



**Australian  
Newsagents'**  
FEDERATION LTD

## Style Guide 2009

### NATIONAL IDENTITY FOR NEWSAGENTS

Australian Newsagents' Federation Ltd has adopted a corporate identity which is a vital part of our marketing position. Through our name, our logo and our colours, Newsagents will have position and recognition in the marketplace.

- This logo will make newsagents visible
- Provide a focus for national promotion of our core products - newsagents and magazines
- Enable newsagency outlets to be clearly identified in promotion by outside service providers when they wish to use



Newsagent



**Newsagent**

(1) The Newsagent's 'N' identity (on white)



Newsagent



**Newsagent**

(2) The Newsagent's 'N' identity (on black)

### THE 'N' LOGO - THE IDENTITY

The identity consists of two parts, 'The Symbol' and 'The Typeface'. Where the symbol and the typeface (Helvetica) appears together, they MUST always be used in one of the configurations illustrated. If the logo is being reversed out of black, the type appears as white and there must be a border around the edge of the logo box. The identity MUST NOT be distorted or changed in any way. The logo must not appear in any form other than those laid out on this page.



(3) Newsagent

Depending upon authorisation for use, four variations of the corporate identity can be used within the market place. These variations must always remain in the form presented.



(4) Head Office identity (type face here is META)

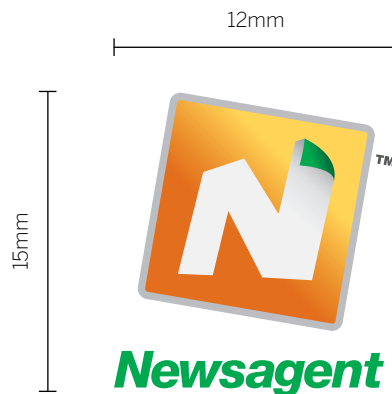


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### MINIMUM SIGNAGE SIZE

The suggested minimum size for the reproduction of the logo is 15mm deep x 12mm wide



### COLOURS

The logo is made up of these corporate colours. Green, Orange and Yellow. To preserve the white areas within the logo, it must not be reproduced on coloured stock. (only for National Newsagent magazine). See below for CMYK colour breakdown.

#### ANF DARK GREEN

C: 100 M: 0 Y: 91 K: 42

#### ANF GREEN

C: 94 M: 0 Y: 100 K: 5

#### ANF ORANGE

C: 0 M: 66 Y: 100 K: 7

#### ANF YELLOW

C: 0 M: 16 Y: 77 K: 0

#### ANF BLACK

C: 0 M: 0 Y: 0 K: 100





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### NEWSAGENT'S SIGNAGE OPTIONS

(a) Examples of how 'N' logo can be applied to be incorporated with your own shop front signage.

(b) Vinyl Flag, Double Sided  
(645mm x 360mm)



(c) Internally illuminated box signage  
Double-sided (1200mm x 1000mm)

- Flat-faced
- Embossed

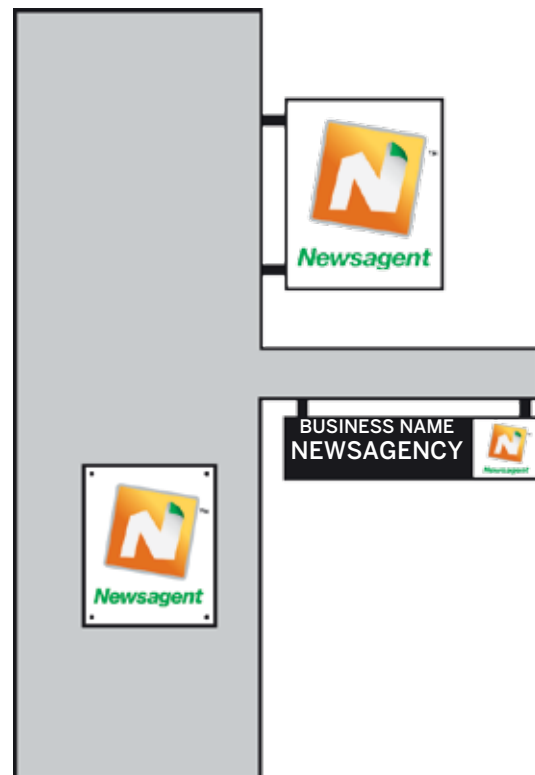
(d) Colourbond metal signage - For  
wall mounting (1200mm x 1000mm)

(e) Internally illuminated under leave  
(personalised) box signage  
Double-sided:

(450mm x 1800mm)  
(450mm x 2400mm)

- Flat-faced
- Embossed

*\*Note: Signs can be made to suit  
the needs of individual businesses.  
Insert panels can also be ordered to  
fit existing internally illuminated box  
signs.*





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### NEWSAGENT'S SIGNAGE OPTIONS

(f) Internally illuminated car top signage - Double-sided (350mm x 900mm)

- Flat-faced
- Embossed face

*\*The responsibility of newsagents so authorised is to ensure adherence to the requirements for usage of the logo and associated information. This is critical to the development of a symbol that is recognized across Australia.*



The trademark is owned by the Australian Newsagents' Federation Ltd ABN 008 295 038. Access can be only granted to those newsagents who are affiliated to the ANF through membership in their State Association.