

# Paralympics Australia

## Brand Book

### V1.6



Paralympics  
Australia



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# Introduction

01





# This is a story of Paralympics Australia as told by First Nations artist, Uncle Paul Calcott.

Australia's Indigenous People, for over 65,000 years, have always held a belief that people with a disability are people who leave a different mark on the world. Not better, not worse, just different. This story captures how Paralympics Australia and its athletes leave a different mark on Australia and its sporting landscape.

We start in the centre of the artwork with the Indigenous Symbol for a Star, representing the Southern Cross, iconic to our Nation.

Through the centre of the Southern Cross star is Dark Emu – an Aboriginal astronomical constellation. The position of this constellation constantly moves through the sky, but the position of Dark Emu in this artwork represents the time of year when the Summer Paralympic Games occurs every four years during August.

Wrapped on either side of the Southern Cross are our two iconic Australian animals, the Kangaroo and the Emu – both famous for only going forward, never back.

At the bottom right is the story of our Paralympians – represented by the different marks they make as they train and compete including the marks of foot prints, a wheelchair and a running blade. Each person coming together, is marked by ochre dots signifying celebration – and the artwork in the bottom left tells the story of the world coming together in celebration.

Linking the story together is the representation of Mobs in Country with Desert Dreaming, Saltwater Dreaming, Freshwater Dreaming and Rainforest Coastal Dreaming. These merge into the green and gold colours of Paralympics Australia.

This is our story: moving society forward to champion the inclusivity of people with disability as represented by our First Nations people – who have always respected people of all abilities.





## A little about the artist, Paul Calcott AO.

Uncle Paul Constable Calcott is recognised as a Community Elder with working knowledge of disability. Paul is a renowned Australian artist who has lived with a degenerative disability for most of his life after he contracted polio when he was 18 months old.

As a proud Wiradjuri man growing up with disability and a member of the LGBTIQ+ community, he has first-hand experience of how intersectionality can lead to marginalisation and discrimination.

Paul works with organisations to improve the engagement with, and resources for, Aboriginal and Torres Strait Islander communities and advocates for more culturally appropriate programs and activities for people with disability.

Paul facilitates a local art group of First Peoples artists living with disability, using traditional art and storytelling to raise awareness around issues impacting his community, such as health, social isolation, economic participation and resilience building.

In 2019, his art group held an exhibition at the United Nations in Geneva called 'Culture is Inclusion' and in 2017 spoke at the United Nations Headquarters in New York regarding LGBTIQ+ First Nations Peoples living with disability and the intersectionality between them.



# Brandmarks

02

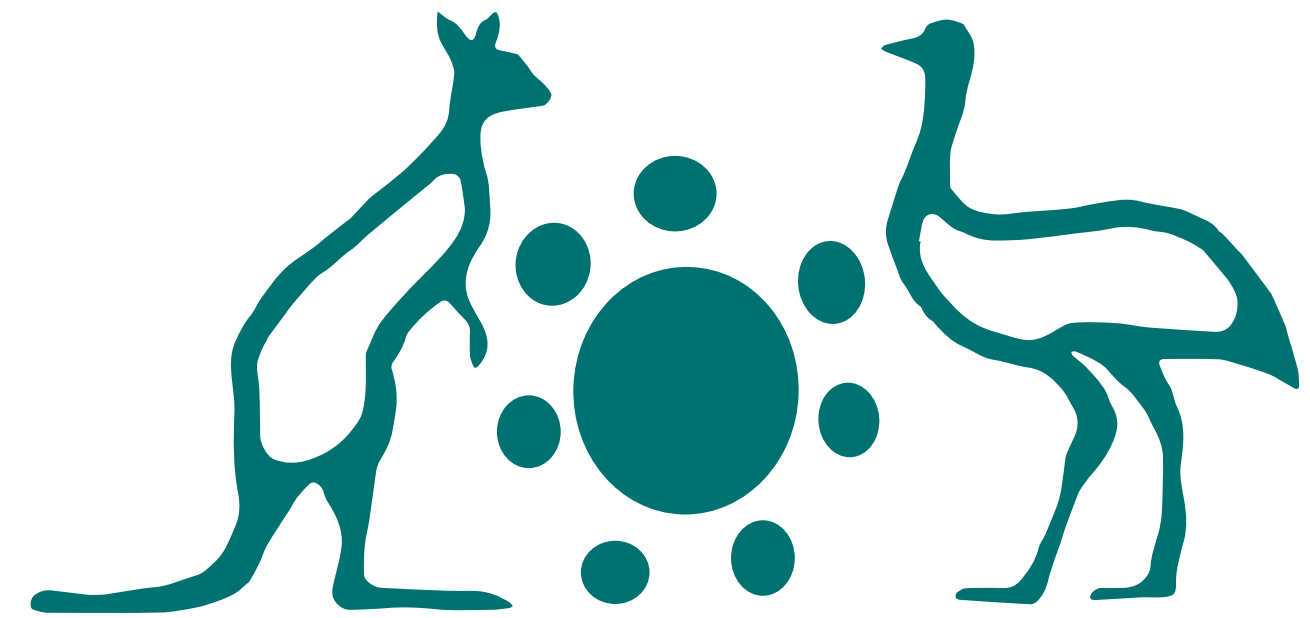


## Primary Brandmark – Full Colour

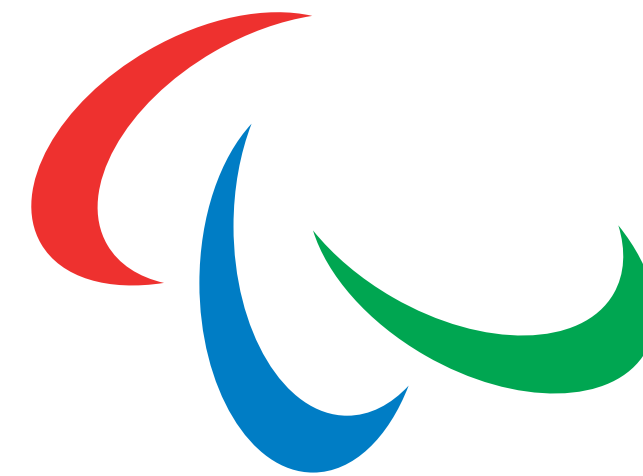
The Paralympics Australia brandmark consists of three key elements.

The stylised animalia national crest, a 7-point indigenous star and the IPC Agitos symbol.

The stacked variant is the primary brandmark but alternatives are available for use based on application suitability.



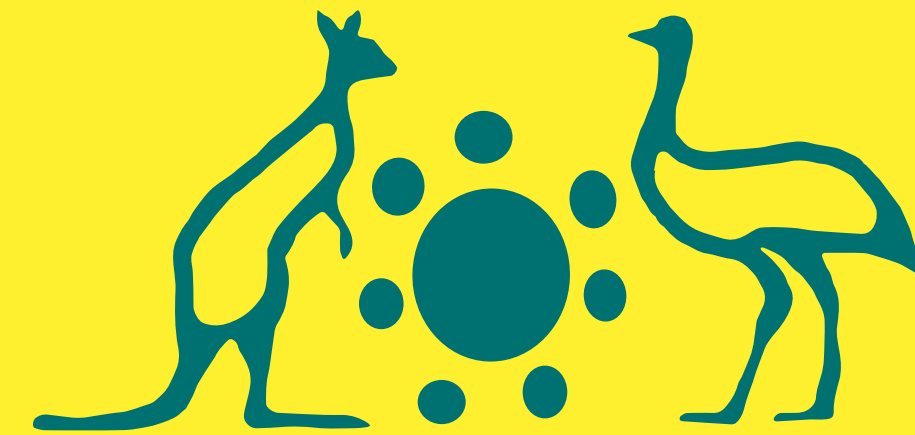
**Paralympics  
Australia**



Primary Brandmark – Single Colour



**Paralympics  
Australia**



**Paralympics  
Australia**





## Secondary Brandmarks – Full Colour

A suite of orientations have been created for use across a wide range of digital and printed applications.

Both full and single colour versions of each orientation are available.



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### Horizontal

**Typical Usage:** Small, horizontal applications such as website headers and digital banners.

**Minimum Size:** Print – 25mm wide / Digital 75px wide.



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### Linear

**Typical Usage:** Fascia boards, promotional pencils and similar long formats.

**Minimum Size:** Print – 80mm wide / Digital 240px wide.

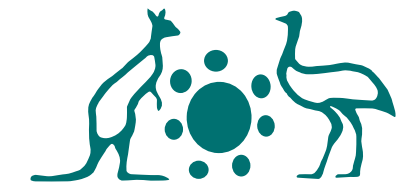


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### Vertical

**Typical Usage:** Vertical banners or merchandise tabs.

**Minimum Size:** Print – 10mm wide / Digital 28px wide.



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### Symbol (strictly limited use only)

**Typical Usage:** Social media profiles or app icons.

**Minimum Size:** Print – 7mm wide / Digital 20px wide.



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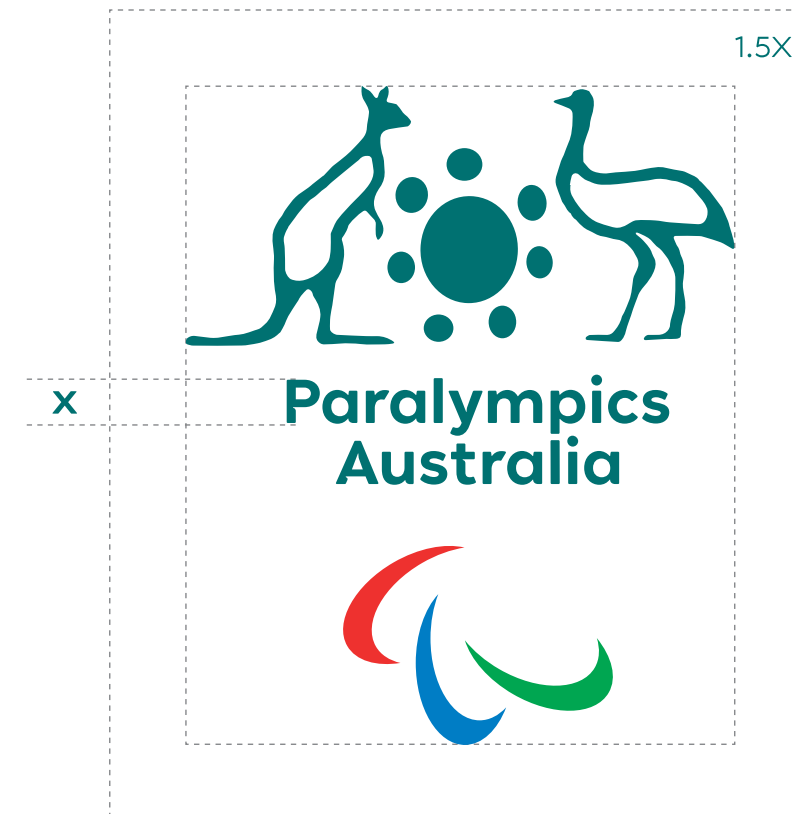


## Brandmarks – Clear Space

To retain the integrity of the Paralympics Australia brandmark, clear space guideline should always be adhered to.

'X' height is derived from the uppercase 'P' from Paralympics.

Clear space is then applied at 1.5X squared.



# Tone of Voice

03





## Tone of Voice

Paralympics Australia is the strong, proud voice of Para-athletes in Australia.

We're CONFIDENT and won't back down when speaking with expertise about the issues facing Para-athletes and supporters.

We're PASSIONATE, proud and parochial – excited about our many heroic achievements representing Australia with a record-beating culture.

We're super OPTIMISTIC about a bright future for Para-sport in this country.





# Colour

04





## Colour Palette

The Paralympics Australia palette consists of two key hues representing Australia's national sporting colours.

A vibrant yellow and a more subdued yet complimentary green.

### PA Green

RGB: 0.123.119  
CMYK: 100.0.42.42  
PMS: 7719  
HEX: 007B77

### PA Yellow

RGB: 240.255.0  
CMYK: 3.0.90.0  
PMS: 3945  
HEX: F0FF00

## Colour Palette

In some instances, to align with other International and National Sporting Organisations or to meet accessibility standards a darker version of the PA Green is able to be used.

### PA Green 2

RGB: 0.69.77  
CMYK: 97.21.33.73  
PMS: 316  
HEX: 00454D

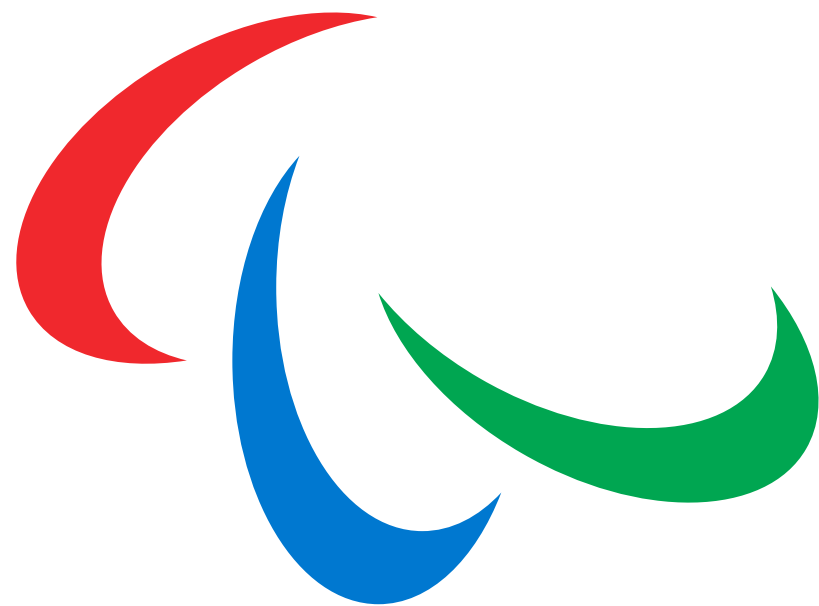
### PA Yellow

RGB: 240.255.0  
CMYK: 3.0.90.0  
PMS: 3945  
HEX: F0FF00



## Colour Palette

The IPC 'Agitos' consists of three colour-arcs when used full colour on white or light coloured backgrounds.



### Paralympic Green

RGB: 0.166.81  
CMYK: 100.0.100.0  
PMS: 355  
HEX: #0A651

### Paralympic Blue

RGB: 0.120.208  
CMYK: 100.40.0.0  
PMS: 3005  
HEX: #0078D0

### Paralympic Red

RGB: 240.40.45  
CMYK: 0.95.90.0  
PMS: 192  
HEX: #F0252D

## Colour Palette

When using the IPC 'Agitos' in single colours it should only ever be applied as full PA yellow or green.



### PA Green

RGB: 0.123.119  
CMYK: 100.0.42.42  
PMS: 7719  
HEX: 007B77

### PA Yellow

RGB: 240.255.0  
CMYK: 3.0.90.0  
PMS: 3945  
HEX: F0FF00

# Typography

05

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Typography

**Pact**  
**P**®

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Pact (Primary)

**Pact Set**  
**P**®

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Pact Set (Secondary)

## Typography (Primary)

A bespoke typeface developed exclusively for Paralympics Australia, the Pact font family consists of four weights.

The lighter weights should be used at medium to large sizes for accessibility.

Pact is available ‘licence-free’ for any party producing Paralympics Australia branded comms.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()?:”**

---

**Pact Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()?:”**

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**Pact Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()?:”

---

**Pact Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()?:”

---

**Pact Light**

## Typography (Secondary)

Pact Set is a supporting type family available in four corresponding weights to that of Pact.

This font should only be used for headlines and display purposes.

All other text should utilise the regular Pact suite.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()?:”**

---

**Pact Set Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()?:”**

---

**Pact Set Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()?:”

---

**Pact Set Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()?:”

---

**Pact Set Light**



## Typography (Alternative)

As an alternative font, Verdana can be substituted in circumstances where Pact is unsuitable i.e. digital applications with ‘live text’.

It’s freely available and normally pre-installed on both PC and Mac platforms.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()?:'""**

---

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()?:'""

---

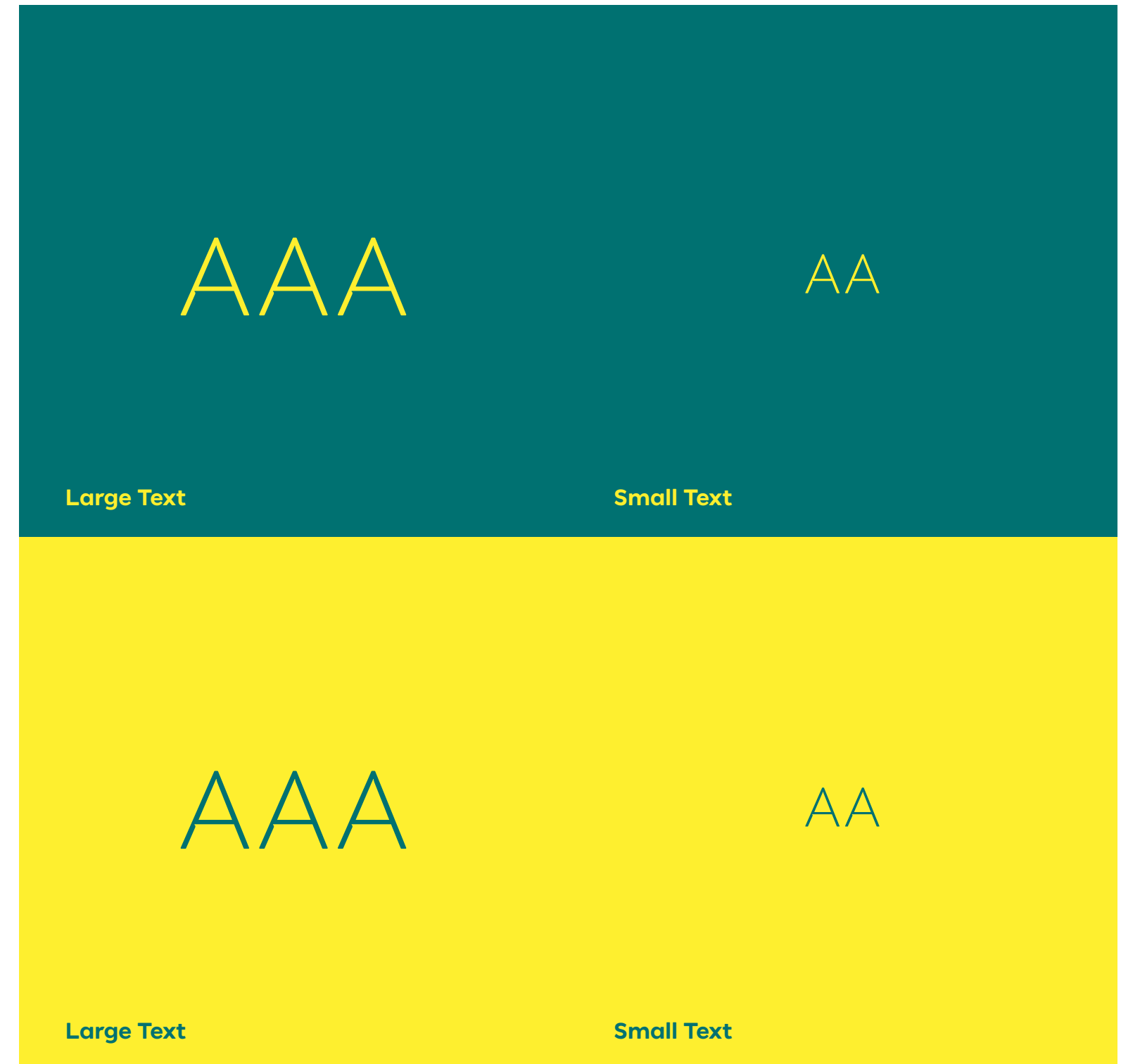
Verdana Regular

## Typography (Accessibility)

Accessibility standards in HEX/RGB mode are defined as AAA rating (preferred) or AA rating (acceptable).

Large text is defined as 18px bold text or larger or 24px regular text or larger.

Small text is defined as 17px bold text or smaller or 23px regular text or smaller.



# Graphics

06





Graphic



“The Celebration” graphic device has been created to complement the First Nations story in the new organisational brandmark.

It visually represents community and the world coming together in shared celebration of sporting achievement.



Graphic



While solid flat green and yellow are the primary brand background colours, a secondary textured gradient can be used to add visual interest to branded campaign materials.

It should never be recreated and only supplied files should be used.



## Graphic

“The Celebration” graphic device can be used as a watermark over both solid PA brand green and white.

When used on green it should be set to a colour tint of 80%.

When applied over a solid white background the tint should be set to 12%.



# Imagery

07



## Imagery (Brand)

Brand athlete portraiture should always personify strength, passion and sheer determination.

They should always appear focussed, driven, proud or triumphant.





Imagery (Brand)





## Imagery (Editorial)

Editorial imagery should always capture the commitment of training, the comradery of the national team, the battle of competition and the elation of victory or personal achievement.

A suite of approved images can be accessed here:

<https://app.hivo.com.au/>





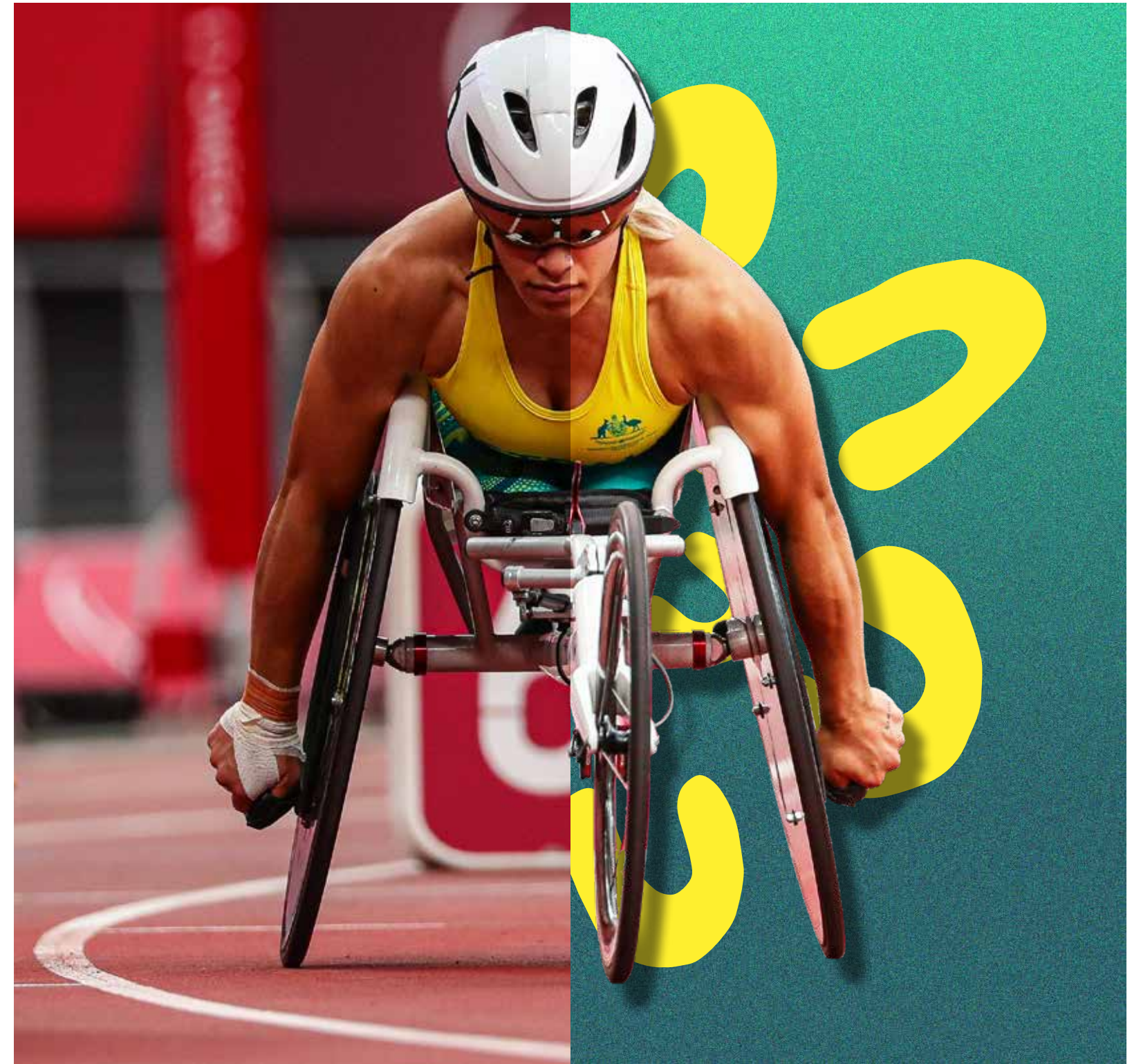
Imagery (Editorial)





## Imagery (Treatment)

Combining deep etched and warmly graded athlete imagery with the brand graphic and textured background creates striking and vibrant visuals.



Original image

Deep etched with brand graphic



## Imagery (Treatment)

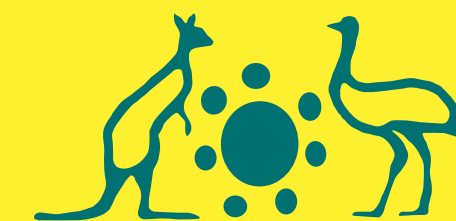
Using multiple layers of brand graphics, text and integrated/overlapping elements of featured talent adds depth of field to layouts.



Layered elements

# Application

08



Paralympics  
Australia





Collateral



...tis  
...agittis  
...m lectus  
...egestas



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tincidunt lobortis. Suspendisse blandit, nunc dolor elementum diam, nec ultrices orci elit ut ante.

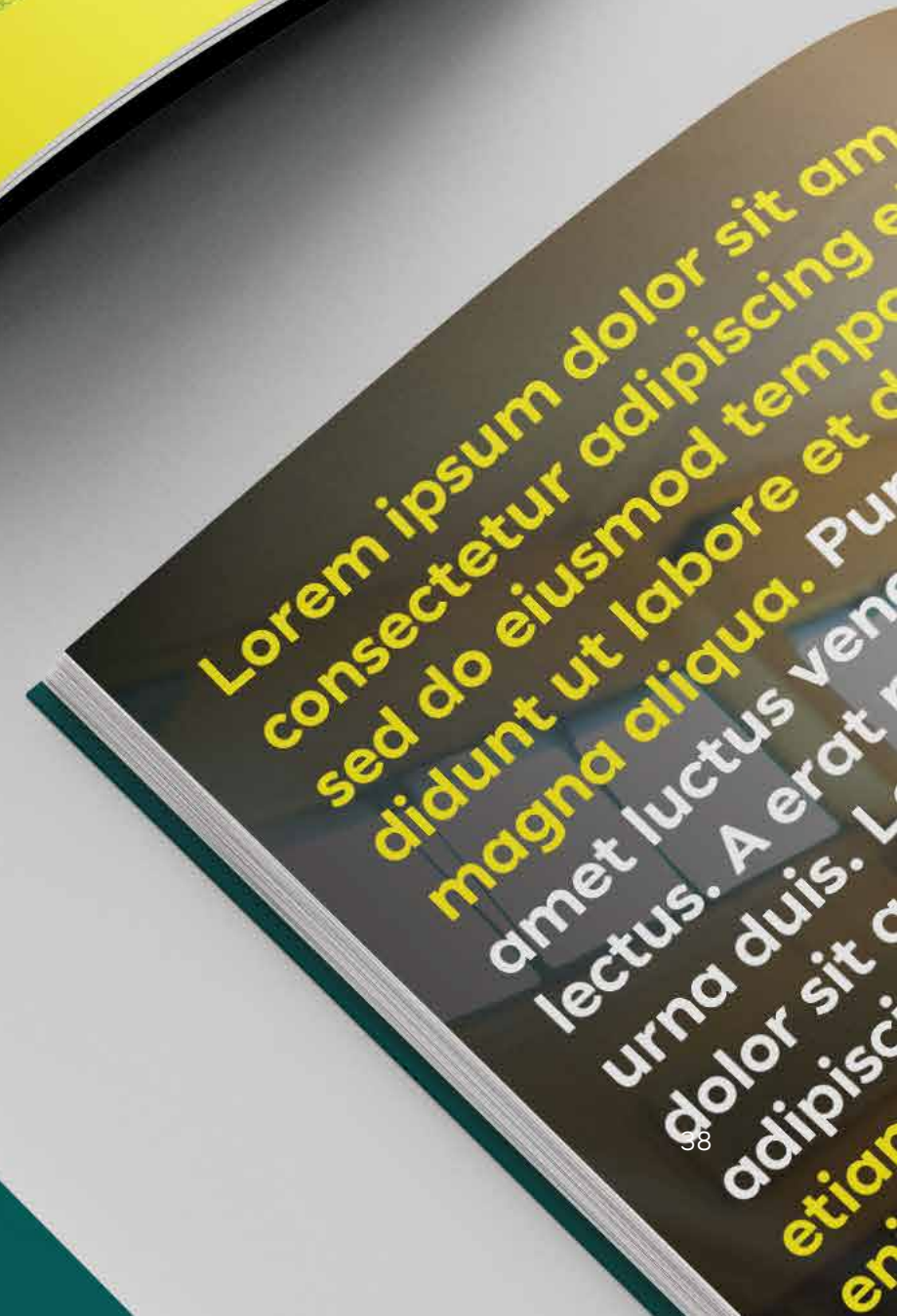
# IMAGINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tincidunt lobortis. Suspendisse blandit, nunc dolor elementum diam, nec ultrices orci elit ut ante.

Paralympics Australia



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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Purus amet luctus venenatis lectus. A erat nunc urna duis. Lorem ipsum dolor sit amet, consectetur adipiscing elit.



# Stationery





## Stationery





## Stationery – Option One



## Stationery – Option Two





Outdoor



# LET THE GAMES BEGIN

 Paralympics Australia 

paralympic.org.au



Outdoor



IMAGINE  
WHAT WE  
CAN DO

 Paralympics Australia 

paralympic.org.au



Social





# LET'S ROLL

 Paralympics Australia 



[paralympic.org.au](http://paralympic.org.au)



Apparel





Merchandise







Paralympics  
Australia

