



# AUSTRALIA READS

**Rebrand Proposal**

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Published by Swinburne University of Technology, School of Design, 2021

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A handwritten signature in black ink, appearing to be 'Seren A'.

Date 24/05/21

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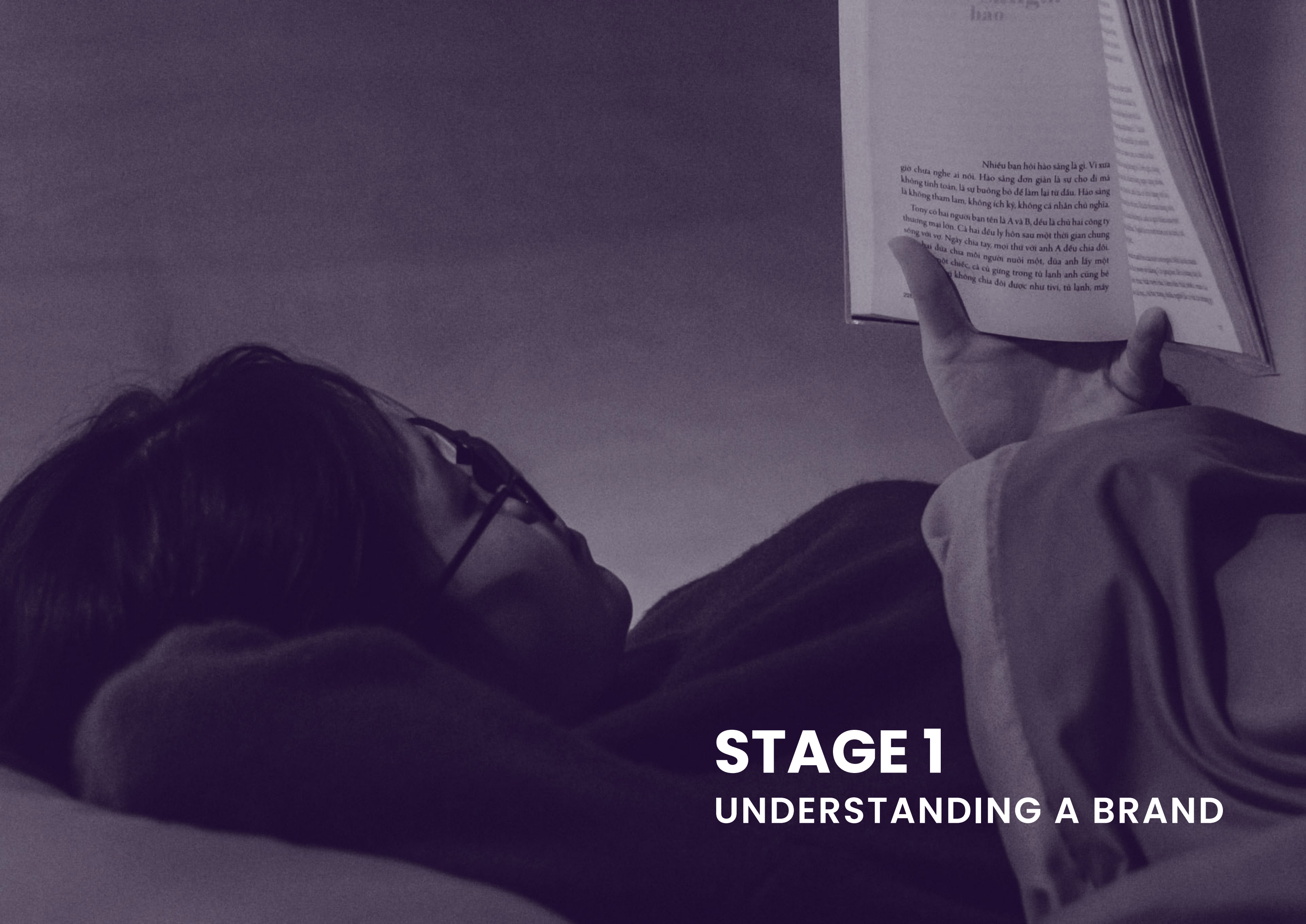
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Nhiều bạn hỏi hào sảng là gì. Vì xưa giờ chưa nghe ai nói. Hào sảng đơn giản là sự cho đi mà không tính toán, là sự buông bỏ để làm lại từ đầu. Hào sảng là không tham lam, không ích kỷ, không cá nhân chủ nghĩa.

Tony có hai người bạn tên là A và B, đều là chủ hai công ty thương mại lớn. Cả hai đều ly hôn sau một thời gian chung sống với vợ. Ngày chia tay, mọi thứ với anh A đều chia đôi. Anh A đưa chia mỗi người nuôi một, đứa anh lấy một chiếc tủ lạnh, cả củ gừng trong tủ lạnh anh cũng bê đi. Anh B không chia đôi được như tivi, tủ lạnh, máy

# STAGE 1

## UNDERSTANDING A BRAND



## DEFINITIONS

### BRANDING

The development and maintenance of a brand

### BRAND

A company, or product, or something else, presented in ways that create an image

### IDENTITY

The characteristics by which a brand is known

### IMAGE

The market's opinion about a brand

### BRANDMARK = LOGO

A graphic mark that represents a brand

### TRADEMARK

A registered (legally protected) trademark

Per Mollerup,  
Professor of Communication Design  
Author, 'Marks of Excellence'

### LETTER MARK

A trademark consisting of letters



Australian Film &  
Television Radio School



Booktopia



Herald Sun

### FIGURE MARK

A trademark consisting of one or more figures



Australia Post



Apple



UNICEF

### COMBINED MARK

A trademark consisting of letter/s and figure/s



Australian Government

Australian Government



Australian Made

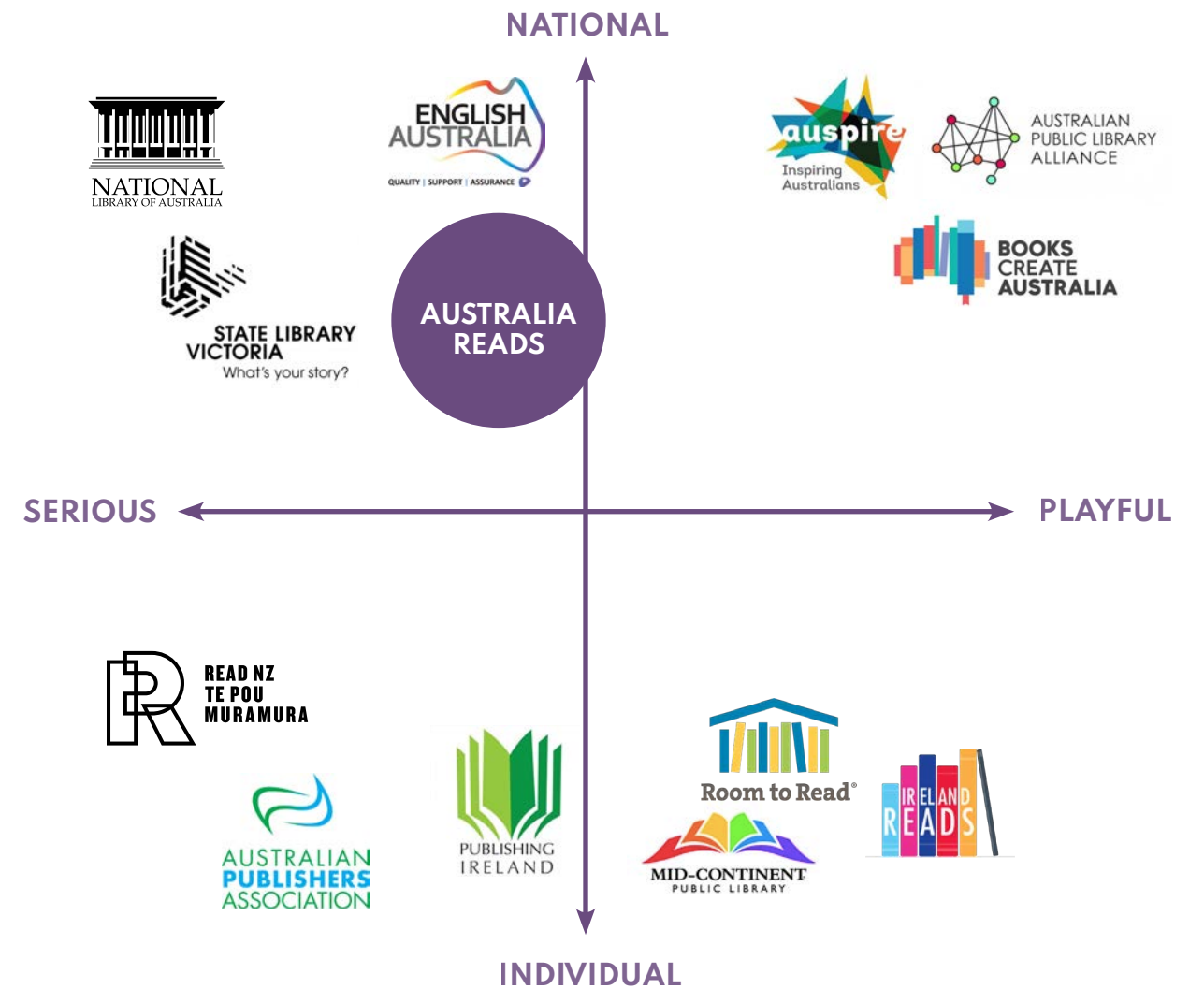


Tourism Australia

## CATEGORY BRANDMARKS



## POSITIONING MAP



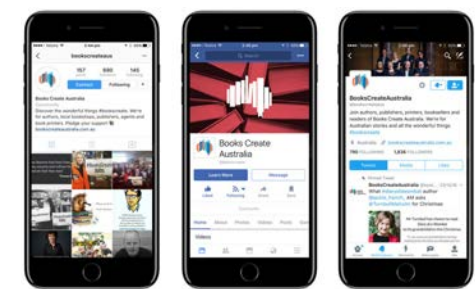
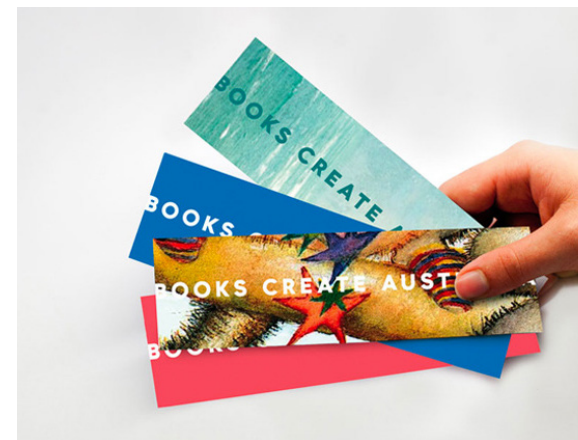
Many competitor brandmarks employ a playful colour palette and use geometric shapes to evoke a sense of playfulness. This is a common strategy used across branding for reading organisations. This allows people to recognize reading as an entertaining and fun activity.

There is an opportunity for Australia Reads to reflect a great sense of professionalism and maturity in a brandmark that uses a varied colour palette to draw in multiple types of audiences.

# CASE STUDIES

## CASE STUDY

books create australia



The logo uses figurative imagery to depict values of education, progress and intelligence. It also works to evoke a feeling of national pride within the viewer, allowing their Australian audience to establish a sense of trust with their organisation.

The brandmark is able to be manipulated through inversion (white on black and white on coloured imagery) as well as masking, making it versatile and easy for online use.



# CASE STUDY

## state library victoria



To represent the organisation's purpose in providing the public with information, State Library Victoria's landmark is made using interesting geometric shapes. It is made up of lines and can be symbolic of books, pillars, or building blocks. This reflects and prioritizes the importance of knowledge. The Logo appeals to a mature audience through its black and white colour palette. This also allows for colour to accompany the landmark in various ways.

# CASE STUDY

## publishing ireland



The landmark design for Publishing Ireland considers its affect on viewers. The company's branding manages to feel trustworthy as well as proud of its home country, achieving this through the consistent use of green, a colour that is special to the nation of Ireland.



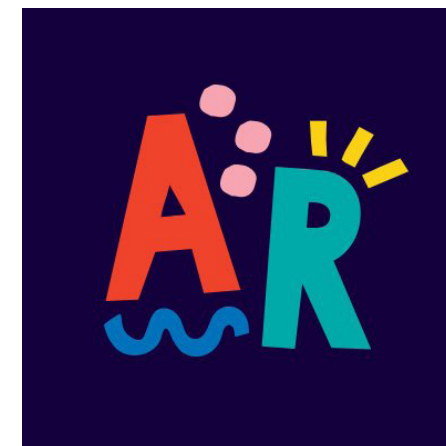
Through its limited use of green and simplistic logo design, the landmark is able to be manipulated through colour (changed to white), opacity level and repetition. This level of professionalism allows for versatile application across online media platforms and print.

# CLIENT



Australia Reads is an organisation largely dedicated to promote and encourage reading among Australians of all ages, no matter the reading format. As an association made up of authors, publishers, booksellers and libraries, the unique collaboration strives to promote the mental and lifestyle benefits reading can provide. Our vision involves creating a healthier, smarter, and happier nation.

As a newly founded organisation wanting to reach out to multiple age groups, we have a desire for the public to recognize our company as the number one destination brand that provides information regarding books, reading habits and the book industry.



We wish to engage all Australians through exciting visuals. The rebranding of our company desires to look and feel more professional. We wish to shift from the current playful appearance that looks and feels more appropriate for a younger audience towards a more professional look to appeal to all Australians.





# BRAND VALUES

## MOTIVATE

We have a strong desire to influence Australians of all ages to pick up the habit of reading, and encourage productivity. This will help us build a healthier, happier Australia.

## COMMUNITY

We have a desire to bring together a community that connects everyone. We want the brand to make sharing stories with another possible.

## RELIABLE

We want to be relied on as a trustworthy resource where Australians can depend on us for information regarding books, authors, publishers, facts and the book industry as a whole.

## IMPACT

We want to change lives for the better. This impact involves helping with stress and providing people with a way to relax in a world where technology consumes most our time.

## PROFESSIONAL

As an organisation that aims to create relationships with government companies and corporate businesses, we want the brand to sit professionally next to their logos.

## KNOWLEDGE

In order for people to establish trust and rely on us for information, we want the brand to appear knowledgeable.

## WELCOMING

We want to welcome people of all ages by appearing friendly and welcoming to all.

## EXCITING

In order to persuade and encourage people to read, we want to engage the public by making the brand appear leisurely and entertaining.

# DO BE FEEL WHO

## DO

- connect
- inspire
- encourage
- improve
- educate
- motivate

## BE

- reliable
- sustainable
- relevant
- dynamic
- helpful

## FEEL

- creative
- refreshing
- friendly
- exciting
- positive

## WHO

- readers
- adults
- children
- australians
- authors
- publishers
- government

## TAG LINE

### KEYWORDS

read	discover	inspire	connect
reading	learn	more	relax
mind	story	power	unwind

### IDEATION

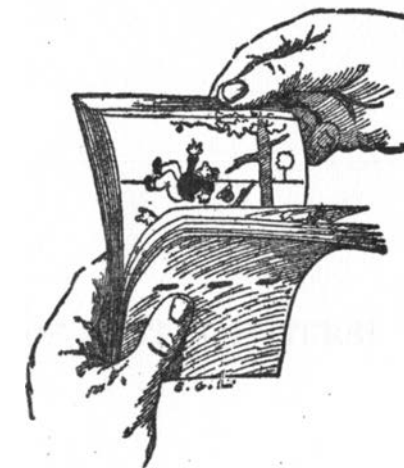
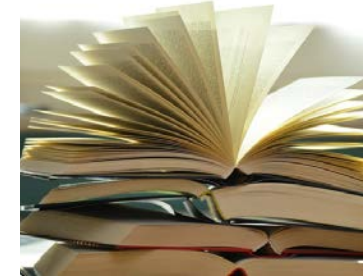
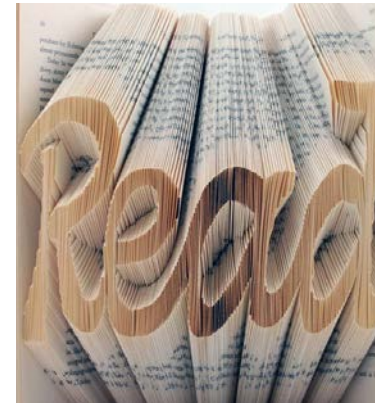
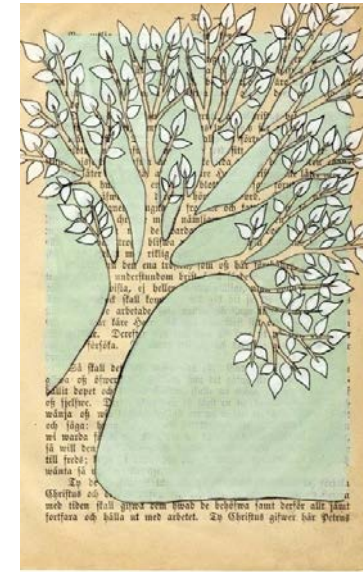
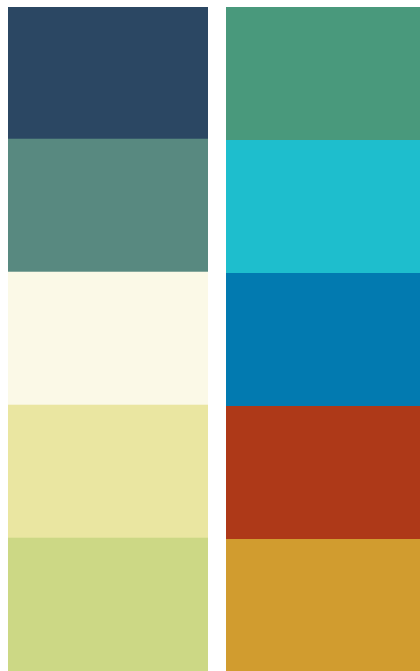
- unwind, learn, and discover
- dare to discover
- reading comes first
- reading to inspire
- find your story
- reading to relax
- reading to learn
- endless exploring
- grow your mind
- read to flourish
- flip through life
- power in pages
- embark on endless adventures
- read for life
- we're about reading more
- read, full stop.
- good thinking.
- take the lead, read.

### FINAL

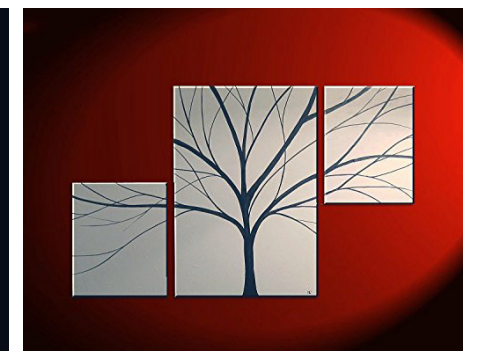
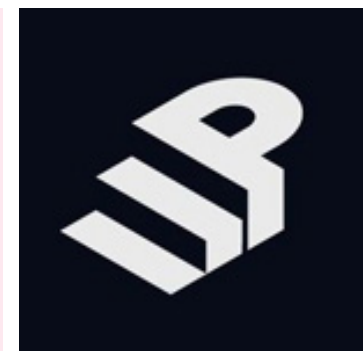
For the Australia Reads tagline, I have selected the phrase "reading to inspire". The phrase reflects the main brand value, motivate, and is impactful in representing the brands goal to impact lives for the future.



# MOOD BOARD



**HOOKED  
TO BOOKS**



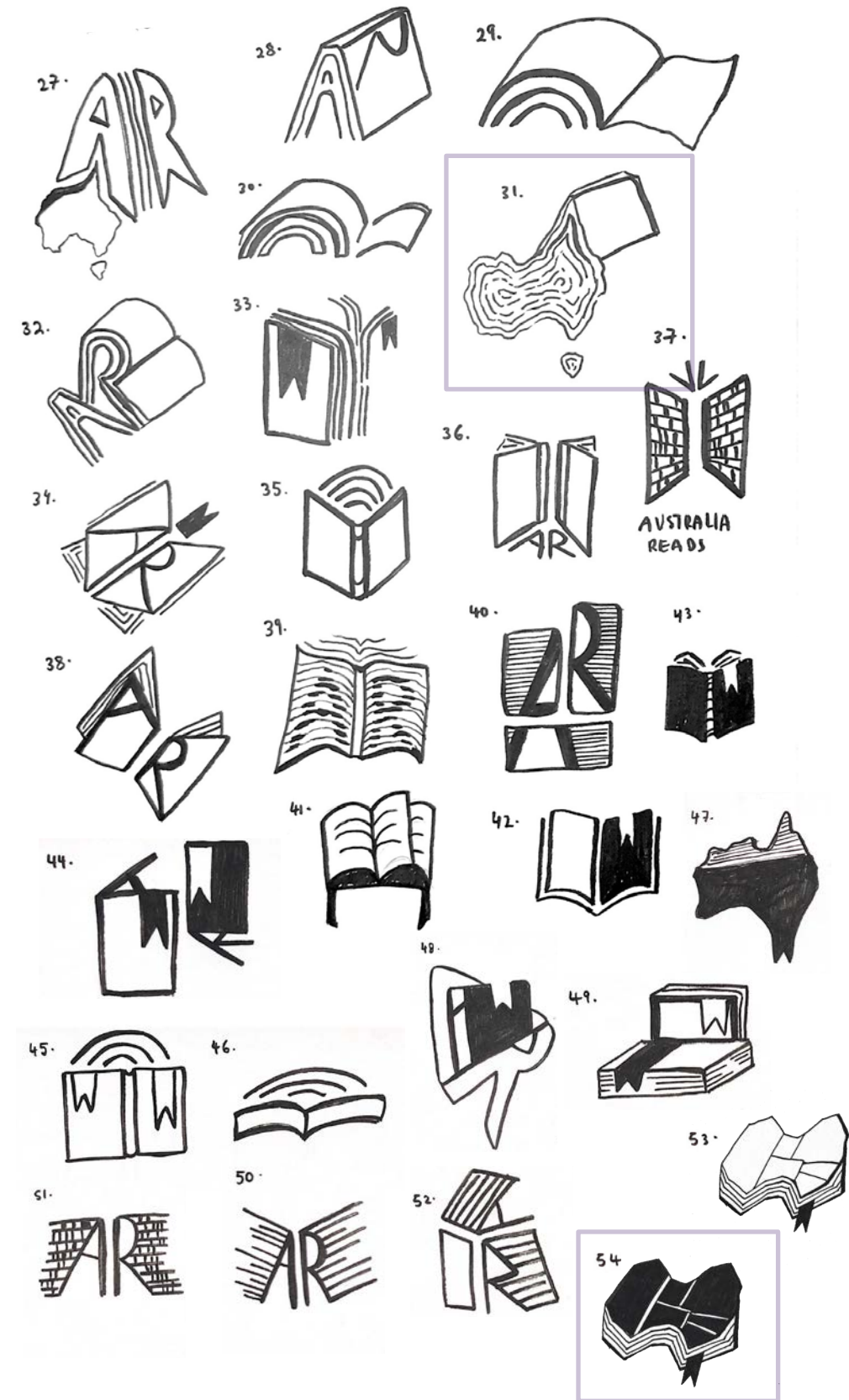
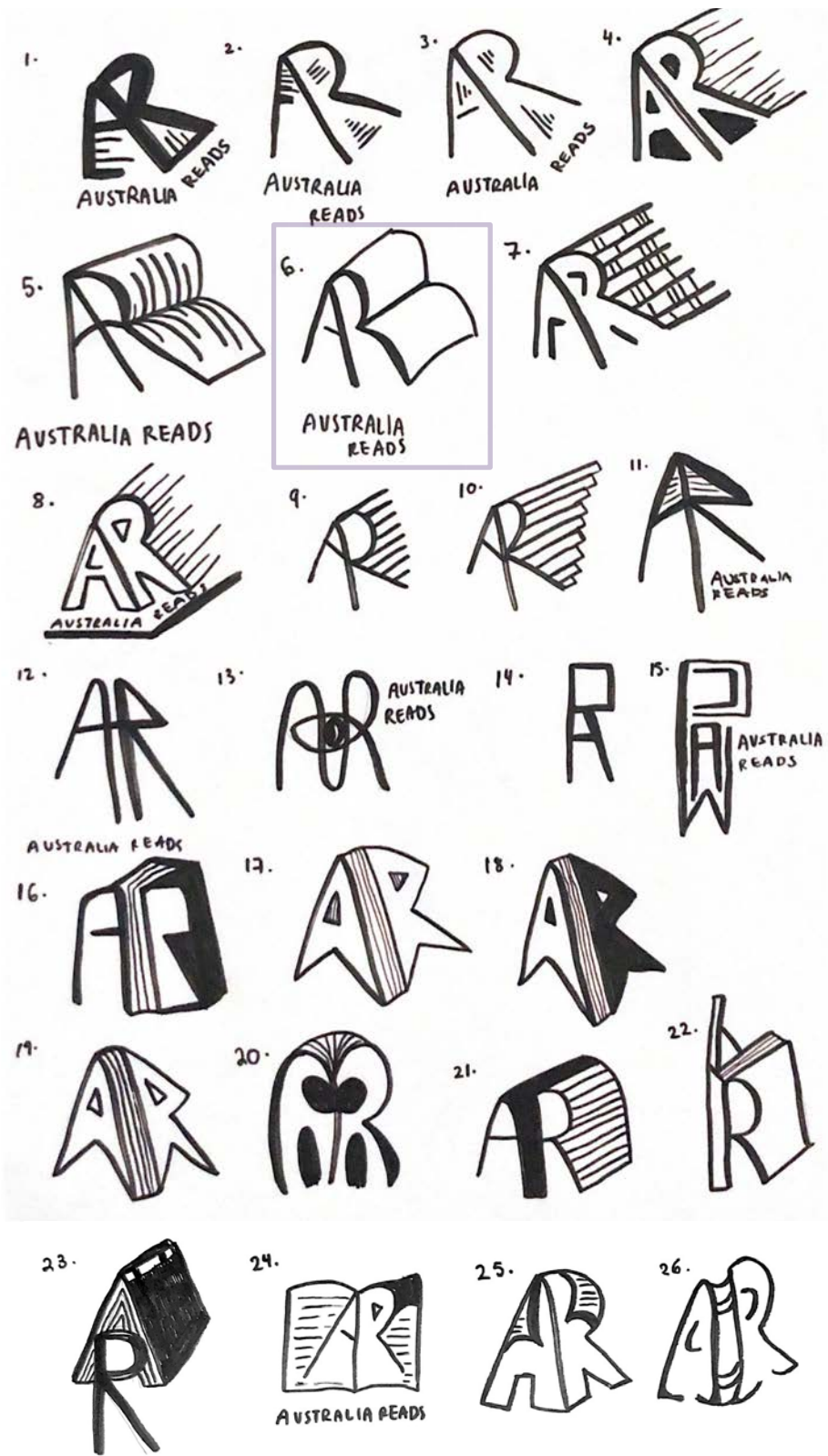




**STAGE 2**  
**DEVELOPING A BRAND**



# BRANDMARK SKETCHES





## CONCEPT DEVELOPMENT



For my first concept, I developed a simple monogram that is playful and memorable. Using negative space, this design is modern, where the 'R' can be seen joined to a book element. The sans serif typeface 'Spartan' was used, utilizing varying type weights. I emphasized 'reads' in bold to signify its importance.

## CONCEPT DEVELOPMENT



The focus of this design was to develop a formal, sharp, and professional-looking brandmark. The national identity of the Australian brand is considered through the brandmark being the form of the country itself. The bookmark element reflects the idea of progress and the lines represent pages.

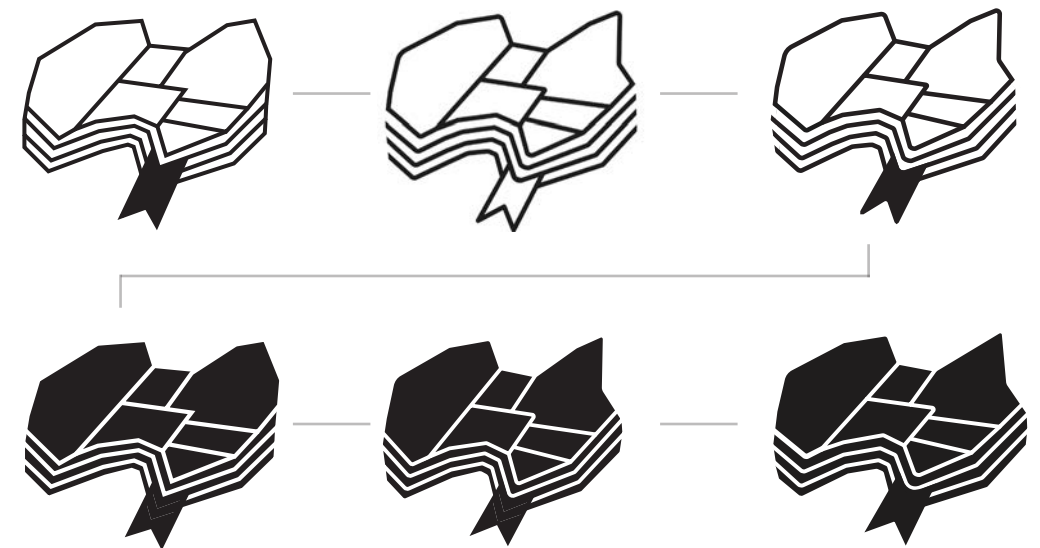
## CONCEPT DEVELOPMENT



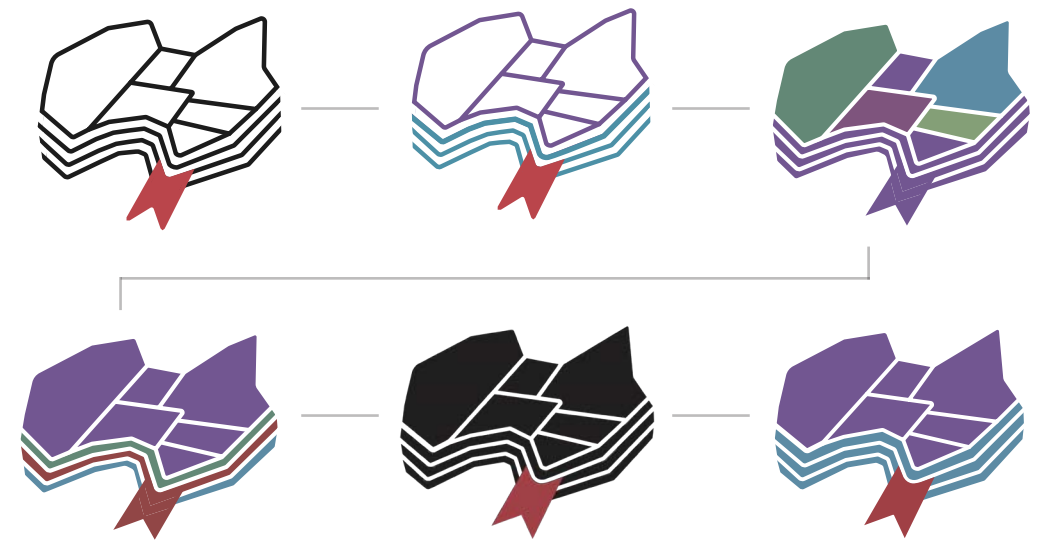
This design was influenced by drawing reference to words and elements that make up a book. The form of Australia appears as sentences. The lines are made to seem to flow out of the book, taking a more whimsical approach. For this mark, I used the font 'Bebas Neue Pro' in Expanded bold as it reflects a sense of confidence.

## BRANDMARK REFINEMENT

form exploration



colour exploration



## FINAL BRANDMARK



large with colour



small with colour



black and white



inverted

## ARGUMENT

The second design was selected as the final brandmark and is the most successful as it visually combines the brand values of professionalism, the Australian identity and motivation. Understanding the importance of these core values to Australia Reads informed this simple, yet impactful design approach.

The first design incorporates desirable qualities in that it is simple, modern and relative to the book industry. It does not however, employ visual elements to suggest its relationship to Australia. As a destination brand, the single reference to books does not seem to encompass the entirety of the brand's desire to appeal to a wider audience, in particular, corporate companies.

The third design is least successful as the design elements seem to clash with one another. Although it depicts the combination of an Australian identity and the book industry well, the curvy and straight lines seem to oppose one another, making it hard for the eye to seamlessly blend the elements together.



## RATIONALE

The selected brandmark employs a design that is simple, mature and relevant to Australia. The simplified, geometric form of Australia is made to appear as a book, with lines underneath to represent pages. This connects the ideas, as well as the brand values of knowledge and community. The bookmark component was designed to include tasmania as well to highlight the idea of progress. Bookmarks serve a purpose by reminding us where we are and what we want to come back to. This is similar to the brand's dedication to motivate Australians to read more often and inspire.

The sans serif typeface 'Spartan' was used as it compliments the brandmark in that it is modern, easy to read, and relative to the brand's desire for a professional approach. The phrase "Reads" is sized up and centered underneath "Australia" to emphasize the importance of reading.

I've used a distinct colour palette to not only appear friendly and approachable but to mimic the former colourful branding as colour works to reflect the fun nature of reading. Purple was used to encourage creativity and inspire. Blue evokes feelings of calm, and trust, and red symbolizes passion and enthusiasm.

## BRANDMARK COMPARISON







## **STAGE 3**

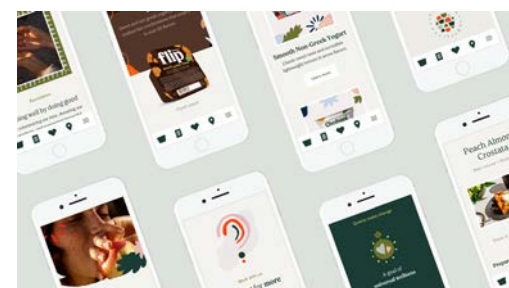
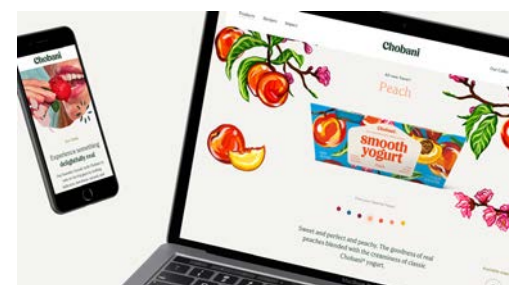
**DOCUMENTING A BRAND**



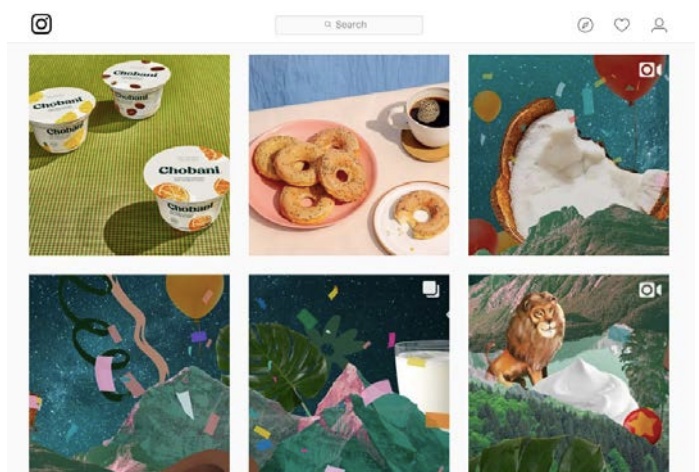
# STATIONERY EXAMPLES

## CASE STUDY

chobani



The design across the applications for Chobani is an interesting approach as unique illustrations are combined with a minimalist and colourful style. This allows for the brand to appear more friendly, authentic, and down-to-earth.



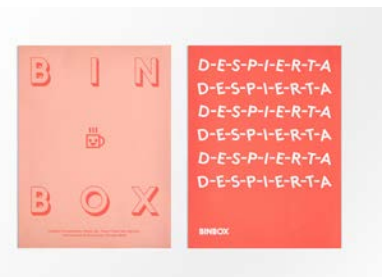
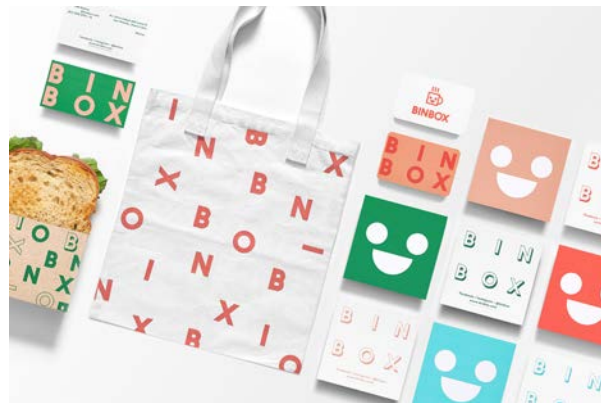
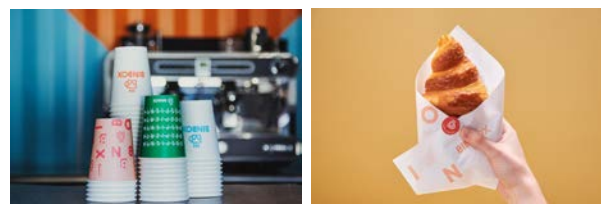


# CASE STUDY

binbox

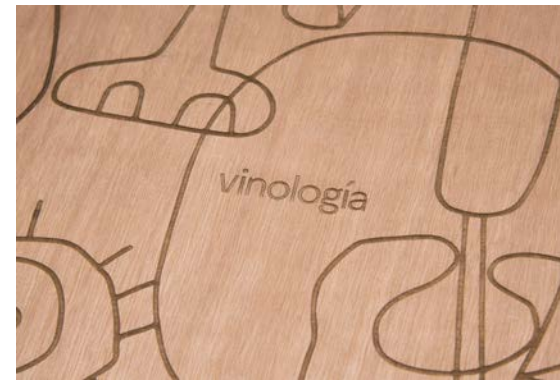


The fun and bright colour palette establish the brand as fresh, young, and approachable.

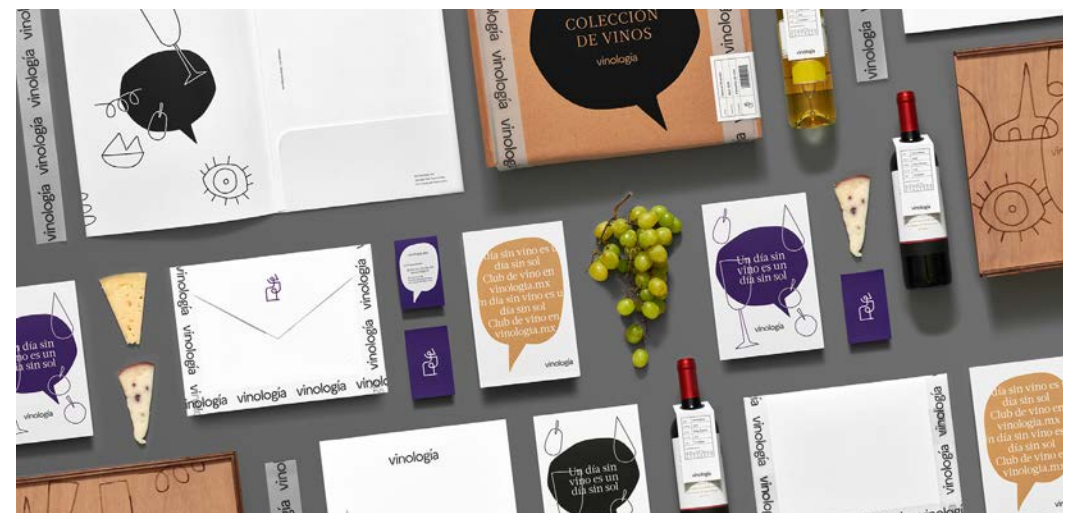


# CASE STUDY

vinologia



The brand identity for vinologia is young and fresh. The unique hand-drawn illustrations are playful and do not make the wine product seem of lower quality, but artisanal and perhaps more expensive.



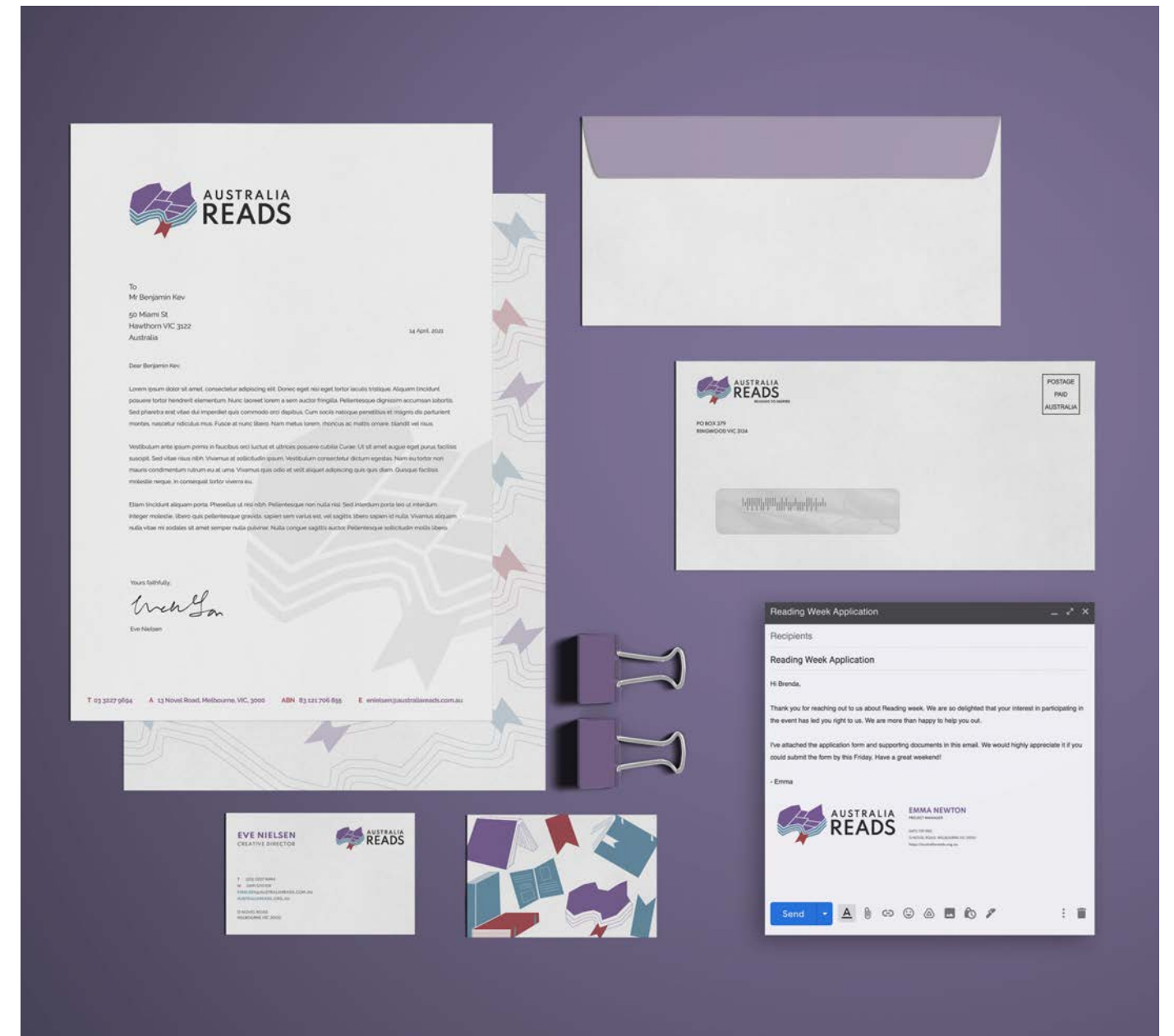
# BRAND EXTENSION

## 20 BAG DESIGNS





# STATIONERY SUITE



# STATIONERY APPLICATIONS

# STATIONERY

business card





# STATIONERY

## letterhead



To  
Mr Benjamin Kev

50 Miami St  
Hawthorn VIC 3122  
Australia

14 April, 2021

Dear Benjamin Kev,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eget nisi eget tortor iaculis tristique. Aliquam tincidunt posuere tortor hendrerit elementum. Nunc laoreet lorem a sem auctor fringilla. Pellentesque dignissim accumsan lobortis. Sed pharetra erat vitae dui imperdiet quis commodo orci dapibus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Fusce at nunc libero. Nam metus lorem, rhoncus ac mattis ornare, blandit vel risus.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Ut sit amet augue eget purus facilisis suscipit. Sed vitae risus nibh. Vivamus at sollicitudin ipsum. Vestibulum consectetur dictum egestas. Nam eu tortor non mauris condimentum rutrum eu at urna. Vivamus quis odio et velit aliquet adipiscing quis quis diam. Quisque facilisis molestie neque, in consequat tortor viverra eu.

Etiam tincidunt aliquam porta. Phasellus ut nisi nibh. Pellentesque non nulla nisi. Sed interdum porta leo ut interdum. Integer molestie, libero quis pellentesque gravida, sapien sem varius est, vel sagittis libero sapien id nulla. Vivamus aliquam nulla vitae mi sodales sit amet semper nulla pulvinar. Nulla congue sagittis auctor. Pellentesque sollicitudin mollis libero.

Yours faithfully,

Eve Nielsen

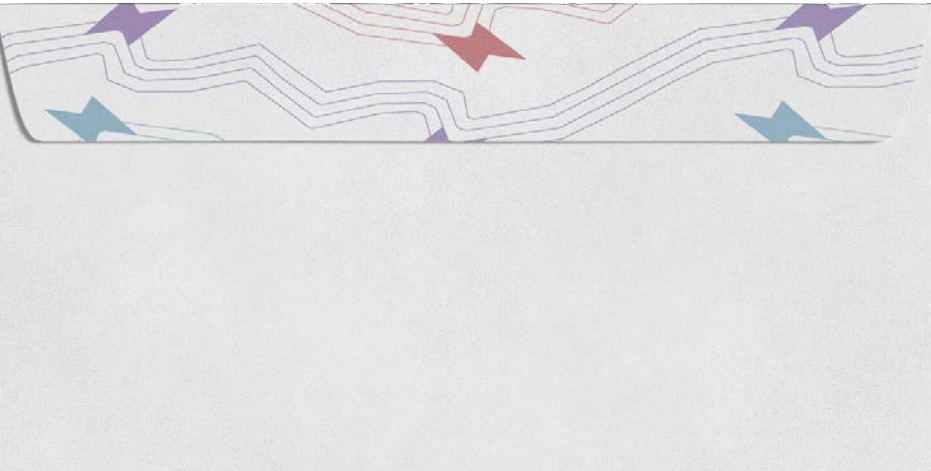
# STATIONERY

letterhead



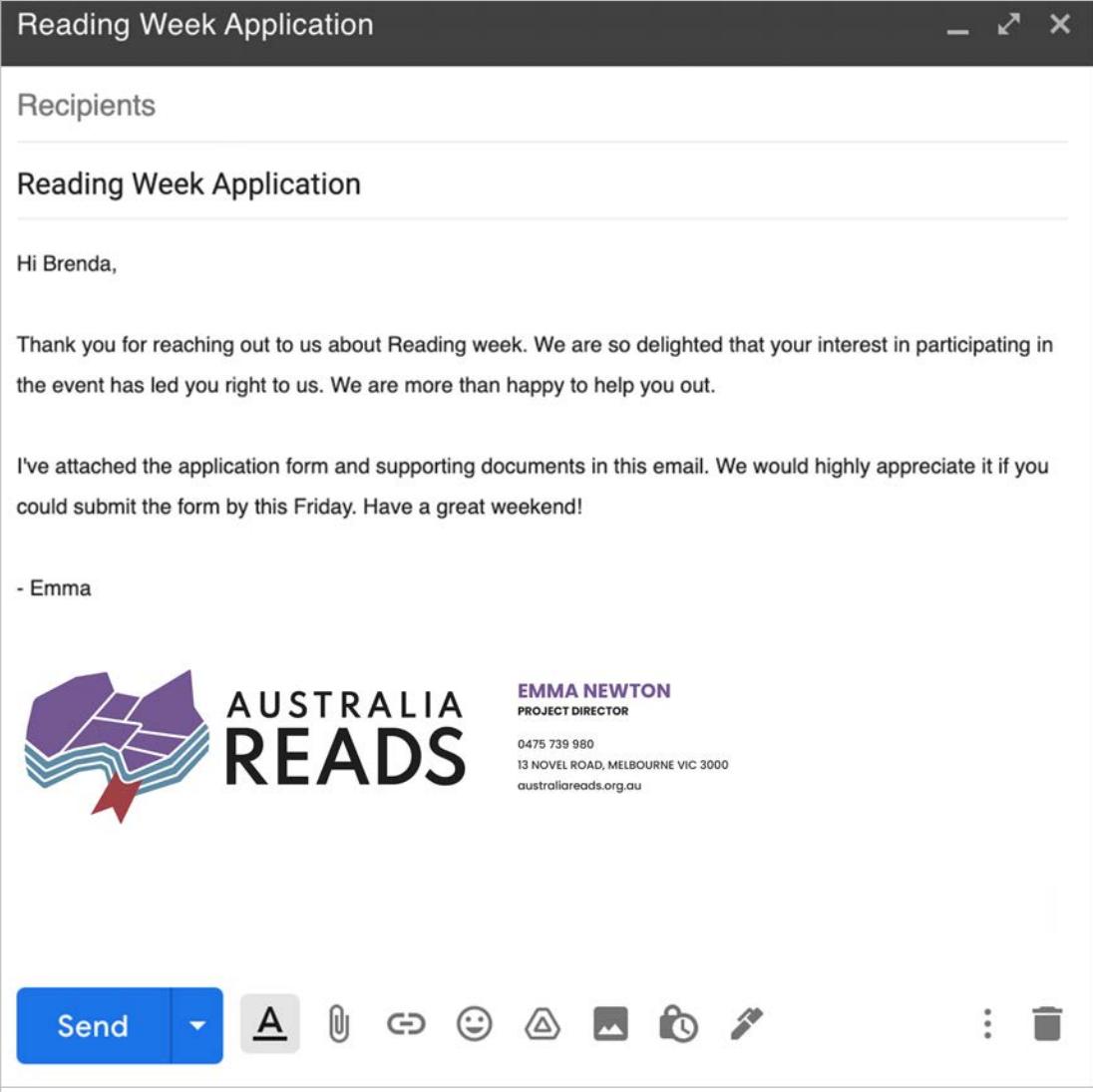
# STATIONERY

envelope



# STATIONERY

email signature





# 15 BRAND APPLICATIONS

## APPLICATIONS

lanyard





# APPLICATIONS

journal



# APPLICATIONS

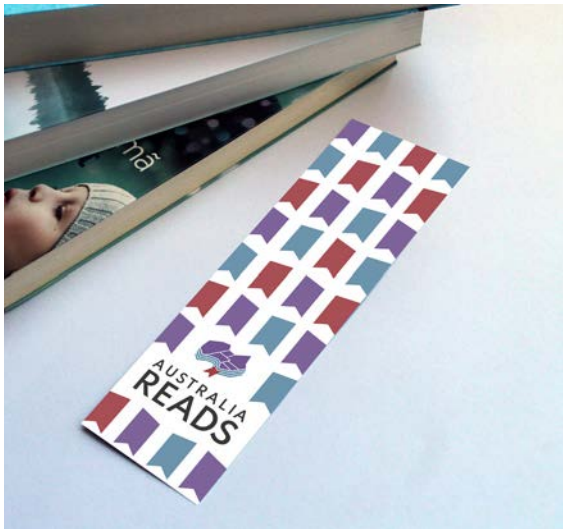
calendar





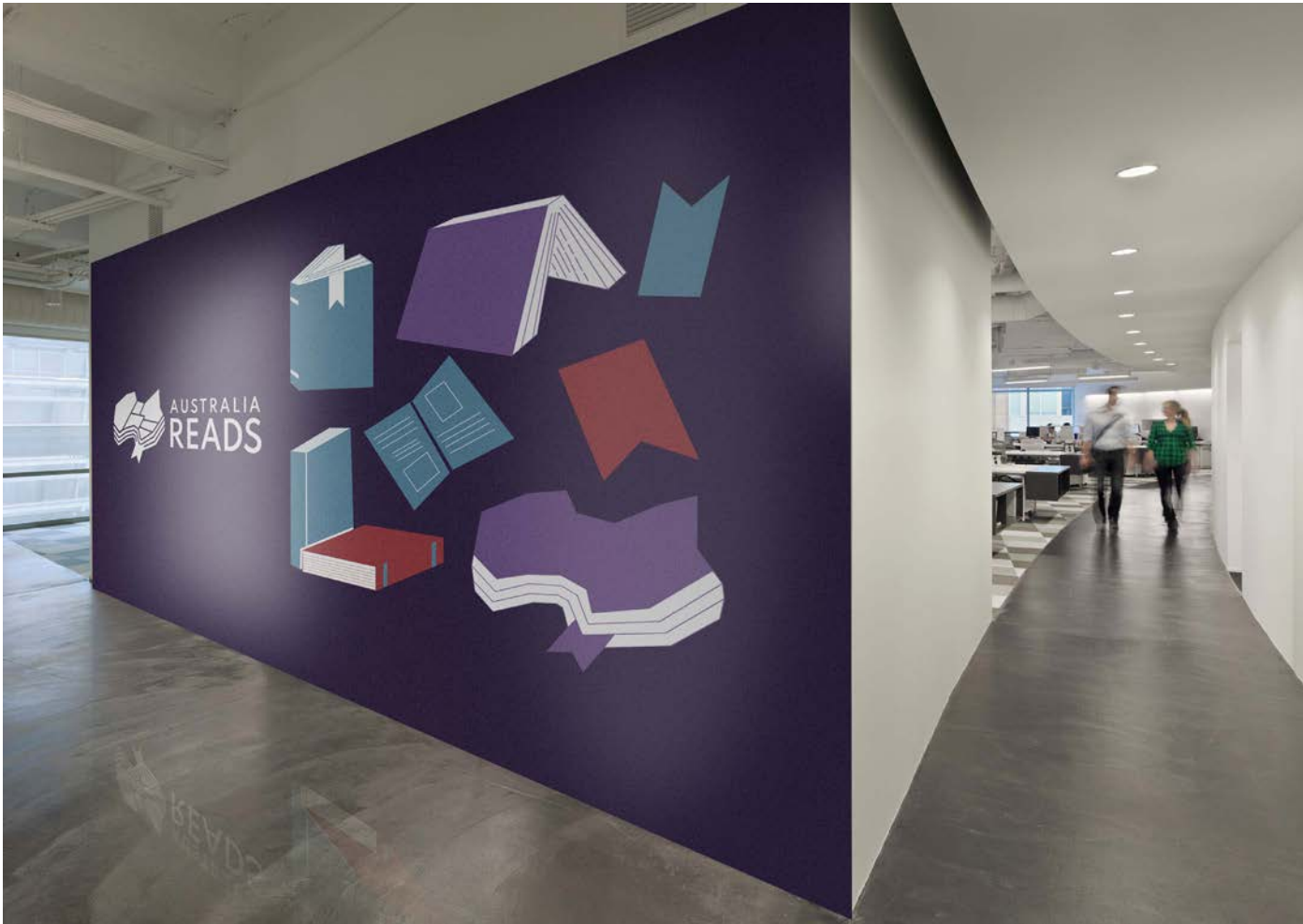
# APPLICATIONS

bookmark



# APPLICATIONS

office wall





## APPLICATIONS

stamp



## APPLICATIONS

glasses case



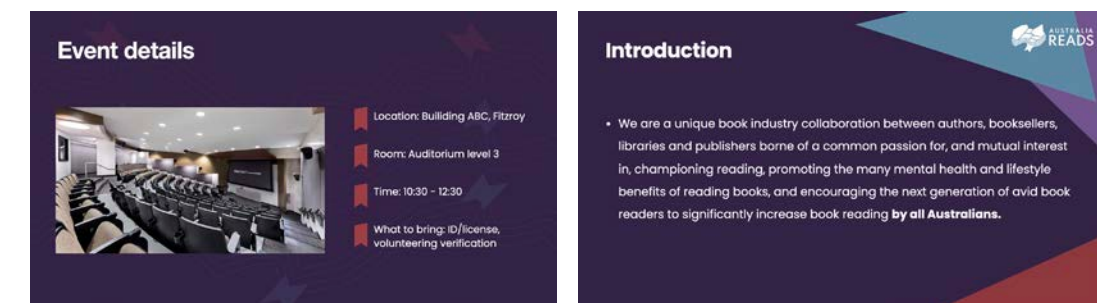
# APPLICATIONS

pin



# APPLICATIONS

presentation slides





# APPLICATIONS

vehicle



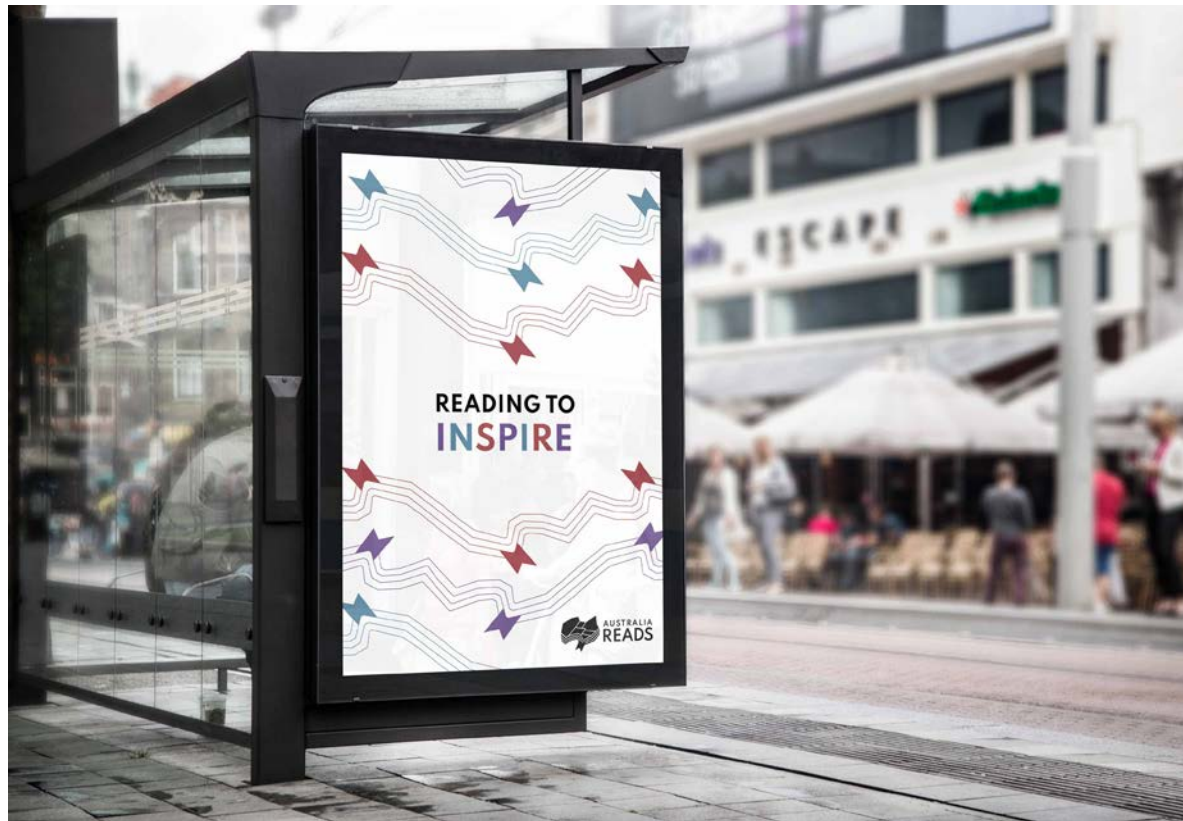
# APPLICATIONS

event banner



# APPLICATIONS

bus stop signage



# APPLICATIONS

roll-up





# APPLICATIONS

poster



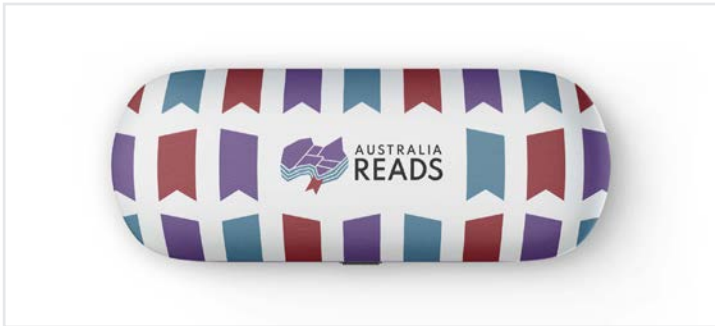
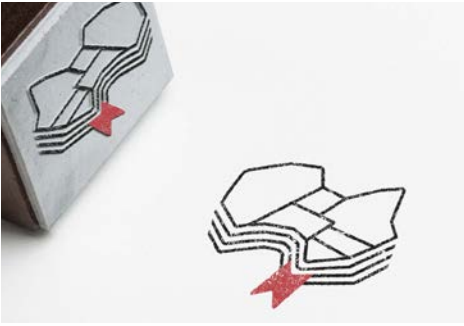
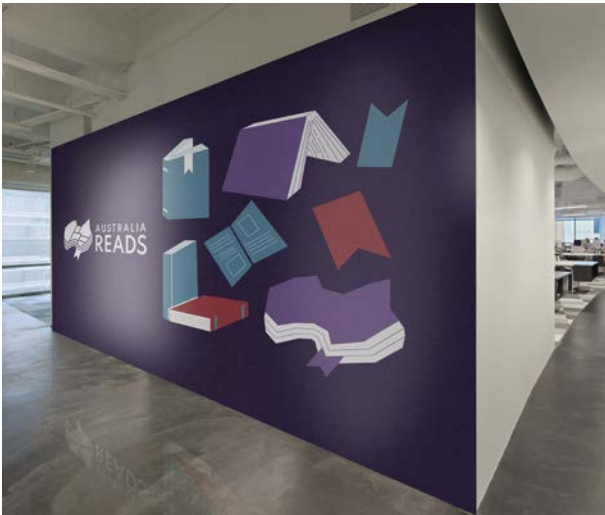
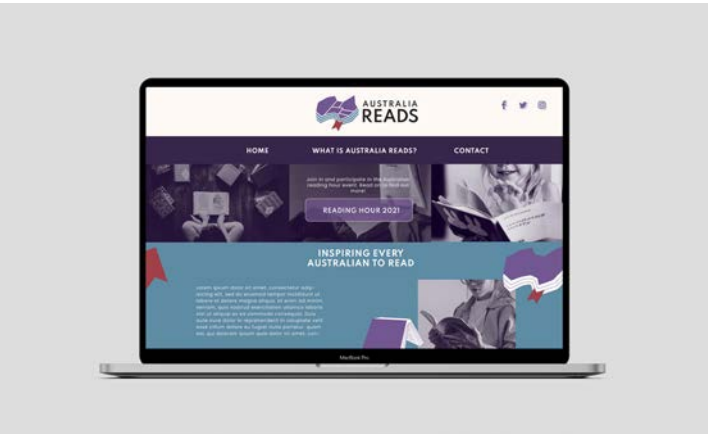
# APPLICATIONS

website





# OVERVIEW





# GUIDELINES

## BRANDMARK VARIATIONS



## COLOURS

primary



**PMS** 7677 C  
**CMYK** 65 76 15 2  
**RGB** 114 86 145  
**HEX** #725691



**PMS** 2158 C  
**CMYK** 58 25 15 18  
**RGB** 94 139 165  
**HEX** #5E8BA5



**PMS** 4062 C  
**CMYK** 27 85 68 17  
**RGB** 160 64 70  
**HEX** #A04046

additional



**PMS** 2695 C  
**CMYK** 26 48 0 71  
**RGB** 54 38 73  
**HEX** #362649

# GUIDELINES

## TYPOGRAPHY

### Spartan Bold

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789

The typeface Spartan is used for the tagline and for pull quotes.

### Poppins semibold

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789

This typeface is used for heading text.

### poppins regular

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789

This typeface is used for body text.

## MINIMUMS



### white space scale



The amount of white space surrounding the brandmark is required to be the height of the 'R' within the logo.

### minimum size



Width: 38.303 mm  
 Height: 13.717 mm

# GUIDELINES

## RESTRICTIONS



**✗ DO NOT** stretch or skew the brandmark in any direction



**✗ DO NOT** use colours outside the selected colour palette



**✗ DO NOT** alter the rotation of 'Australia Reads'



**✗ DO NOT** rotate the brandmark in any direction



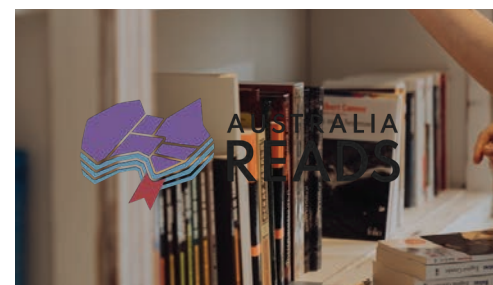
**✗ DO NOT** change the position of 'Australia Reads'



**✗ DO NOT** scale the logo larger or smaller



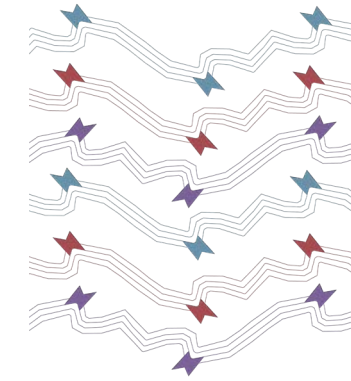
**✗ DO NOT** add a stroke outline to the logo



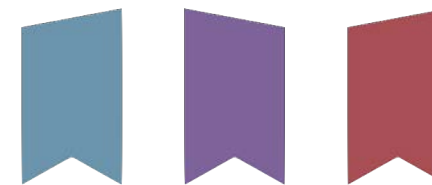
**✗ DO NOT** place the logo on a detailed, coloured area of an image

# TOOLBOX

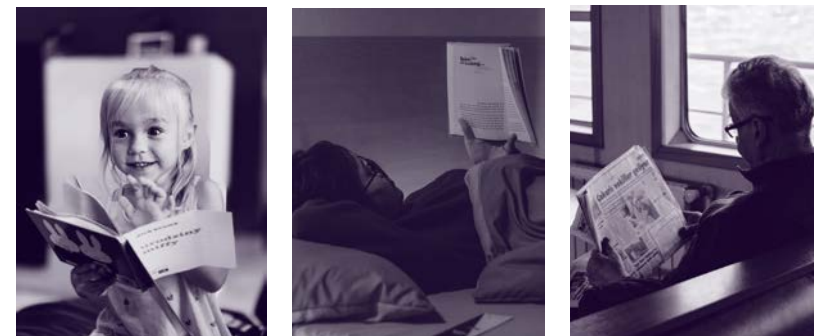
## PATTERN



## ICONOGRAPHY



## PHOTOGRAPHY



Photographs should be altered to grayscale and then apply a duotone of hex colours #362649 and #a089b1 (purple).

Photographs should be age inclusive and depict children, adults and elderly people engaging with reading.

## TAGLINE

READING TO INSPIRE

READING TO **INSPIRE**

READING TO **INSPIRE**

The tagline 'reading to inspire' should be used on large surfaces such as posters and banners.

These are the only vertical and the horizontal orientations in which the tag line can appear.



# REFERENCES

## BRANDMARKS

- Australian Film Television and Radio School logo [Image], viewed 14 March 2021, <https://new.cinematographer.org.au/storage/media/71/conversions/sCw5lGerYlp3Ghb7gaMJymUfds3CLiCk28Dr9EFd-medium.jpg>.
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