

Full Color Print Logo

COMMUNICATION ARTS

One Color Print Logo

COMMUNICATION ARTS

Black Print Logo

COMMUNICATION ARTS

Reverse Print Logo

COMMUNICATION ARTS

All Colors



Primary Colors



CA Red
C39 M87 Y75 K58
R77 G34 B36
HEX# 4D2224
PANTONE 504 PC



100 K Black (print only)
C0 M0 Y0 K100
R39 G37 B37
HEX# 272525
PANTONE Process Black PC

Secondary Colors



CA Light Olive
C36 M29 Y84 K3
R166 G158 B84
HEX# A69E54
PANTONE 5835 PC



CA Olive
C47 M40 Y100 K16
R129 G122 B40
HEX# 817A28
PANTONE 5825 PC

Tertiary Colors



CA Blue Gray
C62 M47 Y42 K11
R108 G115 B122
HEX# 6C737A
PANTONE 431 PC



CA Deep Blue
C89 M64 Y53 K45
R43 G62 B72
HEX# 2B3E48
PANTONE 532 PC



CA Warm Gray
C44 M35 Y48 K4
R147 G146 B141
HEX# 939283
PANTONE 416 PC



CA Rich Black (4 color print only)
C60 M60 Y40 K100

Perpetua Std 18/22

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Perpetua Std 11/14 (Body Copy)

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Perpetua Std Bold 12/14

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ARTICLE SUBHEAD

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For a country with such defiantly unique and recognizable traits and notable “reverence of place,” its design output seems remarkably homogeneous with global counterparts. Is there anything really distinctive about Australian design? Surprisingly little, I’d have to say, other than its overall degree of polish. At the risk of “painting with a big brush,” I see Australian design as largely egalitarian, mostly minimalist and rationalist (sometimes out-Swissing the Swiss), occasionally Dutch inspired (with reference to typographic prowess) and richly contrasting and colorful. That said, while the preponderance of work may be clean and sophisticatedly distilled, graphic style does of course vary broadly—from the predominantly neo-Modernist “severely simplified and distilled dress code” (think sans serif stripped-down white-space showroom-clean), to the gritty/grunge graffiti-imbued anti-urbane, to expressive compositions that draw on local and period vernacular.

“EVERYWHERE YOU LOOK... YOU ARE ALMOST GUARANTEED TO FIND SOMETHING TO INVIGORATE YOUR CREATIVE SENSES.”

Neuzeit S LT Std Book 18/24

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Above Left: **Better by Design conference signage.**

Dean Poole/Aaron Edwards, designers; Dean Poole, creative director; Alt Group, design firm; New Zealand Trade and Enterprise, client.

Above Right: **Billy Blue School of Graphic Arts doors.**

Danielle De Andrade/Paul Garbett, designers/illustrators; Paul Garbett, creative director; Naughtyfish, design firm.