

# Brand Guidelines

**STATE LIBRARY**

**WESTERN AUSTRALIA**

### 3. BRANDMARKS

## Primary Brandmark

To ensure our brand remains clear, consistent and readable, the correct amount of clear space must be maintained on each side of the brandmarks. All brandmarks must also be reproduced at the correct sizes.



#### MINIMUM SIZE

To ensure the brandmark can remain clear, consistent and readable it should be scaled no smaller than 15mm (57px). If a smaller brandmark is needed, the Tertiary brandmark should be used (see page 15).



#### CLEAR SPACE

To ensure there is enough breathing space around the brandmark the minimum clear space is calculated in relation to the height of the container surrounding 'State Library'.



### 3. BRANDMARKS

#### Primary Brandmark + Government Crest

In external facing communications the Primary brandmark locked-up with the government crest must be used. The government crest must always sit to the left of the State Library Primary brandmark. In some instances they can be

separated such as on the State Library of Western Australia letterhead, however the height of the crest and State Library logo must always be the same (see page 40 for an example).



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#### MINIMUM SIZE

To ensure the brandmark can remain clear, consistent and readable it should be scaled no smaller than 15mm (57px). If a smaller brandmark is needed, the Tertiary brandmark should be used (see page 15).



#### CLEAR SPACE

To ensure there is enough breathing space around the brandmark the minimum clear space is calculated in relation to the height of the container surrounding 'State Library'.

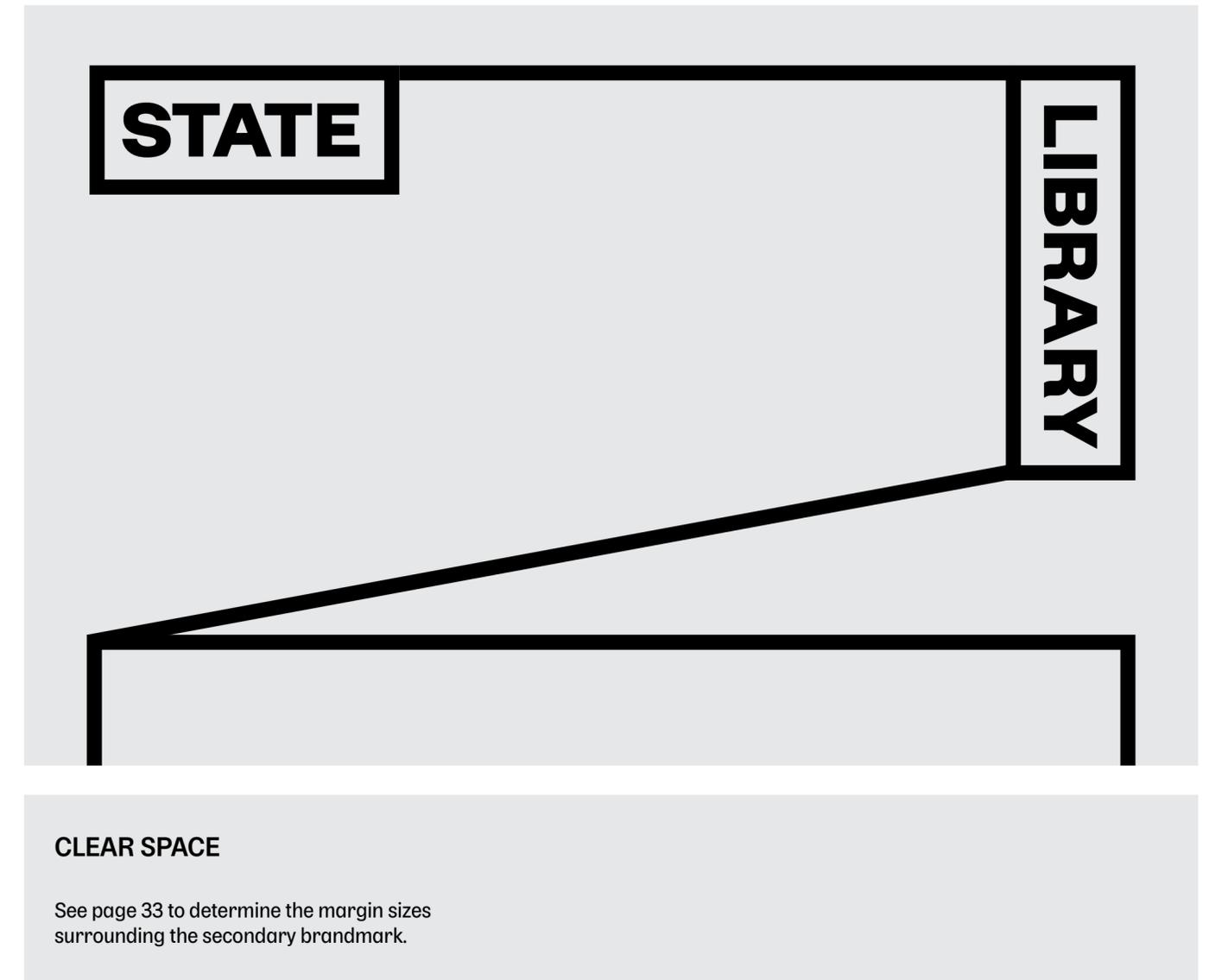
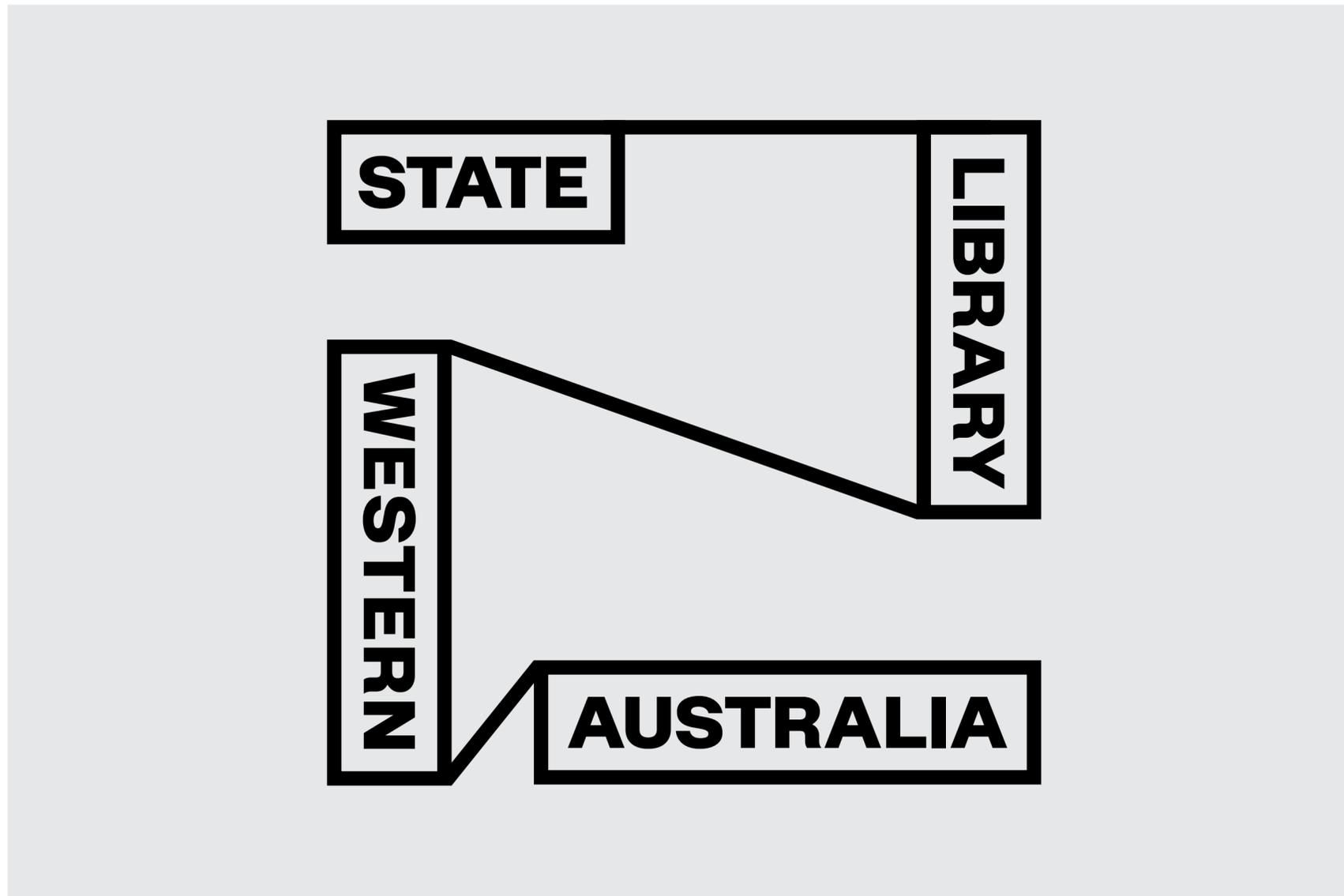


### 3. BRANDMARKS

#### Secondary Brandmark

The secondary brandmark is also known as our 'Dynamic' brandmark. It has been designed to flex and adapt to different layout sizes. It can also be reduced to just show 'State Library' on expressive

applications such as posters. If the application is to be seen externally or is a formal document the Primary brandmark with the government crest must also be present - but it may be smaller.



### 3. BRANDMARKS

#### Tertiary Brandmark

A Tertiary brandmark has been created to use when the brandmark needs to be scaled smaller than 15mm(57px). An example of this is a social media profile picture.



#### MINIMUM SIZE

As the tertiary mark is to be used for smaller applications the minimum size is not specified as it can vary depending on where it appears - for example on social media icons the size will vary per screen size.

#### CLEAR SPACE

To ensure there is enough breathing space around the brandmark the minimum clear space is calculated in relation to the height of the container surrounding 'Library'.

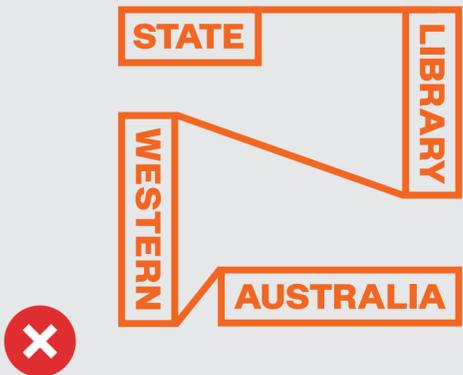


### 3. BRANDMARKS

### Brandmark Usage

When using the State Library of Western Australia Brandmarks, care must be taken to make sure that they always appear in a consistent and familiar way. These usage rules apply to all 3 brand marks.

DO NOT change the colour of the brandmark



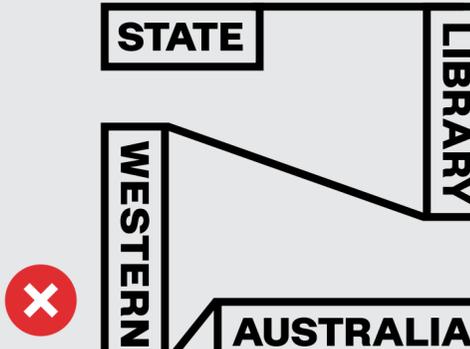
DO NOT place the brandmarks over a background with insufficient contrast



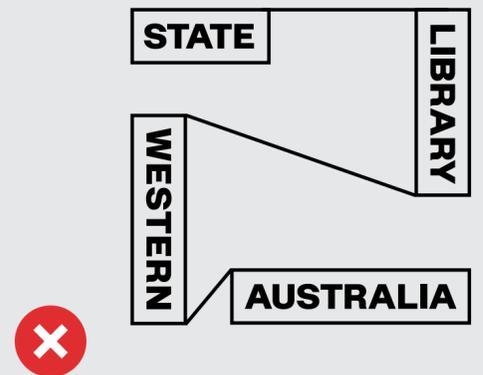
DO NOT tint the brandmarks or use them as a watermark



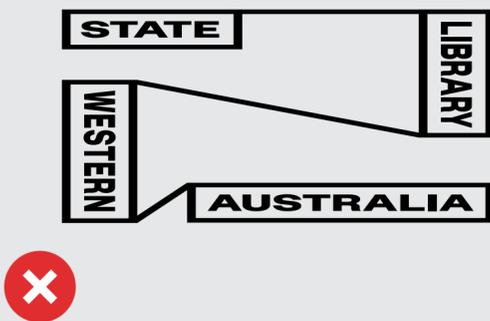
DO NOT crop the brandmarks



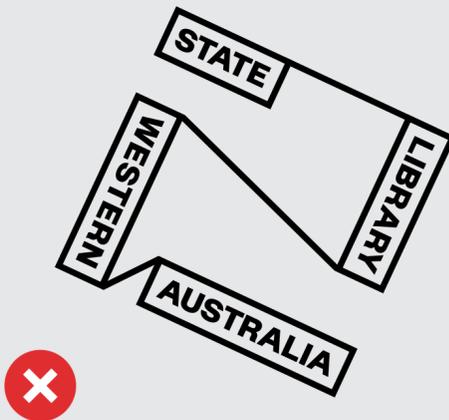
DO NOT adjust the stroke weight of the brandmarks



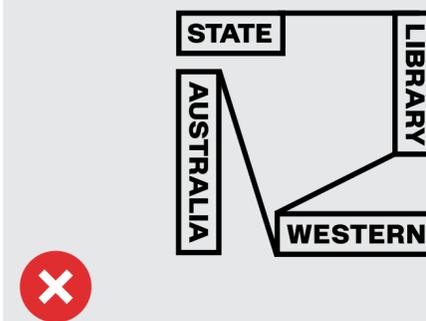
DO NOT distort, skew, squish or flip the brandmarks



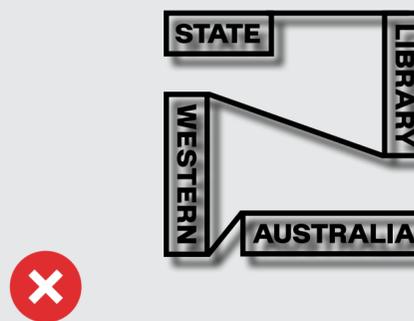
DO NOT rotate the brandmarks



DO NOT rearrange or change any part of the brandmarks besides the specified keylines on the primary mark.



DO NOT add effects to the brandmarks, for example drop shadow, bevel or glows.



DO NOT outline the logotype

