BRAND USE AND ACKNOWLEDGEMENT

We welcome acknowledgements and the use of APPF branding in your publications and projects. Our brand is really important to us so the correct application is essential.

We recommend the following acknowledgement:

*This research/project was enabled by The Australian Plant Phenomics Facility (APPF). The APPF is funded by the Australian Government under the National Collaborative Research Infrastructure Strategy (NCRIS).*

Use of the APPF logo is managed by the APPF’s Communication & Engagement Lead. All APPF branded elements (including, but not limited to, print, online, video and third party use) should have sign-off prior to production and/or publication. Requests for use of the logo, and logo files to:

appf@plantphenomics.org.au or
jo.curkpatrick@adelaide.edu.au

If you are representing the APPF you should use the APPF’s templates for presentations, media releases and posters - available from the Communications & Engagement (C&E) Lead. When issuing a media release, or other social media from your local host environment that talks about the APPF, please liaise with the C&E Lead for approval.

ACKNOWLEDGING NCRIS

The APPF is enabled by NCRIS, the National Collaborative Research Infrastructure Strategy. As such we must acknowledge NCRIS in researcher / end user presentations, publications, articles and events material using:

“This study/project/research used NCRIS-enabled APPF infrastructure”

For NCRIS project related material (i.e. website, banners, presentations and flyers), use the NCRIS logo and depending on the material choice one of the following sentences in a font and size that is suitable:

“The Australian Plant Phenomics Facility (APPF) is enabled by NCRIS”

Or “Enabled by ‘the NCRIS logo’”
CO-BRANDING

The APPF is enabled by NCRIS, the National Collaborative Research Infrastructure Strategy and is the only NCRIS facility dedicated to the agricultural sector. APPF is a distributed network of national research infrastructure platforms strategically located at:

- The University of Adelaide (The Plant Accelerator)
- CSIRO (High Resolution Plant Phenomics Centre)
- Australian National University (Plant Phenomics Group)

We acknowledge NCRIS and our host organisations in our publications using the banner below (available from the APPF).

The NCRIS logo should be placed in a secondary position to any provider logos and must be proportional to the size of any adjacent logos.

While there is a minimum size rule for the NCRIS logo (30mm wide), please use your judgement on the legibility and contrast when applying to marketing material.

Co-branding arrangements should always be placed on the right or below a partner logo.

In the horizontal lockup the logos are arranged horizontally and aligned through the centre line.

plantphenomics.org.au The Australian Plant Phenomics Facility has three nodes strategically located at

NCRIS enabled infrastructure
The APPF style guide ensures the visual design elements of our brand are applied correctly and consistently in all applications. A strong brand is consistent, wherever it is seen.

**LOGO**

**Primary logo**
The APPF logo is the cornerstone of our identity. It should be treated with care and applied consistently. It should only be used on a white background.

**Secondary logo**
Where full colour is unavailable or backgrounds do not allow for correct use of the primary logo, one of the mono logos should be used.

**Graphic element**
The graphic element of the logo should be used sparingly as an accent, and only on corporate APPF materials. It can be used as the Favicon on the website where the full logo is not viable.

The preference is for the brandmark to be used in a positive colour or reverse colour version.
The exclusion zone, or minimum clear area, around a logo ensures it is not compromised or lost amongst other elements, guaranteeing maximum presence.

EXCLUSION ZONE

The exclusion zone assists to maintain the impact of the logo and ensures consistent reproduction.

The size of the exclusion zone is a distance of “X” (“X” being the height of the APPF font) and must be consistent around the perimeter of the logo in all of its approved configurations.

This can be used to determine the isolation area for the logo at any size or in any composition.

Wherever possible, apply more space than the minimum specified here.

Size matters. Minimum standards protect clarity, ensuring the logo is reproduced clearly in small format.

SIZING

The logo should never be too small to read.

Where possible, reproduce the logo at a size larger than the minimum, especially where there may be issues with clarity or quality of reproduction. When providing logos to external parties, always request a proof prior to publishing for the C&E Lead to approve.

MINIMUM LOGO SIZE

30mm
Please take care to use our logo correctly. Incorrect use compromises the impact of the logo and the integrity of our brand.

**LOGO USE**

The APPF logo should not be distorted, rearranged, recoloured or changed in any way. Do not place other elements in the exclusion zone. The coloured logo should never be placed on photographic backgrounds. The mono logo must be positioned in a clear space on photos.

**CORRECT USE**

![Correct Logo Usage](image1)

**INCORRECT USE**

- Distorted
- Re-coloured
- Altered art / changed font
- Busy / low contrast background
- Rearranged
- Retired logo - Not to be used
The APPF colours play an important role in our brand recognition.

COLOURS

PMS
All colours are provided with Pantone® references and be reproduced using PMS specifications where possible.

CMYK
When it is not possible to print a solid Pantone® colour, please use our recommended CMYK breakdown (Cyan, Magenta, Yellow and Black). Always use the percentage breakdowns specified here to achieve the closest match to Pantone® colours.

RGB
RGB values specify colours for screen and internet display.

HEX
HEX colours are specified for online applications such as websites.

Colour accuracy and consistency are very important. Where possible, always use the colours specified here. Never substitute any of the colours. Care should be taken by way of pre-production samples to ensure colours marry back to the HEX codes and/or the Pantone® colour reference. Always ask printers and sign companies to match to the PMS values.

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**PRIMARY COLOURS**

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone®</th>
<th>Process</th>
<th>Screen</th>
</tr>
</thead>
<tbody>
<tr>
<td>DARK GREY</td>
<td>PMS 432 C</td>
<td>CMYK: 79.64.53.43</td>
<td>RGB: 51.62.72, HEX: 333F48</td>
</tr>
<tr>
<td>GREEN</td>
<td>PMS 370 C</td>
<td>Process: CMYK: 66.25.100.5</td>
<td>Screen: RGB: 101.141.27, HEX: 6688D1</td>
</tr>
</tbody>
</table>

**SECONDARY COLOURS**

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone®</th>
<th>Process</th>
<th>Screen</th>
</tr>
</thead>
<tbody>
<tr>
<td>MID GREY</td>
<td>PMS 431 C</td>
<td>80% 432 C or 431 C</td>
<td>RGB: 91.103.112, HEX: A2AADD</td>
</tr>
<tr>
<td>LIGHT GREY</td>
<td>PMS 429 C</td>
<td>40% 432 C or 429 C</td>
<td>Screen: RGB: 162.170.173, HEX: 90C47F</td>
</tr>
<tr>
<td>MID GREEN</td>
<td>PMS 7485 C or 30% 370 C</td>
<td>53% 370 C or 577 C</td>
<td>Screen: RGB: 169.196.127, HEX: 90C47F</td>
</tr>
<tr>
<td>LIGHT GREEN</td>
<td>PMS 431 C</td>
<td>30% 370 C or 7485 C</td>
<td>Process: CMYK: 20.4.31.0</td>
</tr>
</tbody>
</table>
Typography is a powerful element of the creative identity. It forms a recognisable part of the brand ensuring distinction in the marketplace.

**TYPEFACE**

The typeface we use in our communication sets the tone of our brand; clean, professional and strong. Versions of the font are used when creating a caption hierarchy.

**MICROSOFT SUITE**

Calibri is the font family that must be used for internally produced documents created in the Microsoft suite to ensure we always speak in a consistent voice.

Myriad Pro Light PMS431 in a large font size (in this case 14pt on 19 leading) to make a key point.

Headings in Myriad Pro Bold PMS 432, 24 pt

Subheads in Myriad Pro Bold PMS 429, 12 pt

Body text in Myriad Pro Light PMS 431, 12 pt

MYRIAD PRO / LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MYRIAD PRO / REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MYRIAD PRO / ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MYRIAD PRO / CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MYRIAD PRO / BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MYRIAD PRO / BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Dear All,

I am delighted to announce the appointment of Dr Susie Robinson as new Executive Director of the APPF.

Susie brings a depth of experience across research, higher education and public policy, and has strong credentials in industry development, innovation, corporate strategy and operations, both in large organisations and small private companies.

Trained in the sciences and business management, and with a PhD from Cambridge University, Susie brings the right mix of experience and business acumen needed to drive the development and implementation of the APPF’s five-year strategy.

Susie will start in her new role on 3 June 2019 and will be located at the University of Adelaide’s Waite Campus.

I would like to take this opportunity to sincerely thank Jeremy Burdon for his outstanding contributions to the APPP as interim Executive Director and Convenor of the Executive Committee. Jeremy has been instrumental in ensuring the smooth transition of the APPF during this period.

I look forward to the continued success of the APPF under Susie’s leadership.

Regards,

Ron Sandland
Chair
APPF Advisory Board
MARKETING COLLATERAL

Factsheets

Posters

Corporate brochure

A world-leading centre for innovative plant phenomics research to accelerate the development of new and improved crops, and more sustainable agricultural practice.

Australasia’s leading plant phenotyping facility, providing open access to world-class technology and expertise to accelerate the development of new and improved crops, and more sustainable agricultural practice.
The Australian Plant Phenomics Facility (APPF) is a distributed network of national research infrastructure platforms that offer open access to state-of-the-art plant phenomics technologies, tools and expertise not available at this scale or breadth in the public sector anywhere else in the world.

Access to our infrastructure is available to academic and commercial plant scientists, from Australia and around the world, to address complex problems in plant and agricultural sciences.