THE CHILDREN'S
BOOK COUNCIL
OF AUSTRALIA

Branding guidelines and identity standards

The guidelines in this document have been developed so that the CBCA story, branding, and all communications are presented consistently and professionally. Your acceptance of these guidelines is appreciated.

Background for the media and other communications:

Our story

The Children's Book Council of Australia (CBCA) was founded in 1945 when Australian children's books were few, and Australian authors and illustrators were virtually unknown. In 1946 the CBCA established annual book awards to promote books of high literary and artistic quality. These awards are now the most influential and highly respected in Australia. Each year, across Australia, The CBCA brings children and books together celebrating Children's Book Week. Throughout the year, The CBCA works in partnership with authors, illustrators, publishers, booksellers and other organisations in the children's book world to bring words, images and stories into the hearts and minds of children and adults. Australian children's literature enriches our nation and reaches children across the world through international editions. Through these efforts, we are nurturing a literate, educated and creative society.

Our vision

To be the premier voice on literature for young Australians and to inform, promote critical debate, foster creative responses, and engage with and encourage Australian authors and illustrators to produce quality literature.

Our mission

To engage the community with literature for young Australians

The Children's Book Council of Australia registered trademarks

"Trade Mark registration provides the owner with legal rights to exclusive use, and/or control of the use of the trade mark throughout Australia for the goods or services for which it is registered. A trade mark has value as an asset so long as it is used by the owner for the goods or services registered. An owner has the right to legally protect their trade mark and may sue for infringement if another person uses their trade mark, or a similar trade mark, on the same or similar goods or services." www.ipaustralia.gov.au

The CBCA owns the following trademarks:

CBCA logo Class 16 described as 'Child reads book'

CBCA Logo Class 41 described as 'Child reads book'

Children's Book Week Class 16

Reading Time Class 16

Class 16

Paper, cardboard and goods made from these materials, not included in other classes; printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paintbrushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks.

Class 41

Education; providing of training; entertainment; sporting and cultural activities

The Children's Book Council of Australia logo

Our logo has wide recognition in the community— these guidleines protect its integrity. 2015 marks a significant milestone for the CBCA. It is our 70th year which we have acknowledged with our refined logo and new tagline. The tagline; 'Since 1945— your connection to story', emphasises the link we have in the community—we are the conduit, the connection, for the wider community to quality children's literature and we welcome their enagagement in achieving our goals.

Our logo

The CBCA logo is used in many contexts, formal and informal. With the advent of online social media and the internet it is important to have something that can be bold at any size. For this reason we have a developed a suite of logos. We are often referred to as; The CBCA, which is acceptable, hence we have developed an option for branding that reflects this use.

Our brand colour

Our PMS Spot colour is 288 C

For four colour printing use the CMYK values; C 100, M 67, Y 0, K 23

For online, or screen material, use RGB values; Red 0, Green 75, Blue 141
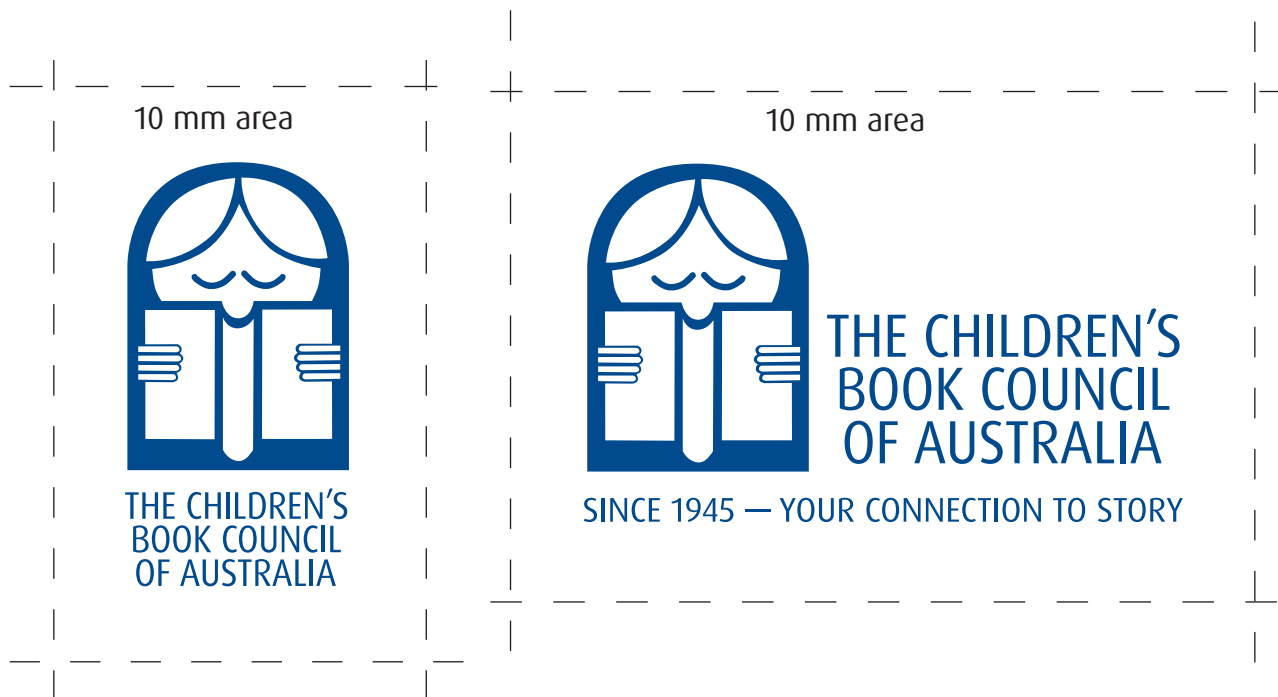
File type

Our logo is supplied as an eps, jpeg, or png file.

The **eps file** is the best file to use for printing and layout. It remains crisp at any size, it is vector artwork with no fonts. It is suitable for sitting on top of other solid coloured backgrounds, in other words, it has a transparent background.

The **jpeg file** is useful for print also, though it is not crisp when enlarged too much and does not have the transparent background. The logo should always have an 'effective dpi of 300'.

The **png file** is best for web use and is supplied in RGB.

Our **full logo** should always be used with our full name, or the full name with tagline.
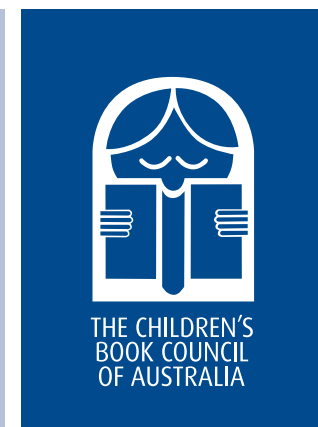Images or text should not be placed within a 10 mm area around our logo

10 mm area

10 mm area

THE CHILDREN'S
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THE CHILDREN'S
BOOK COUNCIL
OF AUSTRALIA

SINCE 1945 — YOUR CONNECTION TO STORY

THE CHILDREN'S
BOOK COUNCIL
OF AUSTRALIA

X Do not place within another
white box background

THE CHILDREN'S
BOOK COUNCIL
OF AUSTRALIA

Minimum size 12 mm width

THE CHILDREN'S
BOOK COUNCIL
OF AUSTRALIA

SINCE 1945 — YOUR CONNECTION TO STORY

Minimum size 20 mm high

✓

THE CHILDREN'S
BOOK COUNCIL
OF AUSTRALIA

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The **Blue reversed logo**
is suitable for blue or dark
solid backgrounds.

Our **CBCA logo** is suitable for less formal, or online, and branding uses. Images or text should not be placed within a 10 mm area around our logo

10 mm area

Minimum size 15 mm high

Do not place within another white box background

X

✓

The **CBCA Blue reversed logo** is suitable for blue or dark solid backgrounds.

Our new **Reading Time logo** builds on our brand. It gives our communications and web presence a consistent look. Publishers may like to use this logo when referring to **Reading Time** reviews from their own websites and communications, with hyperlinks to **readingtime.com.au**

THE CHILDREN'S
BOOK COUNCIL
OF AUSTRALIA
READING TIME

THE CHILDREN'S
BOOK COUNCIL
OF AUSTRALIA
READING TIME

Minimum size 8 mm high

The suite of logos are in the following forms:

The **blue logos** will be suitable for use on white or light backgrounds. One colour or four colour printing.

The **blue reversed logos** will be suitable for use on dark full colour backgrounds. Four colour or full colour printing.

The **black logos** will be suitable for use on white or grey backgrounds. Black and white, or 'mono' printing.

The **black reversed logos** will be suitable for use on black or dark grey backgrounds. Black and white, or 'mono' printing.

THE CHILDREN'S
BOOK COUNCIL
OF AUSTRALIA
Reading Time

The **blue logos** will be suitable for use on white or light backgrounds. One colour or four colour printing.

THE CHILDREN'S
BOOK COUNCIL
OF AUSTRALIA
Reading Time

The **blue reversed logos** will be suitable for use on dark full colour backgrounds. Four colour or full colour printing.

THE CHILDREN'S
BOOK COUNCIL
OF AUSTRALIA
Reading Time

The **black logos** will be suitable for use on white backgrounds. Black and white, or mono printing.

THE CHILDREN'S
BOOK COUNCIL
OF AUSTRALIA
Reading Time

The **black reversed logos** will be suitable for use on black backgrounds. Black and white, or mono printing.

Each Branch has a version of the logo with their Branch name added. This logo may be required when Branch activities are being promoted in the media or communications. Contact your local Branch for their guidance. The branding links the Branches with the full national organisation.

THE CHILDREN'S BOOK COUNCIL OF AUSTRALIA
ACT BRANCH

THE CHILDREN'S BOOK COUNCIL OF AUSTRALIA
QLD BRANCH

THE CHILDREN'S BOOK COUNCIL OF AUSTRALIA
NT BRANCH

THE CHILDREN'S BOOK COUNCIL OF AUSTRALIA
WA BRANCH

THE CHILDREN'S BOOK COUNCIL OF AUSTRALIA
TAS BRANCH

THE CHILDREN'S BOOK COUNCIL OF AUSTRALIA
SA BRANCH

THE CHILDREN'S BOOK COUNCIL OF AUSTRALIA
VIC BRANCH

THE CHILDREN'S BOOK COUNCIL OF AUSTRALIA
NSW BRANCH

CBCA
SINCE 1945 — YOUR CONNECTION TO STORY
WA BRANCH

THE CHILDREN'S BOOK COUNCIL OF AUSTRALIA
WA BRANCH

Our font

The CBCA font is DAX, which is a clean sans serif font which works well in both print and web environments.

You do not require the font for our logos as they have been converted to vector artwork.

If you do not have Dax, use Helvetica. (used here)

PERMISSION
REGISTERED LOGO
Logo Use Guidelines

The CBCA Logo remains the property of The Children's Book Council of Australia.

Use of the logo is subject to specific guidelines and final approval from the CBCA National Board.

Using the Logo

Contact the CBCA to request use of the CBCA logo and include:

1. A brief description of the intended use of the logo.
2. The medium (print or web) being used
3. The format required (PNG, JPEG etc)
4. The dimensions of the logo required
5. The logo is available in black and blue Please indicate what colour background the logo will be placed on.
6. Do not download and use the CBCA logo from the website.
7. Before final production, please send a copy of the usage to the CBCA to seek final approval and for CBCA records.

Seeking Approval

Applications should be emailed to:

The Children's Book Council of Australia

Emailed: enquiries@cbca.org.au

Questions: Phone: 03 6278 8271 or 1300 365922

Organisation name or individual:

_____

Address and Contact details: _____

_____

Intended use of logo (Brief description): _____

_____

Format required (name logo (full or CBCA) and file format): _____

Size and placement (intended dimensions):_____

Colour (black or blue and background): _____

Initial date of usage: _____

Intended time frame: _____

Attached copy of the final production (required for final approval):_____

Forwarded at a date agreed to with the CBCA:_____

DONATION

Established in 1945, the Children's Book Council of Australia (CBCA) is a not for profit, volunteer run, organisation which aims to engage the community with literature for young Australians. If applicable, fees for the use of the CBCA logo are negotiable according to usage and the relationship between the CBCA and the applicant. Otherwise, donations are welcome.

Donation to the CBCA : $ _____