



**ANAT**  
generating  
new creativities

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# THE AUSTRALIAN NETWORK FOR ART AND TECHNOLOGY [ANAT]

# LOGO STYLE GUIDE

QUESTIONS AND APPROVALS TO BE SENT  
TO COMMUNICATE@ANAT.ORG.AU

## BRANDING CONCEPT

ANAT's branding system visually describes the vibrant energy of the experimental arts arena.

The branding mark is spontaneous and dynamic; fusing an explosion of creativity and experimentalism, with the solidarity and strength of ANAT.

## OBTAINING THE ARTWORK

ANAT's logos are provided in PDF, EPS, JPEG and PNG formats.

All can be obtained at <http://anat.org.au/resources>

All questions and approval requests should be sent to [communicate@anat.org.au](mailto:communicate@anat.org.au)

## USAGE GUIDELINES

The ANAT logo should be used on all print and web documentation in instances of ANAT support, funding or partnerships.

Please ensure to follow the guidelines in this document to ensure the ANAT logo is used appropriately.

## PRINT (CYMK) USE

Choose the PDF format.

PDF is the current standard for distributing design documents. PDF's should open across all applications and operating systems.

You can open the ANAT logo pdf artwork in any vector editing program (i.e. Adobe Illustrator) to extract your logo. Alternatively, you can place or import a PDF file.

## DIGITAL (RGB) USE

Choose the PDF format.

The 24-bit PNG format is superior to JPG/GIF as image quality does not degrade during compression. It enables true transparency to be preserved around the edge of the artwork.

This ensures that you can use a PNG image in any digital artwork, without removing white/black backgrounds.

You can convert a PNG file into JPG, GIF or TIF in most design applications.

*Do not use for print artwork.*



ANAT Logo Black  
CYMK - oC oM oY 100K  
RGB - oR oG oB  
Web - #000000  
Pantone - Process Black C  
100% Tint

## PANTONE (SPOT) USE

Please use black or white versions of the logo artwork within all Pantone layouts.

## COLOUR

Always endeavour to reproduce the original colours of all ANAT logos as accurately as possible.



ANAT Logo Colour  
CYMK - As provided  
RGB - As provided  
Web - As provided  
Pantone - See previous notes

## SIZE AND SCALE

All logos must be scaled proportionately and **MUST NOT** appear any smaller than 110px width (digital) or 12mm width (print).

Care must be taken to ensure that the organisation name appears with all type legible.

All ANAT logos should be equal size to all other organisational logos being displayed.



ANAT Logo White  
CYMK - oC oM OY OK  
RGB - 255R 255G 255B  
Web - #FFFFFF  
Pantone - N/A

## ONLINE USE

When used on digital media, the ANAT logo should be hyperlinked to the relevant ANAT website. This includes websites, linkable text, newsletters ect.

## PROHIBITED USE

- Please do not:
- Disproportionately scale/distort logo
  - Flip, mirror or rotate logos
  - Recolour/alter/remove gradients within a logo
  - Obscure a logo with another element or typeface
  - Alter the typographic balance of a logo
  - Add any element to a logo
  - Use a scanned copy of the logo
  - Apply any extra effects

## FUNDING STATEMENT

It is a condition of funding that recipients acknowledge ANAT support on all promotional materials with the following acknowledgement, to be used alongside the ANAT logo:

*Presented by the Australian Network for Art and Technology [ANAT] in association with the Australian Government through the Australia Council for the Arts, its arts funding and advisory body.*

## MORE INFORMATION

Contact Amanda Matulick, ANAT Communications Manager on +61 (0)8 8231 9037 or [communicate@anat.org.au](mailto:communicate@anat.org.au)