Style Guide

For Principle Investigators

FRDC's Corporate Style Guide provides guidance for how FRDC is represented visually and the different elements that can be used.

Version 1

FRDC

FRDC plans, invests in and manages research, development and extension for fishing and aquaculture and the wider community, and ensure the resulting knowledge and innovation is adopted for impact.

Our ethos

FRDC's corporate style is about FRDC's role as a knowledge/science generator. Its role is to connect Australia's fishing and aquaculture sectors with knowledge and understanding to inform best and sustainable use of Australia's marine and aquatic resources.

Acknowledgement of country

FRDC acknowledges the Traditional Owners of country throughout Australia and recognises their continuing connection to lands, waters and culture. We pay our respects to their Elders past and present.

WCAG 2.2

The FRDC is committed to ensuring that content is accessible to all users. For all our web content the FRDC will comply wherever possible with the Web Content Accessbility Guidelines (WCAG) version 2.2
www.w3.org/WAI/standards-guidelines/wcag

Resources

Logos can be foundon our website here:
www.frdc.com.au/frdc-logo-and-tools

If you need assistance with anything in this guide, please don't hesitate to reach out to the FRDC Communications team.
comms@frdc.com.au
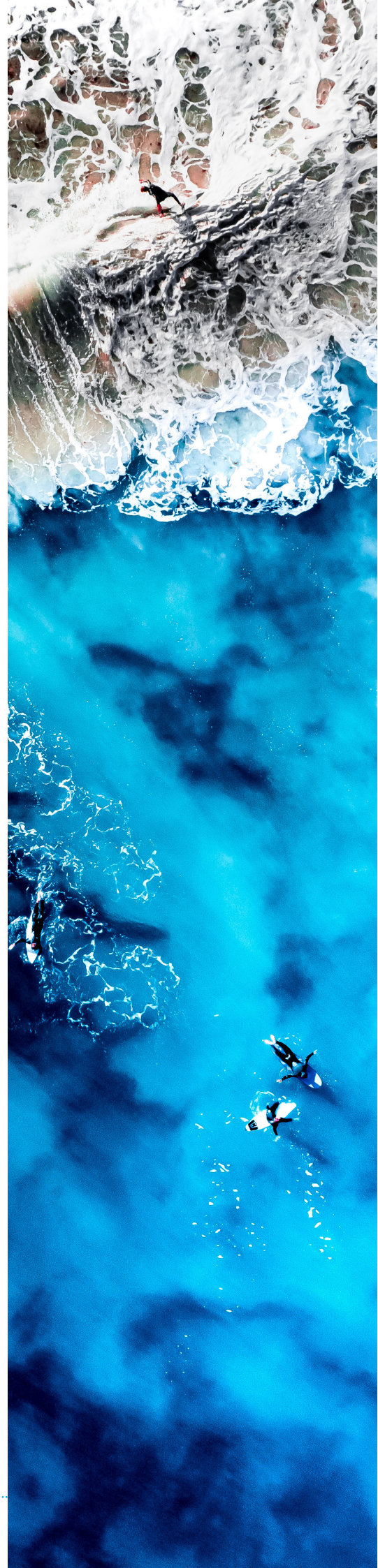
FRDC presents itself as an independent entity, using the FRDC logo in all cases except where communicating with the Federal Government.

The inline logo should always be used in the first instance, unless dimensions require the use of the stacked logo.

Our logo should be presented in FRDC corporate blue or white, unless not practicable.

FRDC logo - Inline

FRDC logo - Stacked

The text device should never be removed from the logo, unless permission is sought from FRDC communications.

FRDC logo - Government crest

FRDC presents itself as an independent entity, using the FRDC Swirl logo in all cases except where communicating with the Federal Government. In these cases the Crest Logo below should be used.

Australian Government

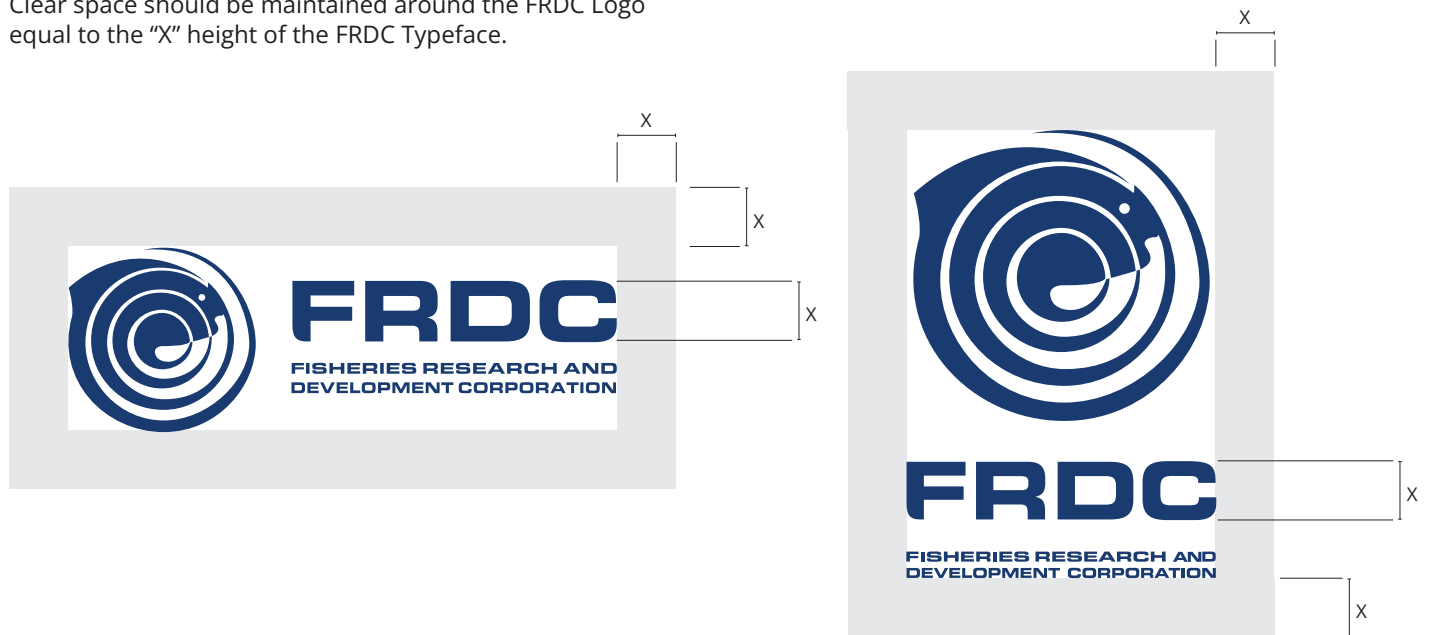Fisheries Research and Development Corporation

Australian Government

Fisheries Research and Development Corporation

FRDC logo - clear space

Clear space should be maintained around the FRDC Logo
equal to the "X" height of the FRDC Typeface.

FRDC logo - usage

Do not stretch, separate, recolour or use logo/s with same contrast background

Colours

FRDC's core colour palette consists of three primary colours — Navy blue, white and black. The Navy blue is the main expression of the brand. The shallow blue and orange highlight colours should only be used as a highlight never as the dominant colour. The strategy colours are to be used as a colour code system for visual definition.

PRIMARY COLOUR PALETTE

FRDC NAVY
CMYK (100, 86, 29,15)
RGB (21, 58, 112)
WEB #153A70
PMS 2945C

WHITE
CMYK (0, 0, 0, 0)
RGB (0, 0, 0)
WEB #FFFFFF

BLACK
CMYK (0, 0, 0, 100)
RGB (0, 0, 0)
WEB #

HIGHLIGHT COLOUR PALETTE

SHALLOW
CMYK (100, 5, 0, 0)
RGB (0, 153, 255)
WEB #00A6E8

ORANGE
CMYK (16, 80, 100, 0)
RGB (210, 88, 43)
WEB #D2582B

STRATEGY COLOUR PALETTE

STRATEGY I
CMYK (94, 80, 40, 0)
RGB (51, 79, 120)
WEB #334F78

STRATEGY 2
CMYK (80, 36, 30, 0)
RGB (50, 136, 161)
WEB #3288A1

STRATEGY 3
CMYK (58, 26, 100, 0)
RGB (128, 156, 64)
WEB #809C40

STRATEGY 4
CMYK (8, 46, 100, 0)
RGB (231, 151, 36)
WEB #E79724

STRATEGY 5
CMYK (16, 80, 100, 0)
RGB (210, 88, 43)
WEB #D2582B