sizing of the logos for both print and digital purposes. This ensures the legibility of the mark across all formats.

## Clearspace



X

The height of the two text lines (including the ascender of the 'y' in 'Kirby') in the logo becomes the distance with which to measure the clearspace around the logo.



PARTNER LOGO

Elements, such as a dividing line or text in between (as shown on the right) can be placed in between the two logos.

## Minimum sizes



Smallest **print** size  
10mm Height



Smallest **digital** size  
25px Height



Smallest **print** size  
16mm Height



Smallest **digital** size  
43px Height

# Logo usage

The UNSW logo needs to be used in conjunction with the Kirby Institute, whenever possible.

The side by side option, demonstrated on this page, should be the preferred option when it allows.

In other instances, they can be separated but still be present on the initial page. For example, on report covers, the Kirby Institute logo can be at the top and the UNSW logo can be at the bottom. **In these cases, we prefer to have the UNSW logo on yellow.**

The Kirby Institute logo should only be used on its own if there is no space or you can only use one logo (for example in a collaborative project with multiple organisations).

## Primary way to use logo lock ups (Side by side)



## (Side by side)



## (Stacked)



## Example of use



## Secondary way to use logo lock ups



# Logo usage

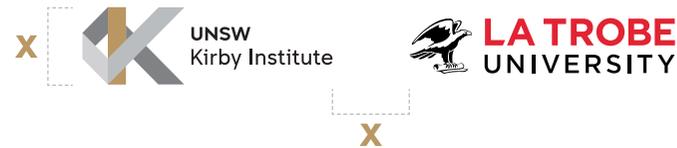
There will be times when the Kirby Institute logo will need to be shown alongside other partner or collaborative organisation logos. To ensure visual consistency and brand legibility in these circumstances please follow these guidelines.

**The side by side option is the preferred option when it allows.**

Elements, such as a dividing line or text in between can be placed in between the two logos.

The clearspace between two logos is defined by the height of the logo. This applies to **all** approaches, including the stacked option. If a divider line is used, then the distance from the logo to the divider line should also be the clearspace distance. You can find more information on clearspacing [here](#).

## Primary way to use logo lock ups (Side by side)



(Side by side)



(Stacked)



## Examples of use with divider elements



*in collaboration  
with*



# Logo usage

Adherence to these rules will make sure that the integrity of the Kirby Institute identity, as well as UNSW's, will not be compromised.

**Both** brandmarks must never be modified, redrawn or combined with other elements. Some examples of how NOT to use the logos have been demonstrated here, however this page does not include all noncompliant possibilities. To see more improper uses of the UNSW logo you can find them in their Master Style Guide.

Always use unaltered logos.

For a deeper delve into the limitations with the UNSW logo like logo sizing, logo clearspace and logo lock up rules, please refer to the [UNSW Master Style Guide](#).

## Do Not



Add a harsh drop shadow



Stretch, squish or rotate



Add, remove or change elements



Place the UNSW logo in a yellow binding box  
(But you CAN place it in a yellow block or custom shape)

# Typography

The updated branding includes typefaces to be used in varied circumstances.

## Headings - Clancy

The UNSW custom font, Clancy, is to be used for headers, large copy and any introductory copy.

## Body copy - Roboto

Roboto is used for body copy. Roboto Mono can be used to highlight important information like pull out quotes, captions you wish to create emphasis visually or within copy.

## Supporting - Arial

In basic Microsoft templates, like Word or Powerpoint, which are often used for documents shared externally, Arial is used for all copy (including headers) to avoid any compatibility issues.

## Other typographic considerations

Please avoid hyphenation throughout copy when possible. Computer generated justification of text should also be avoided and only executed by a designer.

## Main typefaces

Clancy Light

Clancy Regular

Clancy Bold

Roboto Mono Light

Roboto Mono Bold

## Web typeface

Roboto Light

Roboto Bold

## Supporting typeface

Arial Regular

Arial Bold

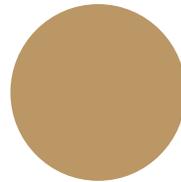
# Colour palette

The Kirby Institute brand consists of a primary and tertiary colour palette. The colours are used widely across all Kirby branded communication outputs and should be used in accordance with the ratio stated on this page.

Designs should always lead with the Kirby Institute Gold however, to stay within UNSW partner guidelines, the UNSW Yellow must also be present. This could be for something as simple as a yellow housing shape or block for the UNSW logo to be placed on.

To maintain a professional and distinguished appearance, please avoid using more than one colour from the tertiary palette with the primary palette.

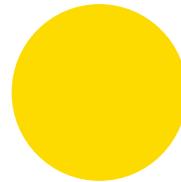
## Primary palette



C 30  
M 40  
Y 70  
K 0

R 186  
G 151  
B 101

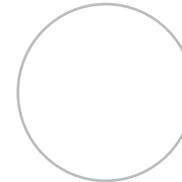
#BA9765



C 0  
M 5  
Y 100  
K 0

R 255  
G 220  
B 0

#FFDC00



C 0  
M 0  
Y 0  
K 0

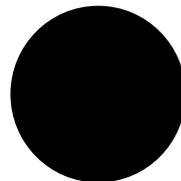
R 255  
G 255  
B 255

#FFFFFF

## Ratio



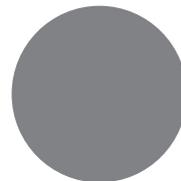
## Tertiary palette



C 0  
M 0  
Y 0  
K 100

R 0  
G 0  
B 0

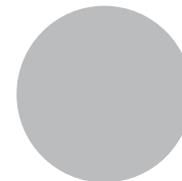
#000000



C 52  
M 42  
Y 41  
K 6

R 128  
G 130  
B 133

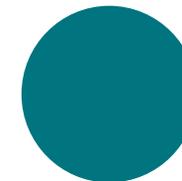
#808285



C 27  
M 21  
Y 20  
K 0

R 186  
G 188  
B 190

#BABCBE



C 90  
M 29  
Y 36  
K 18

R 0  
G 120  
B 130

#007882

# Colour palette

Each colour highlights colour pairings that are or are not accessible under the WCAG 2.0 Accessibility Guidelines. This means that any important information, like text, should not be paired if a cross is shown. These colours may be paired for less important information like graphics and aesthetic.

For more information on WCAG 2.0 Accessibility Guidelines go to [webaim.org/resources](http://webaim.org/resources)

And for more information on accessible colour contrasts go to [webaim.org/resources/contrastchecker](http://webaim.org/resources/contrastchecker)

**Accessibility**

Some instances							

Large text only

# Image usage

The image library includes a mix of general but professional stock imagery, microscopic photography that have been colour manipulated, as well as professional photography from within the Kirby Institute laboratories.

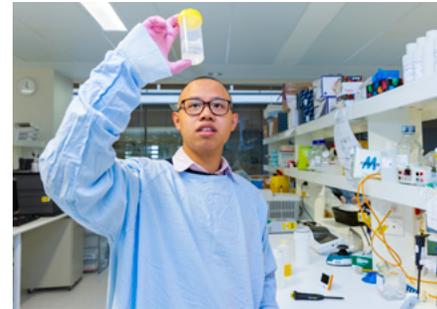
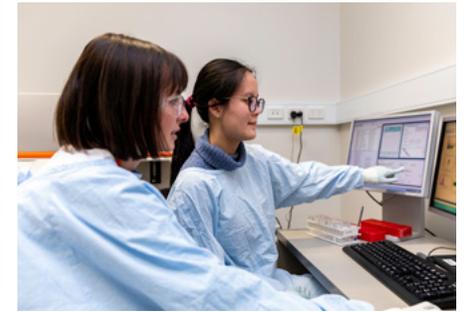
Photographs can also be used in black and white if the image would otherwise interfere with visual hierarchy or if the quality or resolution of the image is lower than usual.

Microscopic imagery, manipulated with colour overlays, should be used in illustrative, even patterned ways, unless there is information directly speaking to the components of the image. They can be used in places like front covers, section dividers, banners or other promotional assets like social media tiles and eDMs.

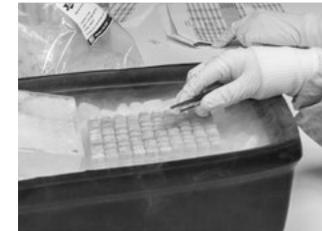
Colour overlays can also be applied to the photography (with much care) and the coloured duotone effect should only be applied to imagery without faces in it.

Please follow the above guidelines to ensure consistency in image usage throughout the brand.

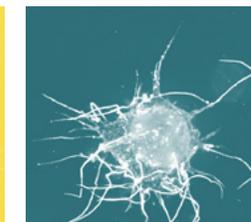
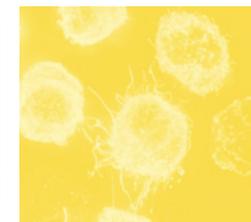
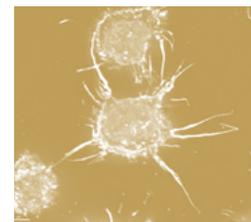
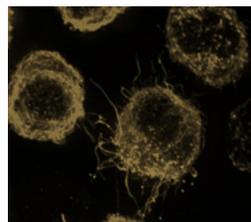
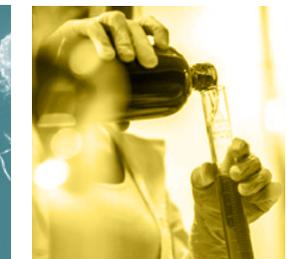
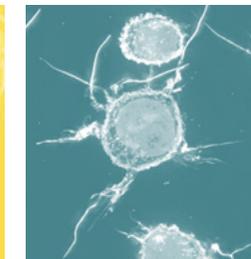
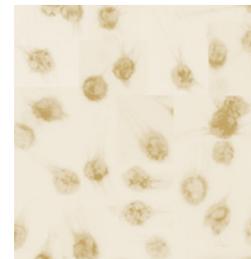
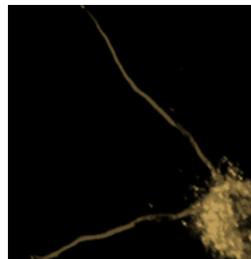
Full colour imagery with people centric photography



Black and white



Duotone cell and non people centric imagery



# Visual devices

The Kirby Institute brand has a set number of shapes to use that are derived from both the Kirby Institute logo and the UNSW branding.

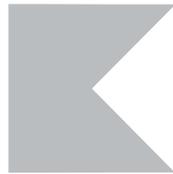
These can be used to introduce colour to inner pages of documents or to house logos, imagery and titles on the covers of reports or other assets.

These elements can, to some extent, extend beyond the visual viewport as long as the form remains somewhat recognisable.

See examples displayed on this and the following pages that have been approved for use.

Please follow the above guidelines to ensure consistency in shape usage throughout the brand.

## Kirby shapes Primary shapes



## Secondary shapes



## Examples of use



# Visual devices

The Kirby Institute brand has a set number of shapes to use that are derived from both the Kirby Institute logo and the UNSW branding.

These can be used to introduce colour to inner pages of documents or to house logos, imagery and titles on the covers of reports or other assets.

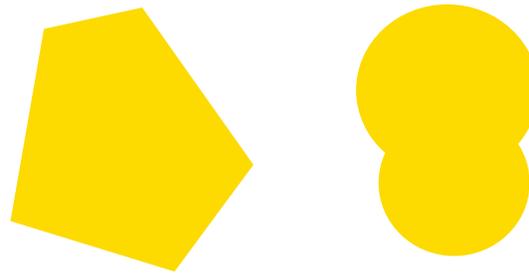
Some of the forms use both Kirby Institute and UNSW shapes overlapped to celebrate and highlight the relationship between the organisations and create visual interest.

These elements can, to some extent, extend beyond the visual viewport as long as the form remains somewhat recognisable.

See examples displayed on this and the following pages that have been approved for use.

Please follow the above guidelines to ensure consistency in shape usage throughout the brand.

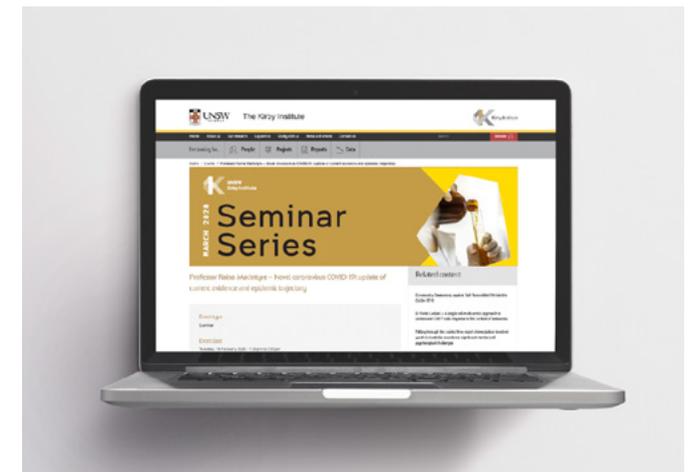
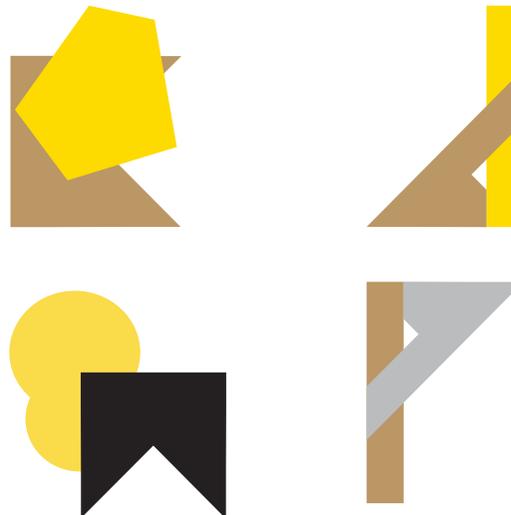
## UNSW shapes to use



## Examples of overlapping shapes



## Overlapping shapes





**UNSW**  
**Kirby Institute**

**For more information contact**

**Elaine Lee:** [elee@kirby.unsw.edu.au](mailto:elee@kirby.unsw.edu.au)

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