FED SQUARE
Brand Guidelines
July 2019
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BRAND STRATEGY
Brand Definition

Our brand promise is to our audience, employees, partners and the wider market. Bringing together the best of Melbourne to create something mesmerising.

**Kaleidoscope**: A metaphor for the vibrant and morphing array of colour in the square - the way Fed Square brings these together and curates something magical.

**Of experiences**: The broad spectrum of ways our square uniquely expresses and celebrates.

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**Promise**
To house and enhance the uniqueness of our community.

**Positioning**
A world-class collective and dynamic space to engage with a spectrum of experiences, through expression and celebration.

**People and Insight**
Social revellers: those who build their identity through shared enriching activities.

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**KALEIDOSCOPE OF EXPERIENCES**
BRAND IDEA

Anything But Square
For years we've been known as Fed Square – a familiar, friendly place that Melburnians know all too well.

But what if we changed that?

What if we created a place that’s regularly irregular?

Where surprise and delight are everyday occurrences?

Where art, sports, events and ideas are brought together, in new and weird and wonderful ways?

Where change is constant – every hour, every day – and our visitors never see the same thing twice?

What if Fed Square... became anything but?
ANYTHING BUT SQUARE
BRAND PRINCIPLES
Brand Principles

Our brand principles provide a framework for everything that Fed Square does. We can use them as lenses that can be applied to all events and messaging according to the attitude we want to convey, as well as the audience we are conveying it to.

Exciting

At Fed Square we are on a mission to excite. We’ll do this by providing ‘Anything But Square’ experiences that get people talking, having fun and coming back for more.

Our exciting lens uses bright colour and is always energetic and playful. It’s primarily used for fun, thrilling and celebratory subjects.

Overview
1. Everyone is invited
2. Playful
3. Accessible

Intriguing

Our intriguing lens shows off the unexpected side of Fed Square. Where everything may not be as it seems and questions are left unanswered, provoking Melburnians to get involved.

Intriguing is bold, restless and dramatic. It’s primarily used for artistic, contemporary and provocative subjects.

Overview
1. Always asking questions
2. Leave things to the imagination
3. Curious

Considered

Being considered is about being, knowledgeable and helpful. It’s primarily used for corporate and government communications as well as subjects that require respectfulness.

Being considered visually means refinement, simplicity and getting straight to the point when necessary.

Overview
1. Genuine
2. Knowlegable
3. Helpful
Two Colour Ways

Our logo can be used in a variety of primary and reverse colour ways. This is to give our brand a dynamism and flex for all occasions, living up to our brand idea.

The following pages will demonstrate what colours should be matched together to ensure maximum legibility and impact.
It’s important to choose backgrounds that contrast well with the logo.
Reversed Colour Combinations

It’s important to choose backgrounds that contrast well with the logo.
Anything But Logo

The Anything But Square lock up can be used as a reminder of the brand position.
The same logo colour combinations and whitespace apply to it as to the Fed Square logo, although the minimum size is bigger - 25mm across. When the Anything But Square logo must be used smaller than this, it should be in mono.
Logo Sign Off

Positioned always in a corner, the logo can be the same colour as the platform device (see brand system) or contrast against it.
COLOUR
Colour Palette

Our colour palette represents the vitality and diversity of Melbourne, giving the brand enough flex to be distinct, but also Anything But Square.

Note: CMYK and PMS colour values should be used as a guide for further colour testing.
**Colour Combinations**

By pairing different colours together, we can create a mood appropriate to the wide variety of events, tenants and occasions.

Exciting
Using our brightest colours, we can create energetic comms that project our optimistic outlook.

Intriguing
Combining two colours with a darker background creates a moodier composition, perfect for the arts and night-life.

Considered
Black and grey backgrounds with a pop of colour are suitable for more corporate or sensitive comms that require a clean look and feel.
Typography Font

National 2 Condensed Bold is our primary typeface.

Leading: Set to 75% of the heading point size.

Tracking: Automatic

Other weights: when using typography within our platform device we should always use National 2 Bold Condensed. However in an editorial scenario we can use the other weights of National 2 for more variety.
We've chosen a font family that can work across all areas of the Fed Square business. From eye-catching headlines to body copy and digital.

National 2 Light should be used for Body Copy. Efficiently quirky it's the work horse of the family.

For details such as captions and authors, we can also use National 2 Condensed Regular.
Typography Heirarchy

HEADLINE

SUBHEADING

Body copy
Ipsusdant offictus peri dolupta doluptae vere qui ut es consequas, ut molorer erionec earumquunda venderr nimusandae non.

FOR DETAILS SUCH AS CAPTIONS AND AUTHORS,

Body copy (system font)
Ipsusdant offictus peri dolupta doluptae vere qui ut es consequas, ut molorer erionec earumquunda venderr nimusandae non.
IMAGERY
OUR IMAGERY PLAYS A KEY ROLE IN HOW OUR BRAND COMES TO LIFE
Imagery Styles

Our imagery can come to life in four different styles. These styles have been created to give the brand significant flex in order to live up to our brand idea.

Nonetheless, it is important that we adhere to these styles in order to create consistency, and make all imagery recognisable as Fed Square’s.

The following pages will break down the 3D, photography and collage imagery styles.

Supplied imagery (top right) should be deep etched and placed on a solid colour background from our colour palette. This is a great way to simplify, what is often complex imagery.

Disclaimer: The following images are for reference only and should not be used or recreated.
3D Imagery

Perfect for Fed Square curated events, 3D imagery compliments our brand system. Designed to wow and amaze, it creates a level where anything seems possible.

Disclaimer: The following images are for reference only and should not be used or recreated.
Photography

Our photography style ranges from bright and bold to dark and intriguing. Block colour creates a collage style effect, making the subject pop off the page. Low light environments will leave the audience asking questions.

Disclaimer: The following images are for reference only and should not be used or recreated.
Collage

Collage is the perfect medium for combining elements to come up with something left of field. Using collage we can re-purpose supplied imagery, as well as commission Melbourne artists to tell us what Anything But Square means to them.

Disclaimer: The following images are for reference only and should not be used or recreated.
BRAND SYSTEM

Our Platform
The Platform Device

An extension of our brand idea and logo, the brand system creates a platform for the people of Melbourne. It can adapt to all types of content, from photography to illustration, Instagram to sculpture, constantly changing to be Anything But Square.

Our platform device comes only in 3D and one weight to cover every occasion.
Wrapping Content

Our platform can wrap and frame content, using deep etched imagery to create depth, excitement and dynamism.
As a Stage

Our platform can be a stage for people or objects to be propped up on.
Platform and Imagery

The platform can wrap objects that appear on any imagery, whether within 3D, photographs or collages.

When the platform wraps an object, it can extend beyond the page borders if desired.
Wrapping and Cropping

Photographs can either take up the full page (as seen above) or floating on a plain background. When floating, the platform can wrap the whole photo. Alternatively, a photo itself can be cropped to the shape of the platform.
The Platform in Type

The platform can also be represented within type by changing the typeface colour according to the shape of the square.
Building the 3D Platform

Our 3D platform can be built using a variety of programs, however the simplest method is using the 3D extrude and bevel tool in Adobe Illustrator.

Step 1.
Create your four pointed platform shape. Always consider the image or typography it is holding and how it will interact with it.

Step 2.
Go to the effect drop down menu, select 3D and extrude and bevel.

Step 3.
Select the preview button in the bottom left corner and use the custom rotation tool to give your platform the desired perspective.

Step 4.
Set the extrude depth. This will vary depending on the format and size of the platform. Be sure to keep it consistent across campaigns and comms that will appear together.

Step 5.
Select the following lighting options:
- Surface: Plastic Shading
- Light Intensity: 100%
- Ambient Light: 85%
- Highlight Intensity: 80%
- Highlight Size: 90%
- Blend Steps: 25
- Shading Colour: Black

Note: Lighting perspective can be adjusted according to imagery.

Step 6.
Select OK and then choose the drop shadow menu under ‘effect’ then ‘stylize’.

Step 7.
Select the following lighting options:
- Mode: Multiply
- Opacity: 25%
- Blur: 12px

Note: X and Y offset can be adjusted according to lighting of imagery and desired effect, however keep the shadows consistent within campaigns and content that will appear together.
Most comms and brand applications will be made up of three key elements.
Comms Breakdown

Folios
Using all four corners of a layout, our typographic details provide interest and scale, as well as alluding to the four corners of our platform.

Imagery
Our frame can handle 4 types of content, deep etched photography, collage, 3D imagery and full bleed photography.

Type
Bold headlines centred or left aligned set in National 2 Condensed, leading at 75% of point size.

Our Platform
In 3D vector form, our platform is our key brand element. It must always interact with whatever content it holds.

Call To Action
Often positioned in the bottom left or centred, our CTA plays off our headline and tells our audience what to do next.

Logo
Our logo will do most of the heavy lifting. Available in 7 colour ways, we can choose a colour that will contrast with the background and compliment our platform.
Brand Flex

Our brand can flex in three defined ways, meaning we can adjust our tone, look and feel, depending on the audience we are talking too, or the attitude we wish to convey.

Exciting

Exciting is bright, energetic and playful. It’s primarily used for fun, thrilling and celebratory subjects.

- The Wiggles
- Live Music
- Alice in Wonderland
- Diwali

Intriguing

Intriguing is bold, restless and dramatic. It’s primarily used for artistic, contemporary and provocative subjects.

- DJs
- Political Rally
- Writers Festival
- NGV

Considered

Considered is refined, knowledgeable and, straight to the point when necessary.

- Conferences
- ANZAC day
- Government
Brand Flex

Main colour

System

Type

Imagery

<table>
<thead>
<tr>
<th>Exciting</th>
<th>Intriguing</th>
<th>Considered</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Color Swatch]</td>
<td>![Color Swatch]</td>
<td>![Color Swatch]</td>
</tr>
<tr>
<td>![Geometric Image]</td>
<td>![Geometric Image]</td>
<td>![Geometric Image]</td>
</tr>
<tr>
<td><strong>NATIONAL CONDENSED BOLD</strong></td>
<td><strong>CROPPED BIG TYPE</strong></td>
<td><strong>SMALL, REFINED AND BOLD</strong></td>
</tr>
<tr>
<td>![Imagery 1]</td>
<td>![Imagery 2]</td>
<td>![Imagery 3]</td>
</tr>
</tbody>
</table>
An Intriguing Invitation
Fed Square is a place that you’re always welcome. But it’s also a place you can never predict. It’s warm and exciting. It’s surprising and suspenseful. And our brand voice should capture the lot of it.

Over the following pages, we’ll break our voice down into three principles you can follow to replicate it. But if there’s only one thing you remember when writing, make it this:

No one can resist an intriguing invitation.
Brand Voice Principles

Every word we use is shaped by our three brand voice principles. All three should play a part in everything we write. But we can dial each one up or down to make the tone feel right for our message or audience.

Inviting

As Melbourne’s town square, this is a place for people to come together. And we want them to visit as much as possible.

So we invite people in, using warm, welcoming and open language to make everyone feel welcome. And we encourage them to not only come and watch, but take part in whatever’s on.

Tips:
- Speak in first person plural and use inclusive terms like ‘we’ and ‘ours’.
- Where possible, create opportunities for people to share their thoughts and feelings.
- Use emotional CTA’s, rather than purely functional. E.g. encourage people to get involved or find out more as opposed to just a website URL.
- Be optimistic and excited about upcoming events.

Intriguing

Not everything is as it seems at Federation Square. Spaces change every day. Curiosities lie around every corner. And you can never really know what will happen next.

By intriguing our audience with original, unexpected, and curious language, we can capture their attention, spark their imagination, and keep them coming back for more.

Tips:
- Ask rhetorical questions.
- Make mysterious and provocative statements.
- If you need to say something that’s been said many times before, give it a twist to make it new.
- Encourage curiosity and surprise and delight by placing messages in unexpected and unlikely places.
- Don’t give the game away with your headline. Leave people wanting (and reading) more.

Informal

Like our city, we have a conversational, relaxed and genuine way about us. And that filters through to our words.

We use the language the locals use. We’re not scared of a little slang. And while we do need to be serious sometimes, we’re never corporate. After all, Anything But Square doesn’t care about office hours.

Tips:
- Use a refreshing and human tone.
- Avoid corporate talk and jargon.
- Use contractions like we’re, aren’t and wouldn’t.
- Say it out loud. If it sounds unnatural, don’t write it.
- Just because we’re talking business, it doesn’t mean we have to be boring.
- Remember; informal, but not disrespectful.
EXCITING

Brand Flex
**Typography**

National 2 Condensed Bold.

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**System**

The 3D frame should be used for all comms that sit in the exciting bucket.

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**Imagery**

3D Imagery is preferred; however, we can also use collage and photography.

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**Colour**

Our full suite of colour should be used.
Colours combinations
Ensuring contrast

**BOLD CENTRED HEADLINES**

**BOLD CENTRED HEADLINES**
Imagery
3d Imagery is preferred, however we can also
use collage and photography.

System
The 3D frame should be used for all comms
that sit in the exciting bucket.

Title
Colours combinations

Do not do this
Colours combinations

BOLD CENTRED HEADLINES

BOLD CENTRED HEADLINES

BOLD CENTRED HEADLINES

BOLD CENTRED HEADLINES
Art Direction
DONT TAKE CHRISTMAS LIGHTS LIGHTLY
Language
WIGGLE TIME

*Fruit Salad Not Included
All your favourite Nursery Rhymes, on the fantastic new Big Screen!

At Federation Square.
THE WORLD’S BIGGEST SECRET SANTA

Join the lucky dip in Federation Square on Christmas Eve.
Come cheer on the Pies in the 2018 AFL Grand Final, live on Australia’s biggest public screen.
Saturday 28th September.
INTRIGUING

Brand Flex
Cropped Frame

Crop in on our 3D platform and don’t be afraid to pair it with the 2D in the one execution.

3 Colours Per Execution

With a base of black or grey, only ever add tree colours to each execution.

Imagery

Low lit and moody.

Typography

More expressive, bigger and bolder.
EXPLORE YOUR DISCOMFORT ZONE
EXPLORE YOUR DISCOMFORT ZONE
Brand Posters

This is not a square

Brand Guidelines
Calling All Time Travellers

NYE
01 - 01 - 19

Ad Shells

Brand Guidelines
Brand Postcards
CONSIDERED

Brand Flex
**Typography**
Smaller and more considered leaving plenty of breathing space.

**System**
3D platform. Can be cropped in abstract.

**Colour**
One highlight colour per execution.

**Imagery**
Images with a highlight colour, contained within off squares.
Art Direction
Language

IT'S NOT JUST BUSINESS

BUSINESS ETHICS SEMINAR.
6-8.30PM.
THANKS