

brand guidelines





THE indigiTUBE STORY

indigiTUBE connects people, place and language. The indigiTUBE brand represents a media content sharing and showcase platform by and for First Nations people, connecting media workers, broadcasters, musicians, filmmakers, artists, communities, stories, culture and language across the country.

The indigiTUBE voice is vibrant and engaging, appealing to our media industry, youth, creatives and the wider audience interested in First Nations media content.

The logo represents communication via waves; the fluid sound waves of radio, music, video and oral histories across the Australian landscape. The earthed colours are representative of First Nations people and culture.

LOGO FORMATS

PRINT (HI RES)

JPG | Use these files for in-house documents or to send to media.

EPS | Use these files for any large format printing eg. signage, large banners, car graphics.

AI/SVG | Use these files to supply to graphic designers.

LEGACY | Use these files to supply to graphic designers working on previous versions of Adobe.

DIGITAL (LO RES)

JPG | Use these files for any digital use eg. websites, social media, digital presentations.

PNG | Use these files for any digital use where transparency is required.

USING THE LOGO

The logo is available in 2 colour versions: full colour (CMYK and RGB) used on a black, charcoal or dark background and mono.

The full colour logo on the black, charcoal or dark background is the preferred logo for use on all printed, digital, advertising and communication collateral.

The mono logo should only be used when it is not possible to appear in colour or on a single colour document.

The colour versions must always use the brand colours. The logo should appear as per the examples.

In header and body copy text format, **indigiTUBE** is written as per the branding.

FULL COLOUR LOGO [HORIZONTAL]



MONO LOGO [HORIZONTAL]



FULL COLOUR LOGO [SQUARE]



MONO LOGO [SQUARE]



LOGO CLEAR SPACE

The clear space denotes the area around the logo in which no other type, graphic or photographic element may encroach.

The clear space around the logo is equal to X, where X is equal to the height of the word TUBE.



LOGO SIZES

Logo sizes are specified to maintain the clarity of the logo and ensure consistency in reproduction.

The logo should not appear smaller than 40mm in width in print, or 135px in a digital setting.



BRAND COLOURS



EARTH:
C1 M39 Y100 K0
R247 G167 B27
#f8a71a



RUST:
C10 M86 Y86 K22
R176 G61 B49
#b03d31



SEA:
C55 M0 Y24 K0
R102 G204 B204
#66cccc

TAGLINE AND DESCRIPTION

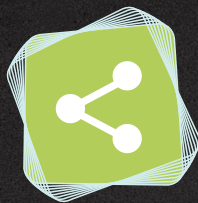
people . place . language

The media platform by and for First Nations people, preserving language and culture for future generations.

BRAND ICONS



PLAY



SHARE



RADIO



MUSIC



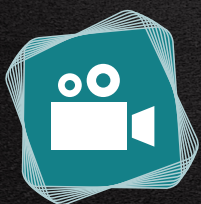
AUDIO CONTENT



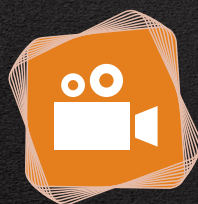
LANGUAGE & CULTURE



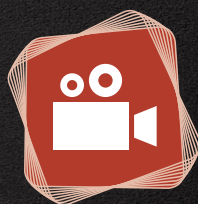
EVENTS



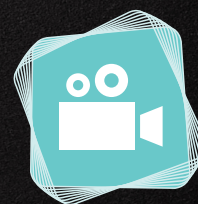
MUSIC



VIDEO CONTENT



LANGUAGE & CULTURE



EVENTS

BRAND FONTS (DIGITAL & PRINT)

**HEADER
GILROY
30pt
28 leading
20 kerning**

**Sub-header
Roboto Bold
15pt size
17 leading**

Body copy:
Roboto Regular/*Italic*
10pt size
13 leading

**EXAMPLE
INDIGITUBE
HEADER**

SUB HEADING

Body Copy: Lorem ipsum dolor sit amet, *consectetur adipiscing elit*, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Featured Type

Luna

12pt

25 leading

20 kerning

"this can be used for
quotes or featured
type"