



# Australian Bridge Federation

As an organisation the company's brand is one of its most important assets. It is the market's perception of the company's strategic position - where it fits in the marketplace, what the brand represents etc. It conveys the confidence that comes with choosing the services and solutions from this company. It is therefore essential for the building of brand recognition and equity that the brand's visual identity is carefully maintained to ensure consistency and present a unified brand representation.

The purpose of this guide is to establish a visual branding protocol. This style guide outlines the basic elements that define the brand and its logo usage including colours, styles and typography. Use of this guide will help build a strong visually consistent image through all print and electronic communications. Please refer all print professionals and designers to the guide and check artwork against the guide's requirements to maintain a clear, consistent and professional brand.





## LOGO

The ABF logo is made up of two elements; the playing card symbols boxed line illustration and the text, 'ABF'.

## USAGE

The logo should always appear with the Card Symbols.



LOGO MAIN USAGE  
Full colour logo



LOGO MONO  
100% black or 100% white  
logo (both lettering and  
design element use either  
black or white solid  
colour)



LOGO REVERSED

LOGO continued

Alternative logo variations  
consist of reversed and  
mono. Mono follows the  
grey scale.



C: 0  
M: 0  
Y: 0  
K: 0

C: 0  
M: 93.25  
Y: 89.03  
K: 7.06

C: 0  
M: 0  
Y: 0  
K: 35.69

C: 0  
M: 0  
Y: 0  
K: 100

R: 255  
G: 255  
B: 255

R: 237  
G: 16  
B: 26

R: 164  
G: 164  
B: 164

R: 0  
G: 0  
B: 0

Hex: #ffffff

Hex: #ed101a

Hex: #a4a4a4

Hex: #000000

## COLOUR BREAKDOWN

The ABF primary colours are derived from the logo.

The 4-colour breakdowns of each colour is given, with percentages of cyan (C), magenta (M), yellow (Y) and black (K) ink identified, for offset print requirements.

Red (R), green (G) and blue (B) values are given for instances where a combination of screen and digital (typically in-house /colour copy centre) printing is required.

The six-figure hexadecimal value is for screen-only application.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Bodoni MT Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Poppins

## TYPOGRAPHY

*The typography used within the ABF Logo is Bodoni MT Black.*

*Bodoni MT Black is used as a Header font in documents.*

*The body copy typography used in ABF documents is called Poppins*

**GRAPHIC BRAND  
ELEMENTS**

*The playing card suite symbols  
that make up part of the ABF logo  
can be used as graphic elements  
in design.*

