



# NTE 2024

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# Branding Guidelines

Final\_Mar2024

**NTE  
2024**

**afes<sup>+</sup>**



# The edge of eternity



**ACT & Regional NSW • QLD • SA & NT • SYD & Illawarra • TAS • VIC • WA**

# Names and Logos

**NTE  
2024**



## Conference Name

**Main (Abr.) - Title case capitalisation when typed.**

**NTE2024 In the Regions**

**Regional conferences name - Title case capitalisation when typed**

**NTE2024 [Your region name]**

Region names: **ACT & Regional NSW , QLD, SA & NT, SYD & Illawarra, TAS, VIC, WA**



## Conference Theme

*Title capitalisation when typed.*

**The Edge of Eternity**

## Conference Organiser

**Main (Abr.) - ALL CAPS capitalisation when typed.**

**AFES**

**Other (Full name) - Title Case capitalisation when typed.**

**Australian Fellowship of Evangelical Students**



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## Please do NOT

**X Stretch, crop or distort the logos**

**X Use colours outside the chosen colours (pg.5)**



# Typeface

## Heading

### Subheading

Body Copy Regular eg.  
Lorem ipsum consectetuer  
adipiscing elit, sed diam

*Body Copy in Italics*  
**Body Copy in Bold**

Annotations  
Annotations

**Button**

#### Note: Regarding Font licensing

All fonts listed except for “Daniel” can be found in the [Google Font library](#). The “Daniel” font can be found on [dafont.com](#). All fonts listed are free for commercial use and are licensed under the Open Font License.

#### Darker Grosteque Font

Style: Black

Style: ExtraBold

#### Barlow Font

Style: Medium

Style: Medium Italics

Style: ExtraBold

#### Daniel Font

Style: Regular (& Bold)

#### Tilt Warp Font

Style: Regular

## Non-English text

### Simplified Chinese

简体中文

简体中文

### Traditional Chinese

繁體中文

繁體中文

### Japanese

日本語

日本語

### French

Français

Français

### Indonesian

Bahasa Indonesia

Bahasa Indonesia

### Noto Sans Simplified Chinese Font

Style: Bold

Style: Medium

### Noto Sans Hong Kong Font

Style: Bold

Style: Medium

### Noto Sans Japanese Font

Style: Bold

Style: Medium

### Darker Grotesque Font

Style: Black

### Barlow Font

Style: Medium (,Medium Italics & ExtraBold)

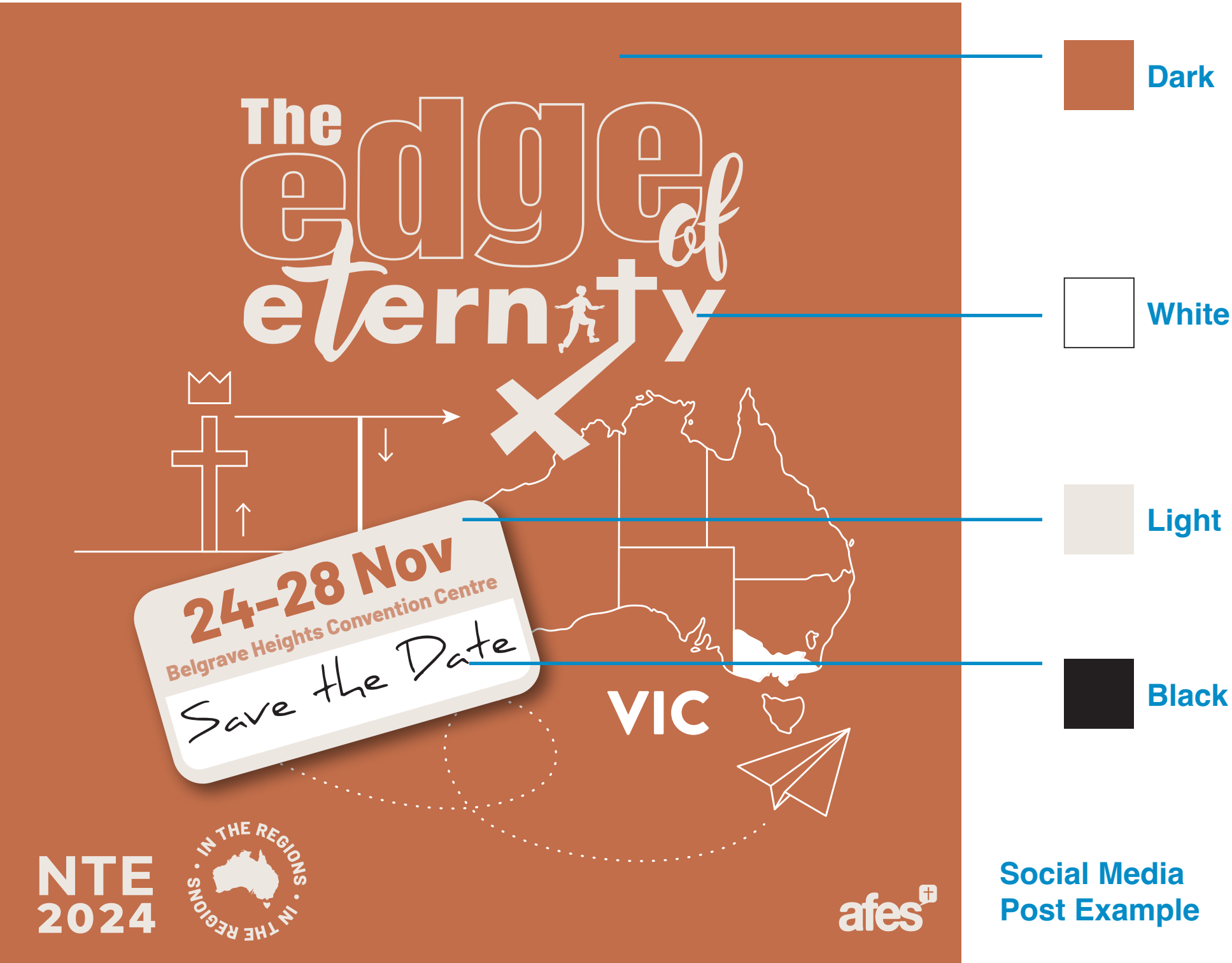
### Darker Grotesque Font

Style: Black

### Barlow Font

Style: Medium (,Medium Italics & ExtraBold)

# Colour Palette



Dark

White

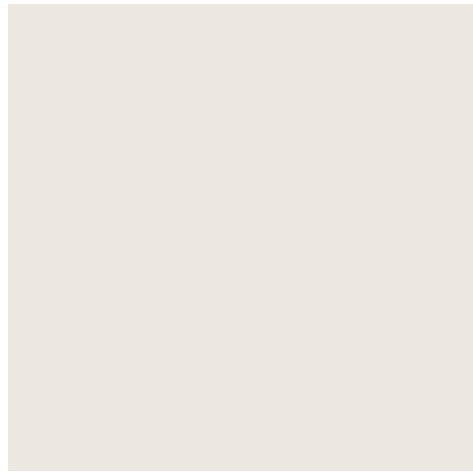
Light

Black

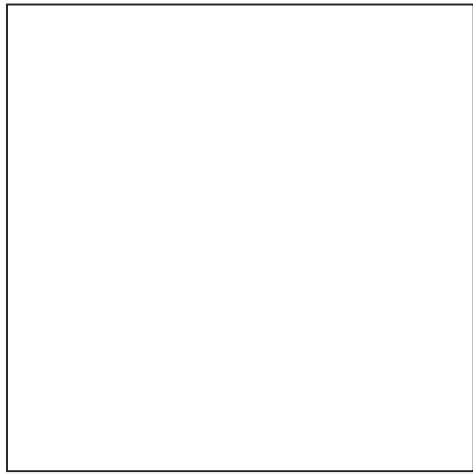
Social Media Post Example



**Dark**  
 C26E4A  
 R 194    C 19  
 G 110    M 65  
 B 74     Y 77  
           K 5



**Light**  
 EDE7E2  
 R 237    C 6  
 G 231    M 7  
 B 226    Y 9  
           K 0



**White**  
 #FFFFFF  
 R 255    C 0  
 G 255    M 0  
 B 255    Y 0  
           K 0



**Black**  
 #231F20  
 R 35     C 0  
 G 31     M 0  
 B 32     Y 0  
           K 100

**Note:** How to use the colour palette

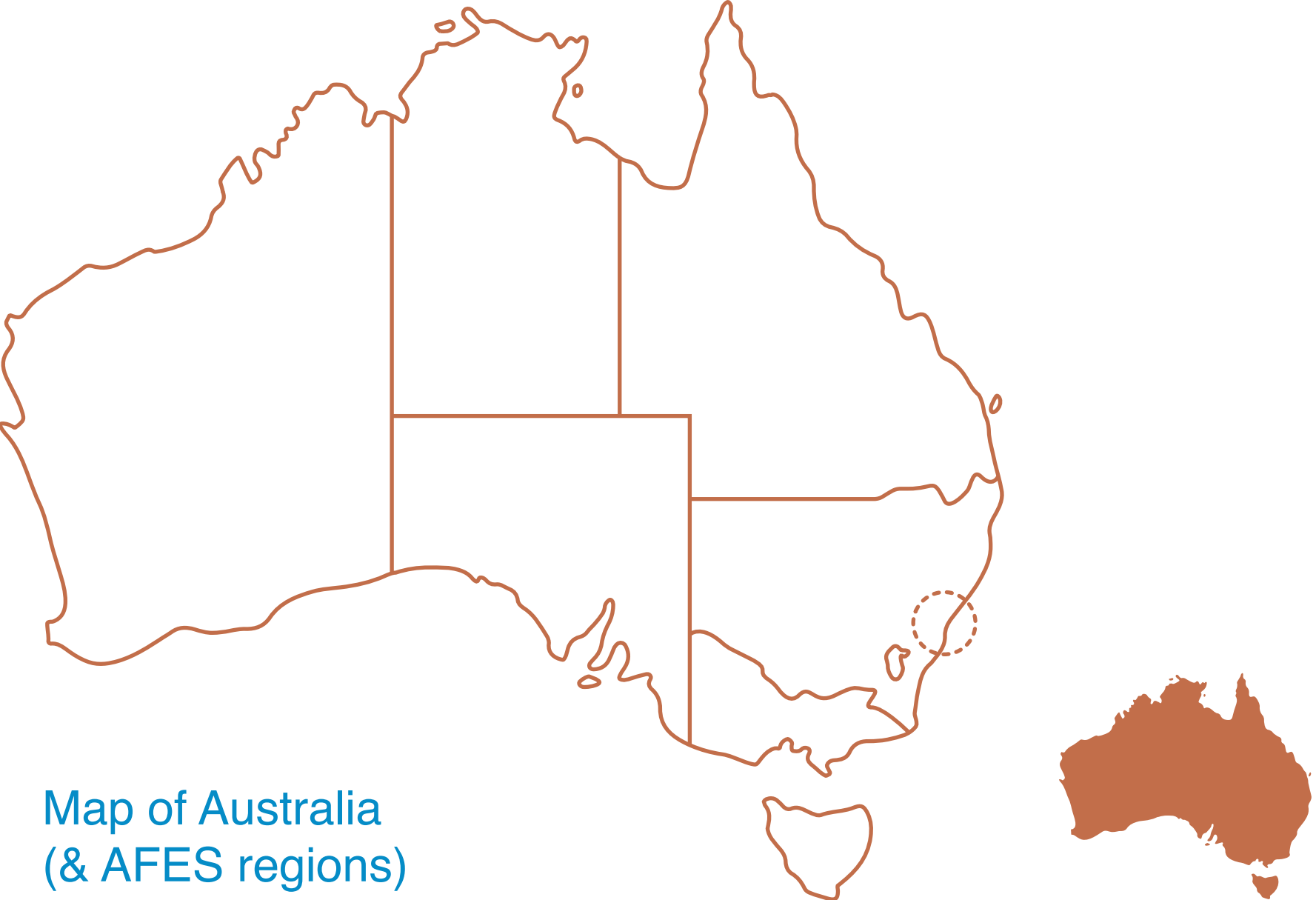
Please use the Hex Code (#) or RGB values for any digital deliverables and CMYK values for any print deliverables. Please keep all text and graphics within the colour palette. You may use varying shades or tints of colours in the palette but keep additional colours to a minimum or a best, to none.

**Please do NOT**

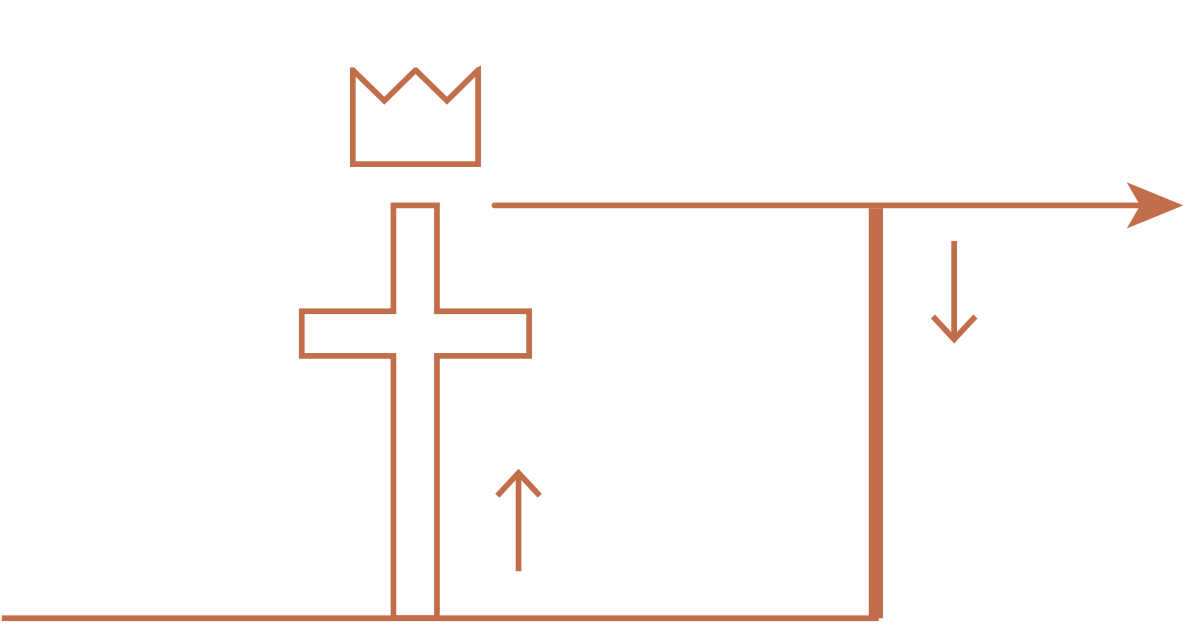
- ✘ use colours outside of the palette without thought
- ✘ use RGB values for print deliverables (use CMYK)

# Branding Elements

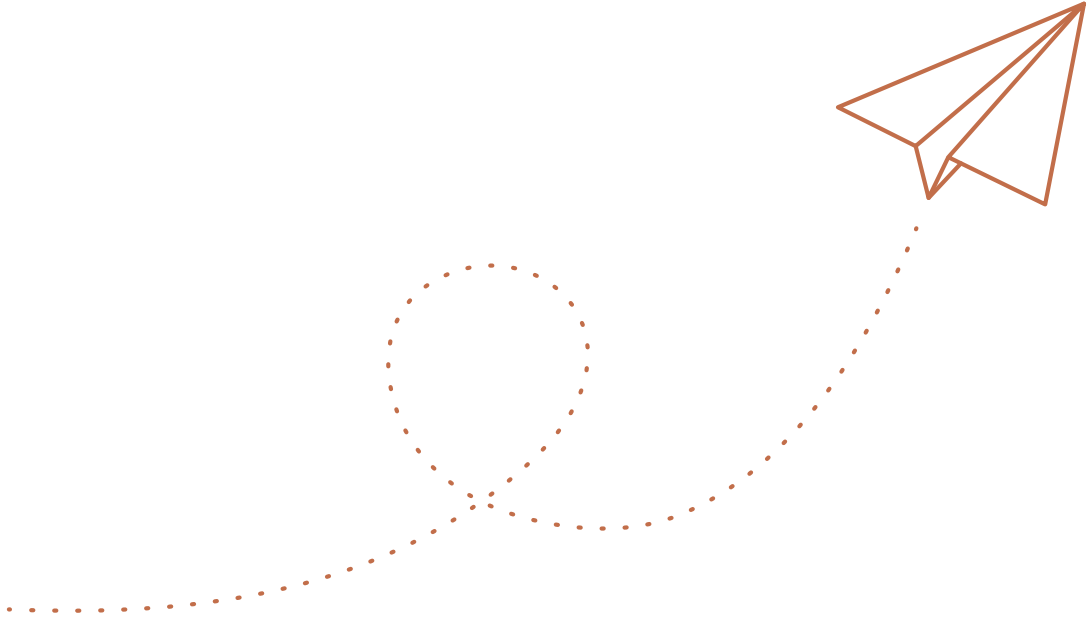
You do not need to include them in every deliverable you create but are welcome to use them where you see fit. They are of secondary importance and will be use in some but not all design.



Map of Australia (& AFES regions)



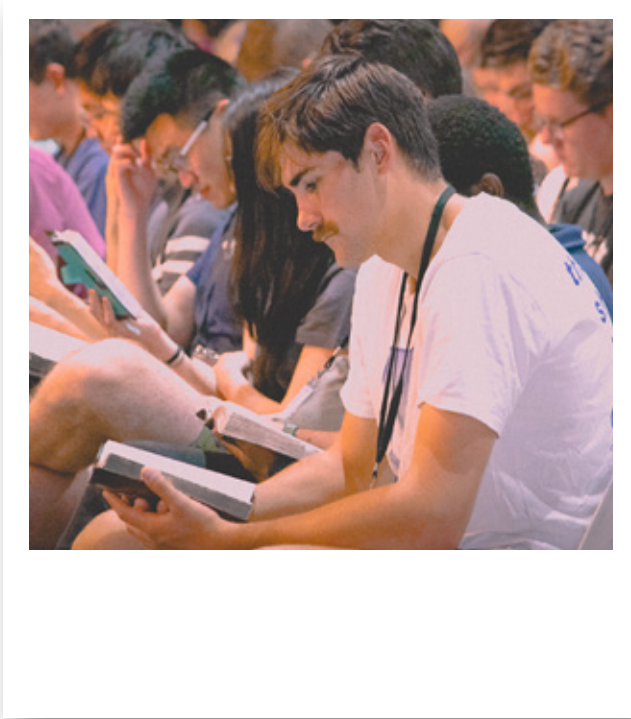
Overlap of the ages diagram



Gospel spread symbol



Label



Polaroids

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## Please do NOT

- ✗ create illustrations outside the colour palette (pg. 5)
- ✗ modify the existing illustrations (exc. the label and polaroids)

## Note: Regarding creating your own illustrations

You are welcome to create your own illustrations and drawings where appropriate e.g. social media posts. However the ones shown here are to be the main recurring branding elements. Please do not create theologically-inaccurate illustrations or scenes.

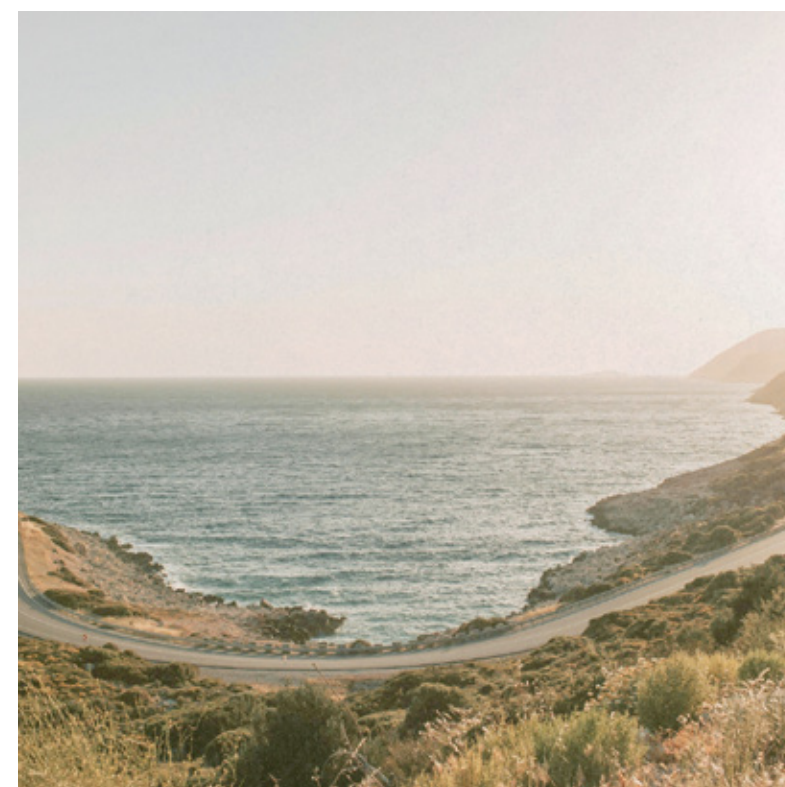
# Photographic treatment & Textures

## Steps to achieving a film look

- 1) Open your photos in a software that allows for photo-editing e.g. in Canva or an Adobe program (Photoshop, Lightroom etc.)
- 2) Add a “noise” or “grain” effect. If you are using Canva, please see the “Adding a texture overlay” section to do so. Be careful not to over do it by playing around with the amount till it is just right.
- 3) Reduce ‘Contrast’. and then reduce ‘Shadows’ & ‘Blacks’ . You can go back and adjust things if needed.
- 4) Playing around with ‘Brightness’, ‘Temperature’, ‘Highlights’, ‘Whites’, ‘Tint’, ‘Vignette’ and other adjustments till you are satisfied with the results. (Refer to images below as examples of the look you should aim to achieve.)



Before



After (edited in Canva)

\*If you are not comfortable editing your own photos, you can use the photographs that have already been edited see pg.9 ‘Royalty-free Resources’

## Adding a texture overlay

- 1) To do so on Canva, search for the type of texture you would like in the ‘elements’ tab e.g. “film grain”, “grain texture”, “paper texture”. You may like to adjust the opacity or edit the image of the texture e.g. increasing brightness or if possible, changing the colour.
- 2) You can also use/download royalty-free textures from online (see suggestions on pg.9 ‘Royalty-free Resources’). Change the opacity and/or blending mode of the texture to use over photographs or videos.



Texture Overlays example

Texture overlays are not compulsory for each and every design. It is up to your discretion on when to use them or not.

Social Media Post Example

# More advice on photos and footage

## Ensuring best quality for images & footage

### Blurriness & Distortions

Please ensure that images or footage are of good quality, clear and not blurry or distorted including the audio of the footage. It is recommend that any print deliverables that have photographs, uses images with at minimum, 300ppi. For digital deliverables, 72ppi is sufficient as we want to optimise a smaller file size but ideally videos should be of a full HD standard (1080x1920).

### Overlaying elements on any image/ footage

When overlaying any logos, texts or design elements over any images or footage please ensure that they are not difficult to see. If necessary, please place a solid background, shadow or glow effect on them.

### Avoid the “bad stock-image looks”

It is often obvious when an image looks like a bad stock photo by the way subjects look staged or unnatural. Access royalty-free photographs and videos on pg.9 but be wise in your selections.

## Ethics and Permissions regarding subjects

### Ethics

Please photograph or video all people with respect and dignity, and use the images/ footage in honest representations of the context and story. Please respect a person’s right to refuse to be photographed or video. If you sense any reluctance, harm, threat or confusion, refrain from taking the photo or video.

### Usage

Although there are no specific laws within Australia regarding photographing or filming people in a public place, it is best to have informed consent given by subjects whether through appropriate verbal or written consent. This includes both, being photographed and having the image/ footage used in works i.e. web or social media. Take extra precautions with minors, vulnerable people and those at risks, as well as when using subjects to promote an organisation or product.

### Royalty-free

Utilise the plethora of free resources available on the internet. Unless you will pay the required costs or provide the required attributions with your deliverables, please use resources that state they are public-domain, royalty-free or open-sourced for commercial purposes with no attributions required. See pg.9 on a list of suggestions for royalty-free resources.

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## Please do NOT

- ✗ Use bad quality, blurry or unclear images/footage (inc. audio)
- ✗ Overlaying elements on any image that may be hidden or unseen

## Please do NOT

- ✗ Misrepresent the subject or context in a harmful way when using an image/footage
- ✗ Exploit peoples’ vulnerabilities or ignore peoples’ refusals to be photographed



## Mock-ups



## Royalty-free Resources

You can access\* ready-to-use resources in the **NTE2024 Resource Library** or on **Canva** (NTE2024 Brand Kit & Templates). For additional design resources you can consider the suggestions below. Please note that some sites offer a mix of royalty-free/public domain, and copyrighted content which requires payment or attributions. Please double check to be sure.

### Photographs

[pexels.com](#) | [pixabay.com](#) | [unsplash.com](#) | [libreshot.com](#) | [gratisography.com](#) | [nappy.co](#) | [shopify.com/stock-photos](#) | [pxhere.com](#) | [kaboompics.com](#) | [splitshire.com](#) | [dupephotos.com](#) | [stocksnap.io](#) | [goodfreephotos.com](#) | [freeimages.com](#) | [search.creativecommons.org](#) |

### Videos

[pexels.com](#) | [pixabay.com](#) | [coverr.co](#) | [mixkit.co](#) | [videvo.net](#) | [vidsplay.com](#) |

### Illustrations

[reshot.com](#) | [gratisography.com](#) | [thegraphicsfairy.com](#) | [freeimages.com](#) | [rawpixel.com/public-domain](#) | [pixabay.com](#) |

### Icons/Symbols

[uxwing.com](#) | [reshot.com](#) | [animatedicons.co](#) | [freeimages.com/icon](#) |

### Textures & Backgrounds

[resourceboy.com](#) | [texturelabs.org](#) | [freestocktextures.com](#) | [wildtextures.com](#) | [pexels.com](#) | [pixabay.com](#) | [unsplash.com](#) | [rawpixel.com/public-domain](#) | [superdesigner.co](#) | [app.haikei.app](#) |

\*Please email [publications@afes.org.au](mailto:publications@afes.org.au) if you haven't been given access.



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