



ANBG

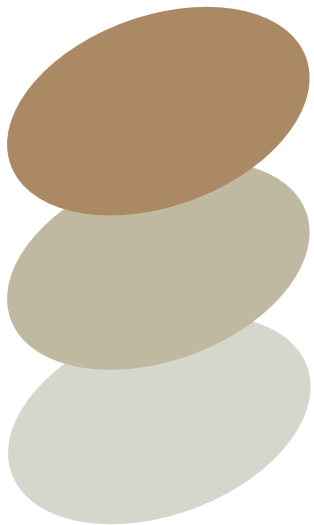
STYLE GUIDE DEVELOPMENT

PRESENTATION #1

STYLE GUIDE

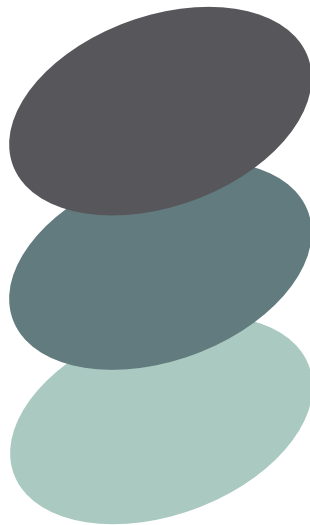
## Colour Palette (Stage 1)

Colour Range:



**WARM NEUTRALS**

PANTONE 7504 C  
PANTONE 7536 C  
PANTONE 7537 C



**FROSTED GREYS**

PANTONE 425 C  
PANTONE 5487 C  
PANTONE 557 C



**COOL BLUES**

PANTONE 5473 C  
PANTONE 7475 C  
PANTONE 5493 C



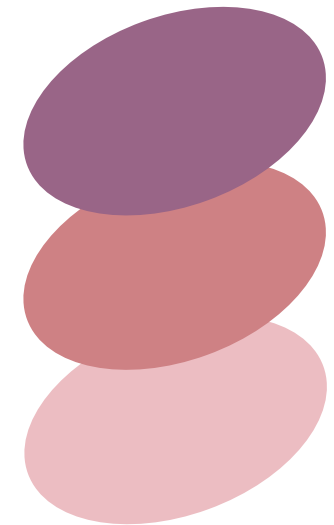
**NATIVE GREENS**

PANTONE 7490 C  
PANTONE 7491 C  
PANTONE 583 C  
PANTONE 578 C



**SUNNY OCHRES**

PANTONE 158 C  
PANTONE 130 C  
PANTONE 127 C



**BUDDING PINKS**

PANTONE 5135 C  
PANTONE 695 C  
PANTONE 693 C

Logotype Fonts

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p  
q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

PRIMARY FONT

Baka Too

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p  
q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

SECONDARY FONT

Optima (Demi)

Document Fonts

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
  
a b c d e f g h i j k l m n o p  
q r s t u v w x y z  
  
1 2 3 4 5 6 7 8 9 0

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z**  
  
**a b c d e f g h i j k l m n o p  
q r s t u v w x y z**  
  
**1 2 3 4 5 6 7 8 9 0**

*A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z*  
  
*a b c d e f g h i j k l m n o p  
q r s t u v w x y z*  
  
*1 2 3 4 5 6 7 8 9 0*

OPTIMA FONT FAMILY

Body Copy – Optima (Roman)

Headings – Optima (Demi)

Italic Font – Optima (Oblique)

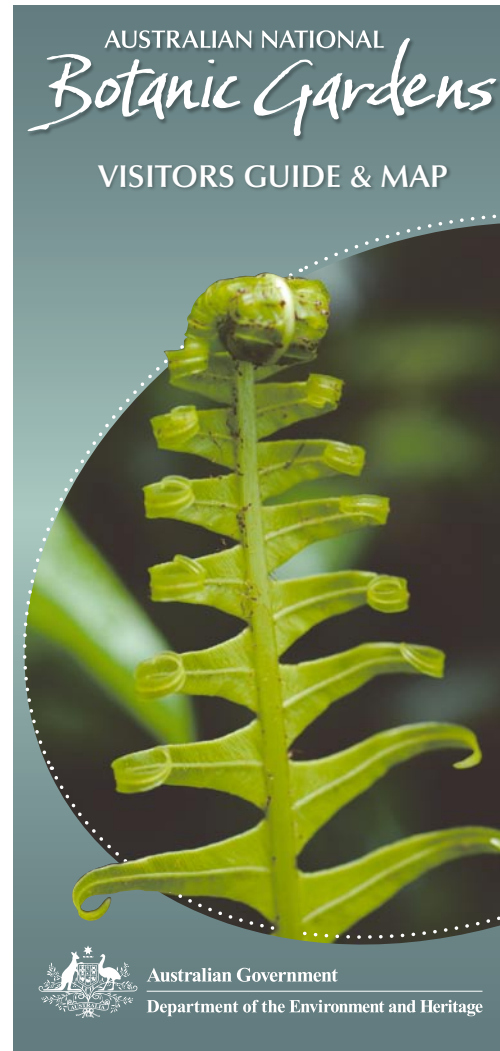
ANBG Type Style

AUSTRALIAN NATIONAL  
*Botanic Gardens*

TYPOGRAPHIC ELEMENT - MONO

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*Botanic Gardens*

TYPOGRAPHIC ELEMENT - REVERSED



DL LAYOUTS  
FRONT COVER APPLICATION

AUSTRALIAN NATIONAL  
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WHAT'S ON IN JUNE

**Flora Tasmania – Showing until 23rd July 2006 @ the Visitor Gallery**  
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**Flora Tasmania – Showing until 23rd July 2006 @ the Visitor Gallery**  
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**Flora Tasmania – Showing until 23rd July 2006 @ the Visitor Gallery**  
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WHAT'S ON IN AUGUST

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DL LAYOUTS  
1 PAGE APPLICATION



AUSTRALIAN NATIONAL  
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**Escape... Relax, unwind and re-energise...**

Experience our 120km of winding track, get up close and personal with a living encyclopaedia of Australian native plants or simply sit back and relax in Canberra's most popular garden café.

The Australian National Botanic Gardens holds the world's largest collection of native Australian plants in a breathtakingly beautiful natural environment.

Clunies Ross St, ACTON, Canberra PH: 02 6250 9540 [www.anbg.gov.au](http://www.anbg.gov.au) | Open 8:30am – 5:00pm daily  
Hudsons Cafe • Botanical Bookshop • Free Exhibitions • Free Guided Walks (11am & 2pm)

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PRESS LAYOUT  
(CANBERRA TIMES SIZING)



AUSTRALIAN NATIONAL  
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**BREAKFAST WITH THE BIRDS...**

*At the Australian National Botanic Gardens, experience our popular guided walk followed by a scrumptious breakfast at Canberra's most famous garden café.*

From 8:00am every Saturday and Sunday during Floriade from 23rd September until 15th October & Monday 2nd October. \$25.00 per person. Book now as numbers are limited!

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PRESS LAYOUT

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COLOUR AND MONO APPLICATIONS

PRESS ADVERTISING - STYLE 1



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COLOUR AND MONO APPLICATIONS



THANK YOU

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