



Australian Research Data Commons

Attribution Style Guideline

For Partners and Collaborators

Version 1.0

Brandmark Usage

The preference is for the brandmark to be used in either the positive colour version or the reverse colour version. The brandmark is also available in monochrome positive and reverse versions. It is permissible in certain cases to use the reverse mono brandmark over a solid background of one of the primary brand colours.

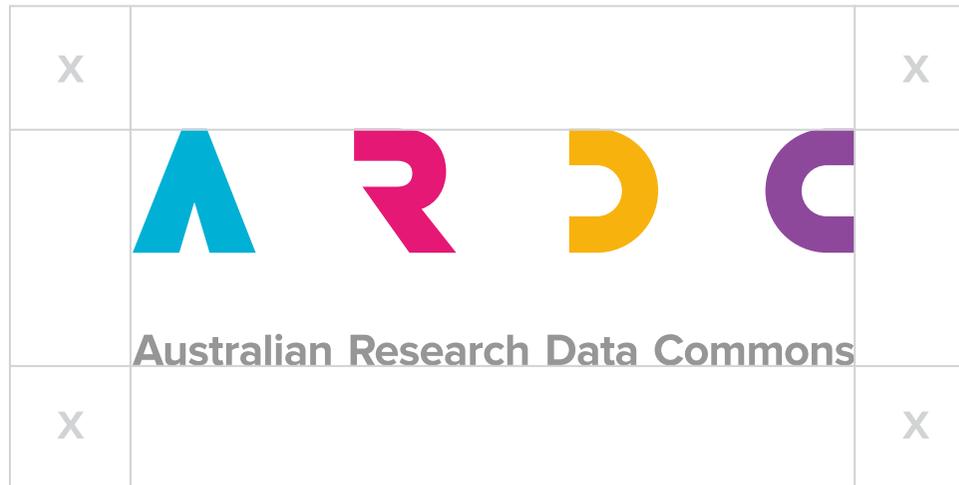
For more information and to download the ARDC logo, please refer to the [ARDC Brand Guidelines](#)

DIMENSIONS & CLEAR SPACE

Clear space refers to the area around the brandmark into which no other element should extend.

Allowing sufficient clear space enables the brandmark to have maximum presence. Therefore it is highly recommended to allow more than the minimum clear space wherever possible.

The distance marked 'x' represents the width of the letter 'A' in the ARDC wordmark.



NCRIS MINIMUM SIZE AND CLEAR SPACE

The logo should not be reduced any further than 30mm wide. This size is used when there is limited space. Where possible the logo should be used at a larger size. A clear space of at least 5mm should be kept around the logo and where possible additional space should be allocated.

Referenced from:
ED17-0225 - SK - NCRIS Provider Styleguide_ACC2.pdf

Co-Branding

ARDC partners and collaborators should use their own Brand Guidelines for material that they produce and use their judgement on how to apply the co-branding information provided in this document.

ARDC

When partnering with ARDC, use these simple guidelines for the best visual balance:

- When sizing logos, try to match the text or cap heights.
- Use a double X clear space between partnering logo and the ARDC logo.
- Use the ARDC clearspace to determine the distances of each element in the co-branding lock-up.

NCRIS

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

Whilst 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.

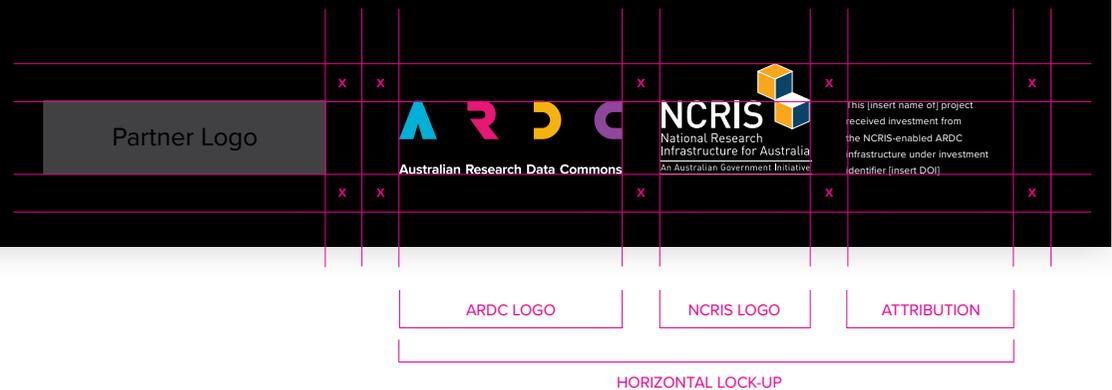
ARRANGEMENTS

Co-branding arrangements should always be placed on the right or below a partner logo. The only variation in each lock-up is the position of the attribution text. Please refer to options provided in the following pages.

Attribution

at·tri·bu·tion | \ ,a-trə-'byü-shən

the act of attributing something to a particular cause or person. For example the action of ascribing a work or remark to a particular author, artist, or person: 'the attribution to Mozart on the title page is correct'.



Attribution Option 1

THE VERTICAL LOCK-UP CAN BE USED FOR PORTRAIT LAYOUTS SUCH AS POSTERS, BROCHURES AND REPORTS.

This attribution example is for when vertical space is limited and the arrangement is constructed in a compact horizontal format.

In some instances, the NCRIS logo minimum width requirements may not be possible, please use your judgement to ensure legibility of logo when scaling it down.

ARRANGEMENT

Partner logos may appear elsewhere in the layout to adhere to its own brand guidelines but on occasions where the communication requires co-branding, all the logos will appear in as shown in the example vertical lock-up.

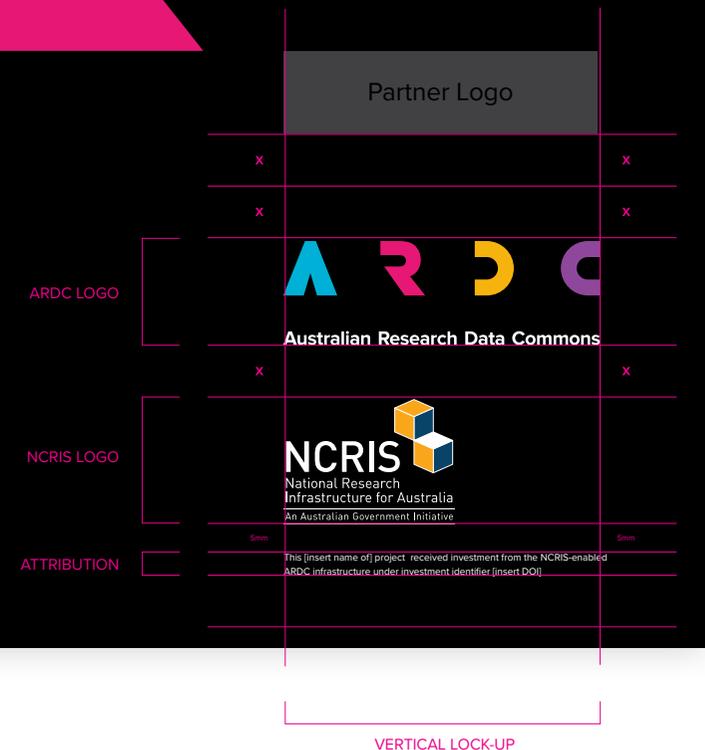
PARTNER / ARDC / NCRIS / ATTRIBUTION

- Align both the ARDC and NCRIS logos, including the attribution text to the left.
- If a partner logo appears elsewhere, and not as illustrated in this example, then the ARDC/NCRIS lock-up can stand alone and positioned to suit the layout.
- The attribution text needs to span the width of the vertical arrangement.
- ARDC clearspace is used throughout the structure of this arrangement.

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Attribution Option 2

THE HORIZONTAL LOCK-UP CAN BE USED FOR WEBSITE FOOTERS, POWERPOINT PRESENTATIONS AND SMALL MARKETING COLLATERAL SUCH AS POSTCARDS AND DL SIZED BROCHURES.

This attribution example is for when vertical space is limited and the arrangement is constructed in a compact horizontal format.

In some instances, the NCRIS logo minimum width requirements may not be possible, please use your judgement to ensure legibility of logo when scaling it down.

ARRANGEMENT

Partner logos may appear elsewhere in the layout to adhere to its own brand guidelines but on occasions where the communication requires co-branding, all the logos can appear as shown in the example horizontal lock-up.

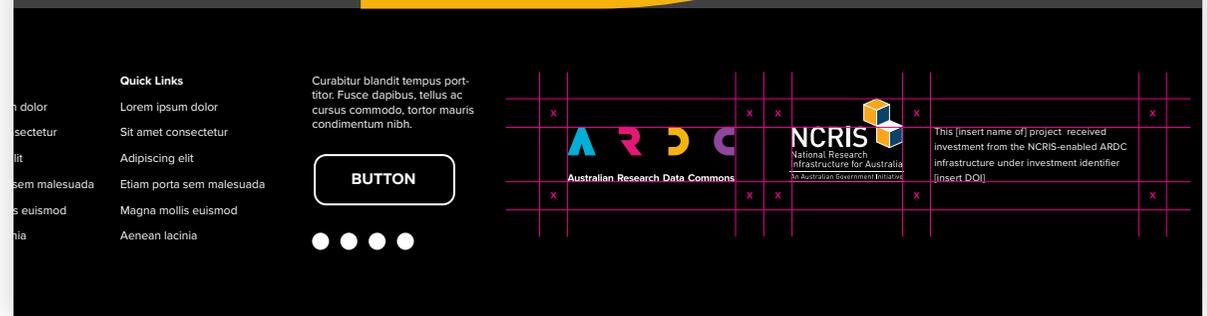
PARTNER / ARDC / NCRIS / ATTRIBUTION

- Align both the ARDC and NCRIS logo to the right of the partner logo. Please size any partner logo to align with the ARDC/NCRIS lock-up for the best balance.
- If the partner logo brand guidelines allow for it to appear with the ARDC/NCRIS lock-up then please refer to the examples shown on Options 1 & 3.
- The attribution text needs to span from the height of the ARDC logo and NCRIS type to the baseline of both.
- ARDC logo clearspace is used throughout the structure of this arrangement.

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Co-Branding Multiple Partners

WHEN THERE IS MORE THAN ONE PARTNER

This attribution example is for when multiple partners need to appear with the ARDC lock-up.

ARRANGEMENTS

Partner logos are to be arranged horizontally when there is limited height. Please align through the centre line to the ARDC lock-up as shown. Partner logos may be of different shapes and configurations.

When there is space, and based on the amount of Partner logos, please arrange in columns and rows while using each logos clearspace rules if available.

