Australian Alps national parks

INTRODUCTION

The Style Guide sets in place a range of visual standards that reflect a consistent style throughout the communications needs of the Australian Alps national parks.

The overall objective of this approach is to ensure a recognition by the public of all elements representing the national parks.This will ensure a sense of 'place' and reinforce the scope and breadth of the parks.

Responsibility for maintaining the integrity of this corporate identity rests with every member of staff. This manual will provide the necessary resources to fulfil the visual standards.

THE LOGO

The logo clearly represents a vision of the Australian Alps national parks. The Illustrative element is simple and concise, able to be used at a large scale as well as reduced.

The typography is clear. It can be used either within the illustrative block or as a separate element. The illustration and type must always be used together, as shown in the following examples.

The logo can be reproduced using the specified colours or in one colour (Black).

AUSTRALIAN ALPS
NATIONAL PARKS

AUSTRALIAN AUSTRALIAN ALPS NATIONAL PARKS ALPS

AUSTRALIAN ALPS
NATIONAL PARKS

PMS 3105 COATED
PMS 3105 UNCOATED

BLACK

AUSTRALIAN ALPS

AUSTRALIAN ALP
NATIONAL PARK

AUSTRALIAN ALPS
NATIONAL PARKS

AUSTRALIAN ALPS
NATIONAL PARKS

AUSTRALIAN
AUSTRALIAN ALPS
NATIONAL PARKS
ALPS

AUSTRALIAN
AUSTRALIAN ALPS
NATIONAL PARKS
ALPS

AUSTRALIAN ALP
NATIONAL PARKS

AUSTRALIAN ALPS
NATIONAL PARK

24 mm

14 mm

AUSTRALIAN ALPS NATIONAL PARKS

8.5 mm

AUSTRALIAN ALPS

AUSTRALIAN **AUSTRALIAN ALPS** NATIONAL PARKS ALP

14 mm

10 mm

10 mm

10 mm

10 mm

AUSTRALIAN ALPS
NATIONAL PARKS

The examples given in the following pages illustrate how the Australian Alps national parks identity will work over a number of applications both printed and electronic.

All layouts are clean and simple to use, with specified elements such as the mountain graphic and the moth illustration being integral to the visual appeal of the identity.

Camping **in the**
Australian Alps

care for the alps... leave no trace

AUSTRALIAN ALPS
NATIONAL PARK

Camping **in the**
Australian Alps

care for the alps... leave no trace

AUSTRALIAN ALPS
NATIONAL PARK

Heading

FACTSHEET
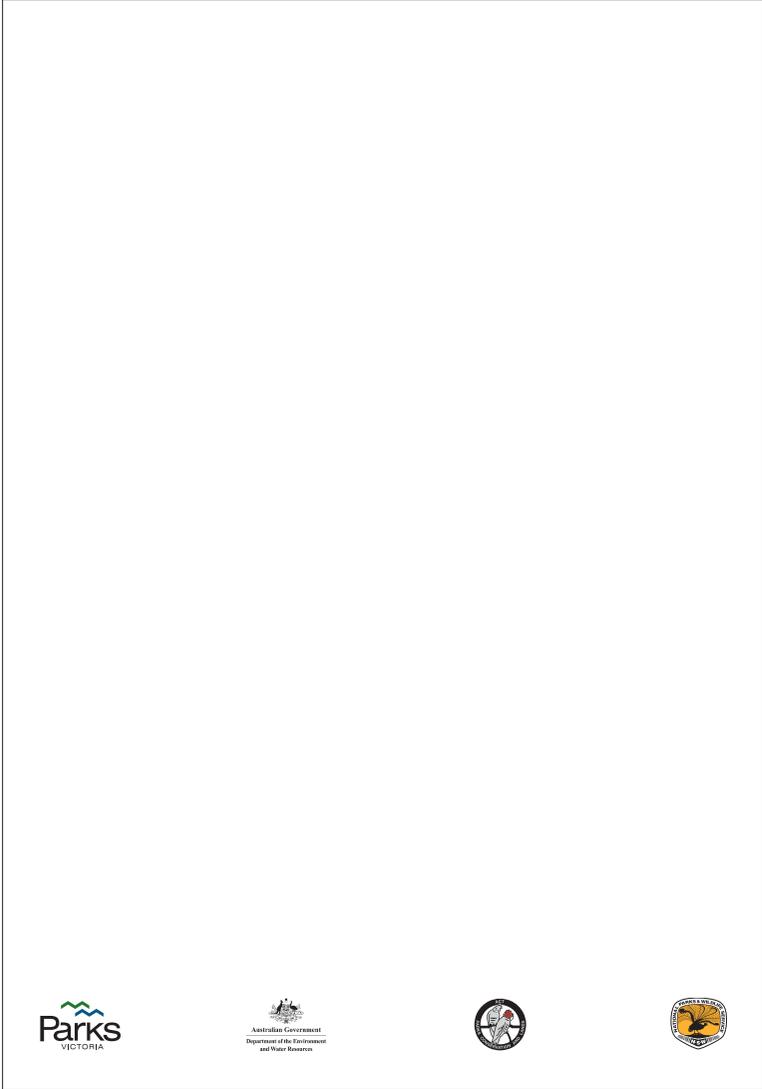
AUSTRALIAN ALPS

Heading

the Australian Alps Walking Track ...

650 kilometres of mountainous and often remote walking. Along the way the track passes through spectacular country: grassy high plains, towering mountain forests, tranquil snow gum woodlands and rugged alpine summits.

Thousands of years ago Aboriginal ancestors formed intricate pathways across this whole region. Their journeys were to find food, and conduct spiritual, cultural and important intertribal business.

Early settlers are known to have followed these routes, or were guided into the high country by Aboriginal people. Today the Australian Alps Walking Track overlies many of these ancient pathways – a shared significance that links people, places, times and events.

Photo: Australian Alps collection

connecting the Victorian Alps

Photo: Australian Alps collection

the Snowy Mountains

Photo: M Maconachie

and the Brindabellas

"Ngunna yerrabi yanggu"

... you can walk on my land now

The Namadgi Visitor Centre is the northern end of the track. From here, Cypress Pine Lookout is 4.5 km or 2 hours return. Or continue on the Australian Alps Walking Track to Mt Tennent, called "Tharwa" by the local Aboriginal people.

For more information about the Australian Alps Walking Track ask here at Namadgi Visitor Centre or visit www.australianalps.environment.gov.au

AUSTRALIAN ALPS WALKING TRACK

To Canberra

Cypress Pine Lookout

Namadgi Visitor Centre

Mt Tennent

To Adaminaby

Naas Road

Walhalla 650 km
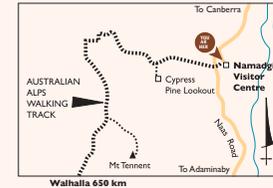
AUSTRALIAN **ALPS**
NATIONAL PARKS

AUSTRALIAN ALPS NATIONAL PARKS TYPEFACES

Barmeno BQ

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 — Regular

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890** — Medium

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890** — Bold

Barmeno BQ Minimum: Size: 6.5 PT

Swiss 721

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 — Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 — Medium

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890** — Bold Condensed

Swiss 721 Minimum: Size: 6.5 PT

Arial

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 — Regular

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890** — Bold

Arial Minimum: Size: 6.5 PT

Typography is a key brand element within the visual identity and sets the tone of all communication. it is important that the typefaces be used as specified and not replaced with alternative typefaces.

The typefaces used are:

1. Barmeno BQ
This typeface has a unique design giving the visual communication for Australian Alps national parks a strong identity. This typeface is to be used for headings only.

2. Swiss 721
This is a clean, contemporary, easy to read typeface. This typeface can be used for headings and subheadings (bold Condensed) in place of Barmeno BQ if appropriate. Swiss 721 (Light & Medium) must be always used for body text.

3. Arial
Arial is the internal Microsoft typeface. It should be used for all internal applications such as Microsoft Word and Powerpoint and email. Arial should be used for all internal publications and electronic requirements.