

# 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

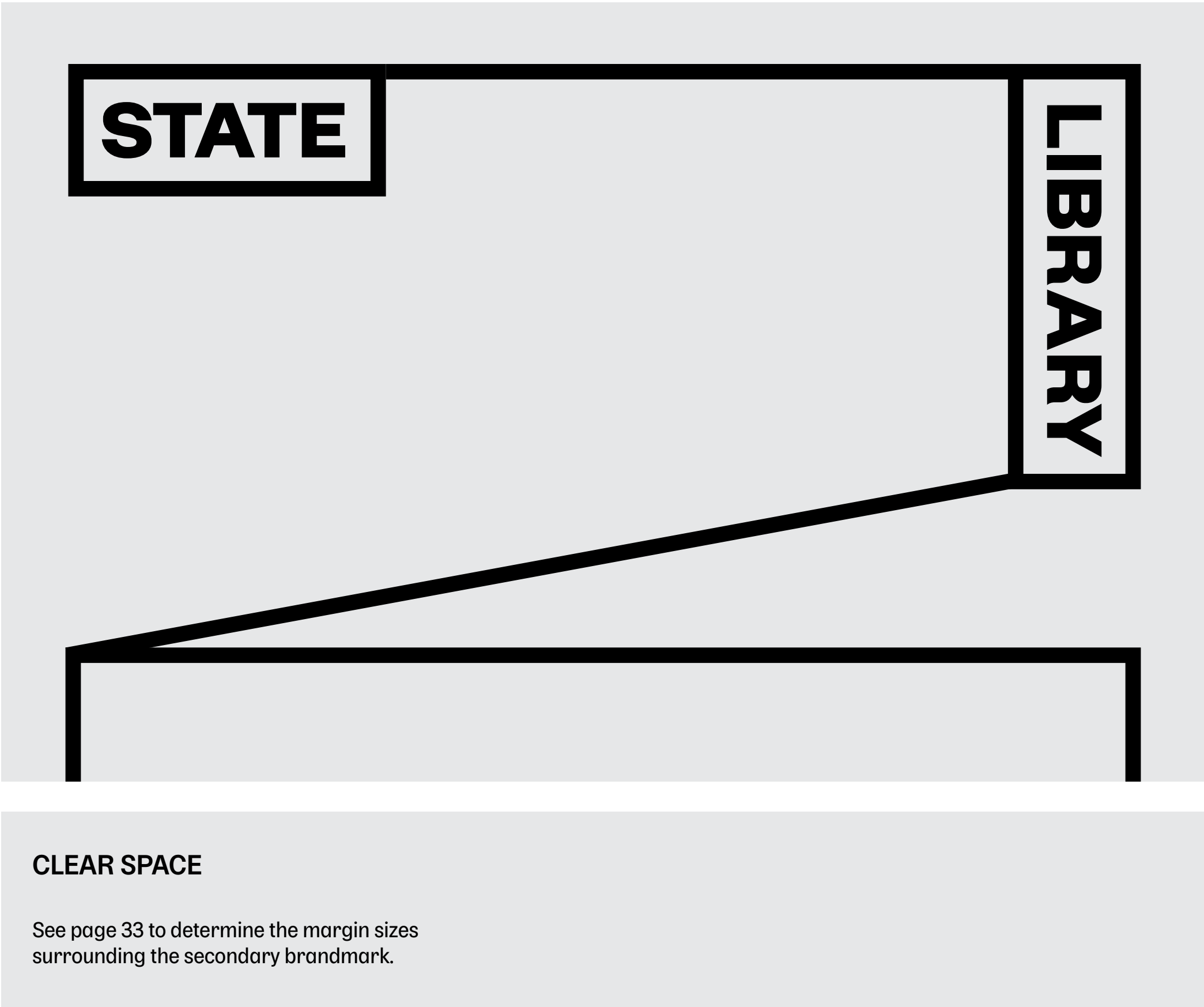
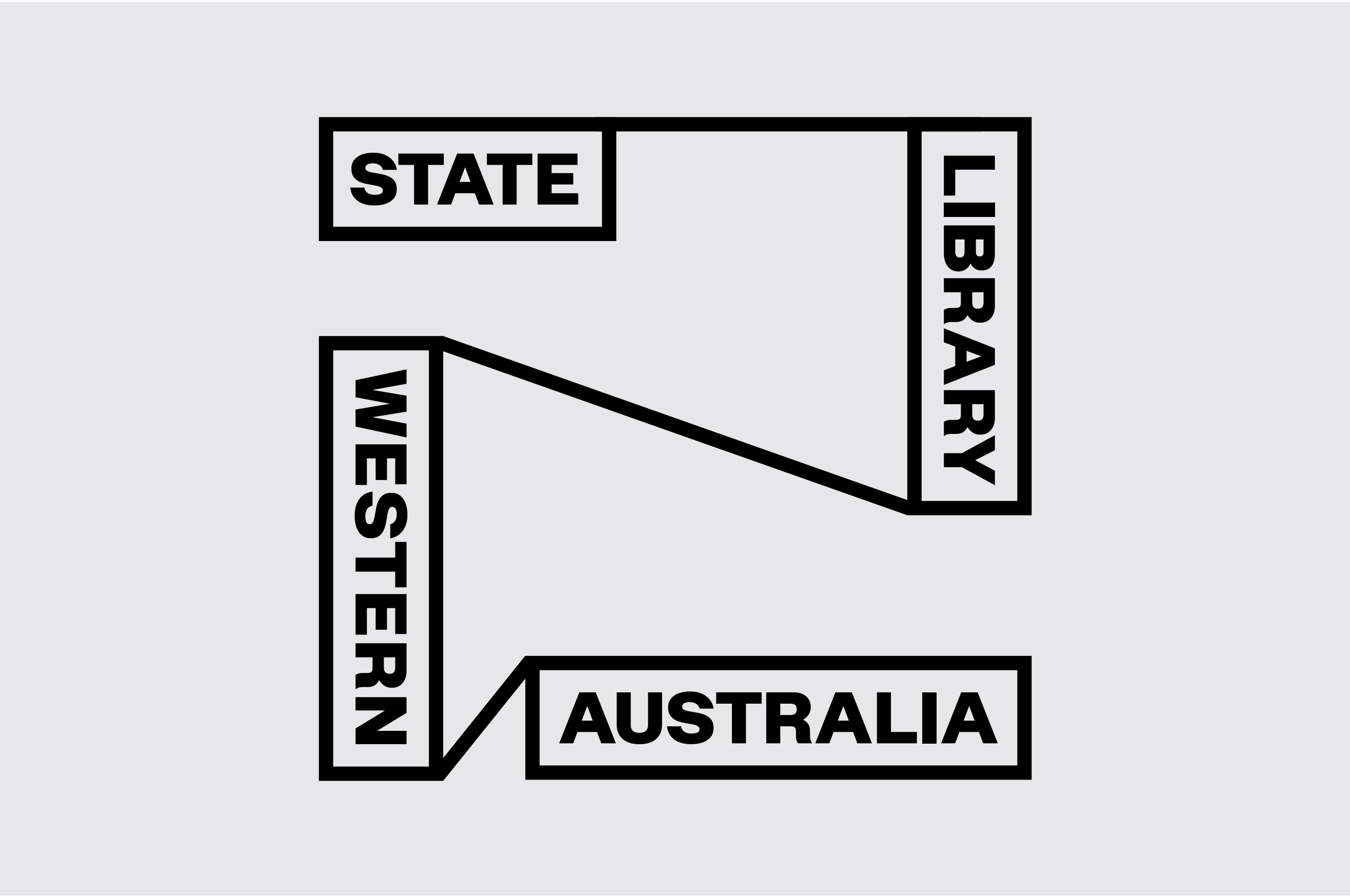
In external facing communications the Primary brandmark locked-up with the government crest must be used. The government crest must always sit to the left of the State Library Primary brandmark. In some instances they can be separated such as on the State Library of Western Australia letterhead, however the height of the crest and State Library logo must always be the same (see page 40 for an example).



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 applications 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.

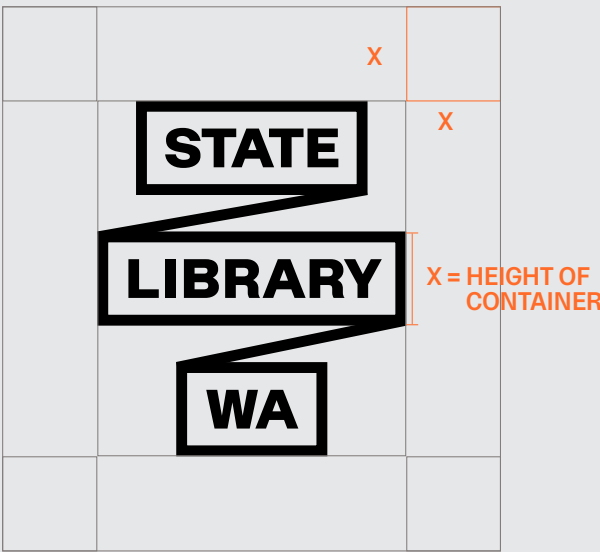


MINIMUM SIZE

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'.

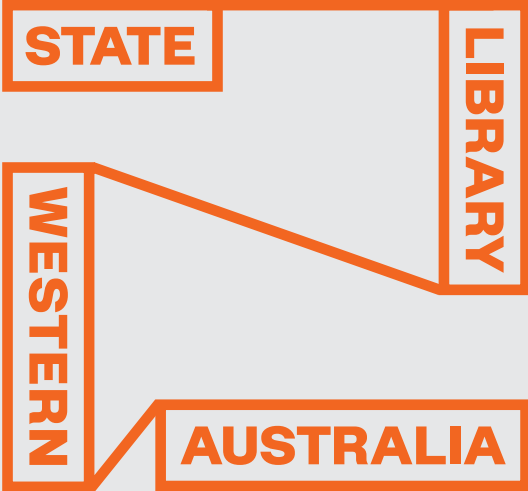


### 3. BRANDMARKS

### 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




A brandmark consisting of the words 'STATE', 'LIBRARY', 'WESTERN', and 'AUSTRALIA' connected by orange lines. A red circle with a white 'X' is in the bottom left corner.

DO NOT place the brandmarks over a background with insufficient contrast



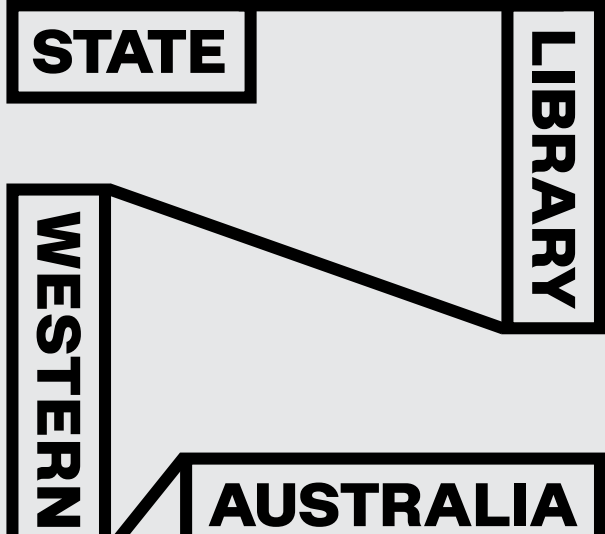
The brandmark is overlaid on a dark, blurry photograph of people. A red circle with a white 'X' is in the bottom left corner.

DO NOT tint the brandmarks or use them as a watermark



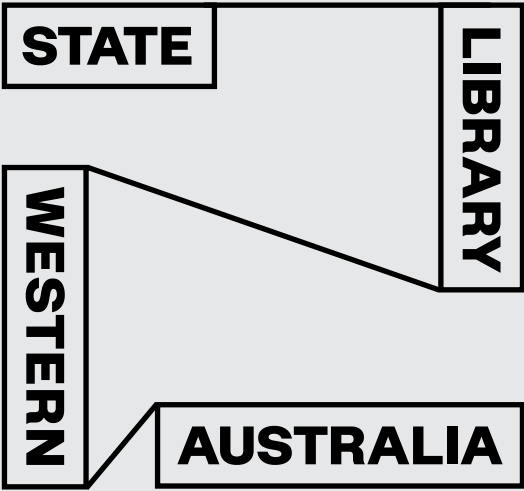
The brandmark is shown as a faint, semi-transparent watermark over a photograph of a woman and a child reading a book. A red circle with a white 'X' is in the bottom left corner.

DO NOT crop the brandmarks



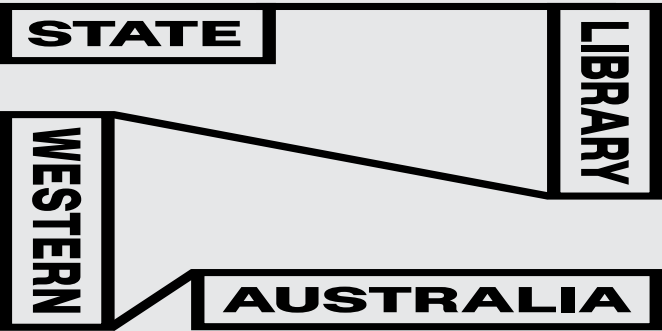
The brandmark is shown with its right side cropped off. A red circle with a white 'X' is in the bottom left corner.

DO NOT adjust the stroke weight of the brandmarks



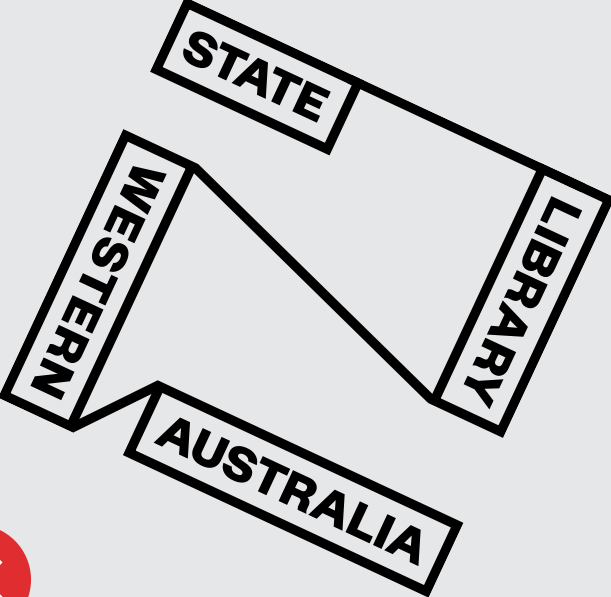
The brandmark is shown with significantly thicker black outlines than the standard version. A red circle with a white 'X' is in the bottom left corner.

DO NOT distort, skew, squish or flip the brandmarks



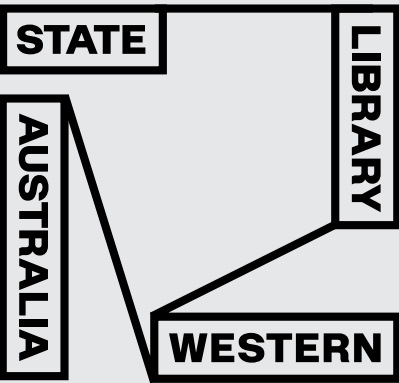
The brandmark is shown distorted, with the text and lines appearing skewed and squashed. A red circle with a white 'X' is in the bottom left corner.

DO NOT rotate the brandmarks



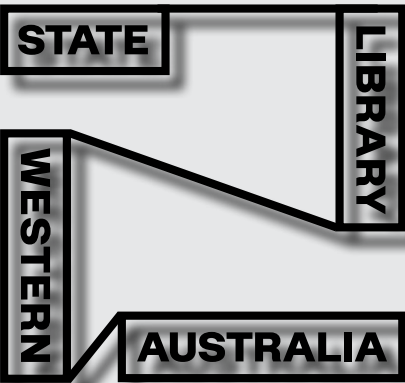
The brandmark is shown rotated diagonally. A red circle with a white 'X' is in the bottom left corner.

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



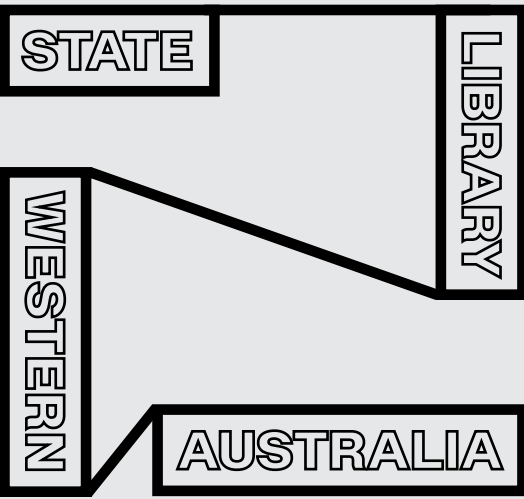
The brandmark is shown with the words 'STATE', 'LIBRARY', 'AUSTRALIA', and 'WESTERN' rearranged into a different layout. A red circle with a white 'X' is in the bottom left corner.

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



The brandmark is shown with a grey drop shadow effect behind it. A red circle with a white 'X' is in the bottom left corner.

DO NOT outline the logotype



The brandmark is shown with a double-line outline around the text elements. A red circle with a white 'X' is in the bottom left corner.