

STATE LIBRARY  
OF QUEENSLAND

# STYLE GUIDE

# INTERNATIONAL YEAR OF INDIGENOUS LANGUAGES



# Contents

Introduction	3	Typography	12
Language Pods	4-5	Title stacked	13
Knowledge Stream	6-7	Title inline	14
Knowledge Stream Incorrect use	8	Title minimum size	15
Colours	9	Title placement	16
Photography	10	Title incorrect use	17
Photo treatment	11	Examples	18-20

# Introduction

These guidelines have been created to introduce and explain how best to use our brand system.

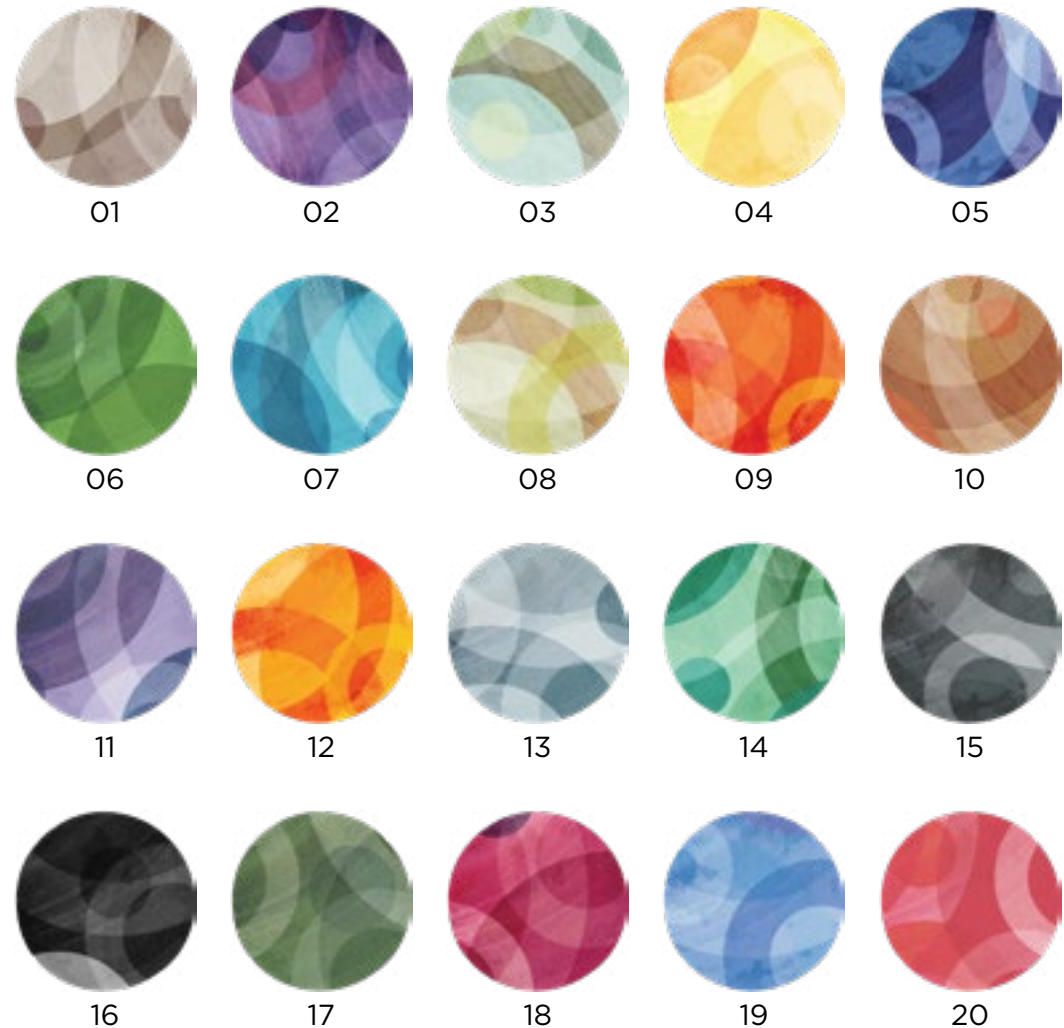
These elements are the essential parts of our identity and are the tool kit for International Year of Indigenous Languages.

While it's important that the guidelines are adhered to, the aim is to encourage creativity and expression within the design system.

# Language Pods

The Language Pods are an agile and versatile design element. They represent the diversity and depth of Indigenous language and culture.

We encourage exploration and expression in their placement and usage.



# Language Pods

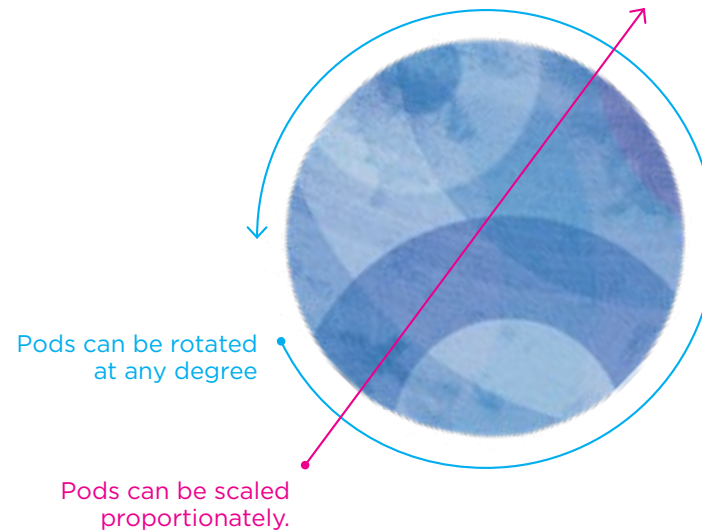
Pods can be rotated, cropped or scaled proportionately as needed.

Pods are not exclusive to any themes or geographic regions. Elements can be placed singly or in any combination.

You should always see at least one curved edge of a Pod to ensure they give the impression that they are circles.

They are supplied in 4 sizes for print and online use.

Print_PSD (CMYK)	
LRG	600x600mm@300DPI
MED	200x200mm@300DPI
Online_PNG (RGB)	
LRG	1920x1920px@72DPI
MED	900x900px@72DPI



# Knowledge Stream

The Knowledge Stream celebrates the diversity of people and culture interacting, building and sharing their language journey. This knowledge is fed through and strengthened with the support of SLQ, communities and the public.

Capturing clarity through complexity, the Knowledge Stream embodies the past, present and future strength of Indigenous languages. It's infinite — always present, no start or end.



The Knowledge Stream was created by Gilimbaa artist and designer Tarni O'Shea (South Sea Islands / Butchulla).

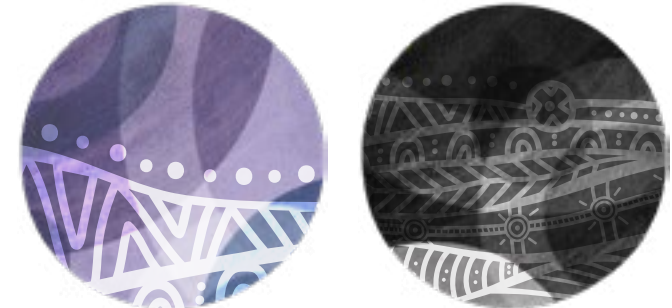
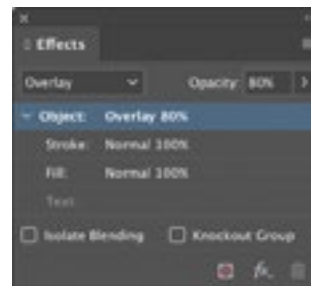
# Knowledge Stream

The Knowledge Stream is used to connect our Language Pods. It should be placed horizontally over the Language Pods and set to Overlay.

We recommend 80% transparency to ensure the 2 elements are merging together.

The Knowledge Stream can be scaled as you need.

It should only be seen as a white overlay on Language Pods and should always be a segment — flowing across the Language Pods.



# Incorrect use

We want this system to be user friendly and expressive. Exploration and creativity is encouraged.

However there are some simple things we ask you do not do.

✘ It must always flow across the entire Pod/s. We should not see a start or end.



✘ Do not crop within a Pod.



✘ Never stretch or squash. Ensure it is always proportionately scaled.



✘ It should always sit horizontally.



✘ Do not edit in any way. Only use as supplied



✘ Do not add more effects.





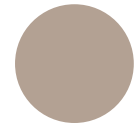
# Colours

A colour library has been created based on the Language Pods.

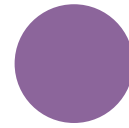
We encourage designs to be brought to life using the Language Pods as the injection of colour however solid colours can also be used when needed.

These can be paired with Language Pods or as colour schemes as needed and dictated by the SLQ design team.

20% Shades can be used for all colours.



32 34 41 0  
179 161 147  
7529c  
#b3a193



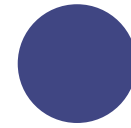
51 69 12 1  
140 101 155  
7661c  
#8c659b



49 15 40 0  
136 180 162  
557c  
#88b4a2



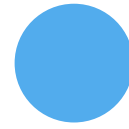
0 24 65 0  
255 198 110  
1355c  
#ffc66e



88 83 19 5  
64 70 131  
7670c  
#404683



68 24 96 7  
96 145 69  
7490c  
#609145



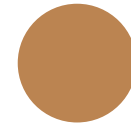
60 19 0 0  
82 172 237  
284c  
#52aced



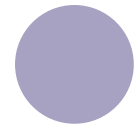
18 7 56 0  
212 213 138  
7492c  
#d4d58a



8 71 96 1  
224 107 47  
7578c  
#e06b2f



24 49 76 5  
187 132 81  
729c  
#bb8451



35 34 9 0  
167 162 194  
7445c  
#a7a2c2



2 36 97 0  
247 172 35  
7409c  
#f7ac23



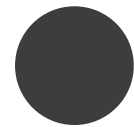
62 37 35 3  
107 137 148  
7544c  
#6b8994



74 16 55 1  
61 160 137  
7723c  
#3da089



62 47 48 15  
102 111 112  
424c  
#666f70



68 61 60 50  
61 61 61  
447c  
#3d3d3d



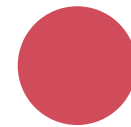
63 40 73 24  
91 109 79  
5615c  
#5b6d4f



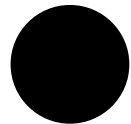
25 92 47 6  
180 57 95  
7433c  
#b4395f



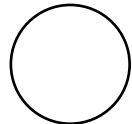
63 43 8 0  
104 134 184  
7682c  
#6886b8



14 85 57 1  
209 76 91  
7418c  
#d14c5b



0 0 0 100  
0 0 0  
#000000



0 0 0 0  
255 255 255  
#ffffff

# Photography

Photography must be of a high quality, professional standard.

Imagery should be people focused and convey a natural, candid feel — proud, friendly and engaging.

Imagery should aim to increase awareness and understanding of Indigenous languages and celebrate the resilience of Aboriginal and Torres Strait Islander people.

When possible ensure we show diversity with genders, age and cultures (Aboriginal and Torres Strait Islander).



Images are examples only.

# Photography treatment

Preference is for imagery to be treated with a blue Gradient Map.

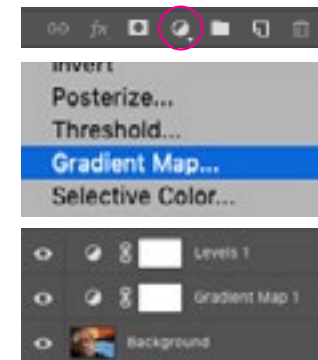
This helps strengthen the look and feel and build a distinct and recognisable brand.



1. Ensure you have the brand Blue (#52aced) and White selected in your Photoshop toolbar.



2. Select a Gradient Map. Adjust levels if needed. We want a sharp contrast from the blue and white.



# Typography

Gotham is our brand typeface used for all external marketing communications.

This is a clean, contemporary, sophisticated family of sans serif fonts.

Gotham is used for both headlines and body copy. To create hierarchy in layouts, type size and weights can be explored.

When Gotham is not available use the Arial font family.

Gotham Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Gotham Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Gotham Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

---

Arial  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Title stacked

A suite of stacked titles has been developed.

Use a version that works best for the application and has suitable contrast and legibility.

*Please note these titles are raster/bitmap files and not vector. Ensure care is taken with resolution and scaling.*

Print_ PSD (CMYK)	
LRG	360x209mm@300DPI
MED	120x70mm@300DPI
Online_ PNG (RGB)	
LRG	1080x627px@72DPI
MED	900x523px@72DPI



01



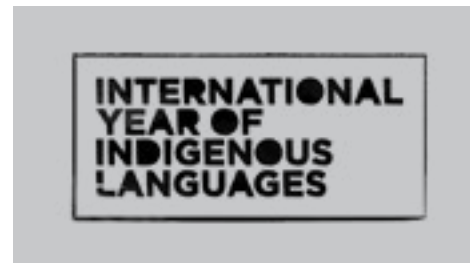
02



03



04



05



06



07

# Title inline

A suite of inline titles has also been developed.

Use a version that works best for the application and has suitable contrast and legibility.

*Please note these titles are raster/bitmap files and not vector. Ensure care is taken with resolution and scaling.*

Print_ PSD (CMYK)	
LRG	600x195mm@300DPI
MED	200x65mm@300DPI
Online_ PNG (RGB)	
LRG	1920x621px@72DPI
MED	900x291px@72DPI



01



02



03



04



05



06

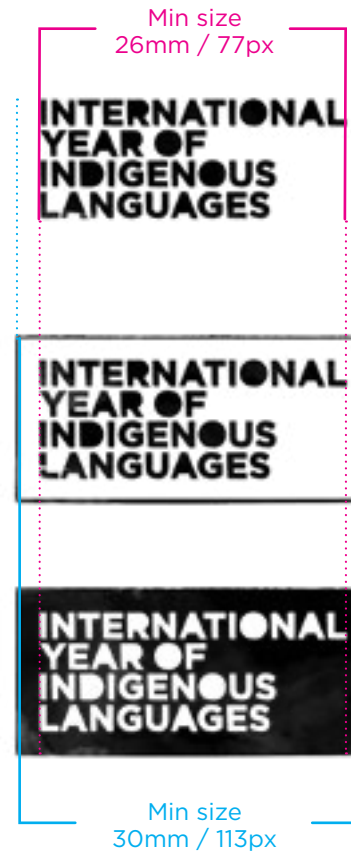


07

# Title minimum sizes

A suggested minimum size for each logo format is as follows.

*Please note these titles do not have a clear space rule. Just ensure each word is clearly legible.*



# Title placement

It is preferable that one of the designed titles is used on all communications linked to International Year of Indigenous Languages (IYIL).

If a title placement is not appropriate for the application ensure the name is present in body copy or elsewhere on the collateral.

It is important that this design style is always clearly linked to IYIL.

When possible always use a designed title

**INTERNATIONAL  
YEAR OF  
INDIGENOUS  
LANGUAGES**

**INTERNATIONAL YEAR OF  
INDIGENOUS LANGUAGES**

If a title is not appropriate ensure the title is clear within headings or sub headings.

International Year of  
Indigenous Languages

International Year of Indigenous Languages



# Title incorrect use

✘ Never stretch or squash. Ensure it is always proportionately scaled.



✘



✘ Do not add effects.



✘



✘ Do not edit in any way.  
Only use as supplied



✘



# Examples



# INTERNATIONAL YEAR OF INDIGENOUS LANGUAGES



Free exhibition  
Until 14 July  
slq Gallery, level 2  
[bina.slq.qld.gov.au](http://bina.slq.qld.gov.au) | #bina



# INTERNATIONAL YEAR OF INDIGENOUS LANGUAGES

Free exhibition  
Until 14 Jul  
slq Gallery, level 2  
[www.slq.qld.gov.au/itpina](http://www.slq.qld.gov.au/itpina)



Free exhibition  
Until 14 July  
slq Gallery, level 2  
[www.slq.qld.gov.au](http://www.slq.qld.gov.au)

# INTERNATIONAL YEAR OF INDIGENOUS LANGUAGES







State Library's  
**Word Of The Week**

---

## Yulugi

(pronounced yul-ah-gee)

From the Gamilaraay language of South-West Queensland meaning 'Celebrate'

