



Australian National
Botanic Gardens

Brand Guidelines

Introduction & Background

This style guide ensures that the many elements which go into making up the Australian National Botanic Gardens (ANBG) brand are drawn together in a cohesive and consistent manner to project an image that best represents the Gardens. The guidelines contained here provide the framework for expression of the visual identity by ANBG – the logo, the colours, typefaces and design elements, all work together to present a clear and consistent method of communication to our visitors and the wider community.

The Australian National Botanic Gardens logo can only be used in the configurations displayed in this document.

Our Logo

The elements that make-up the ANBG logo are known as the symbol and logotype. These elements when appropriately combined represent the Gardens and it's activities.

When preparing material that requires the ANBG logo an official electronic version must be used. These are available in a variety of appropriate file formats.



**Australian National
Botanic Gardens**

Stacked logo variations

The logo may be reproduced in one of three ways, either in full colour, full colour with reversed type or monochrome, depending on technical specifications and design considerations.

The logo can never be represented in a tinted format, it can only be printed as a solid. Further information relating to backgrounds and reversal of the logo is available in Correct Application on page 9 of this document.

CMYK + Reverse (Full colour)



Australian National
Botanic Gardens

CMYK (Full colour)



Australian National
Botanic Gardens

MONO (Reverse)



Australian National
Botanic Gardens

Mono (Black)



Australian National
Botanic Gardens

Inline logo variations

CMYK + Reverse (Full colour)



CMYK (Full colour)



MONO (Reverse)



Mono (Black)



Banksia symbol variations

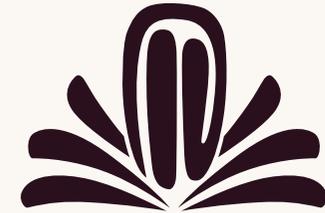
The Banksia brand symbol may be reproduced in one of two ways, either in full colour or monochrome, depending on technical specifications and design considerations.

The logo can never be represented in a tinted format, it can only be printed as a solid. Further information relating to backgrounds and reversal of the logo is available in Correct Application on page 9 of this document.

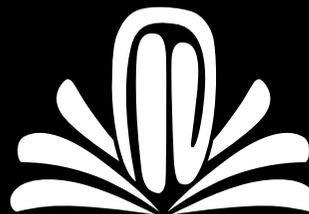
CMYK (Full colour)



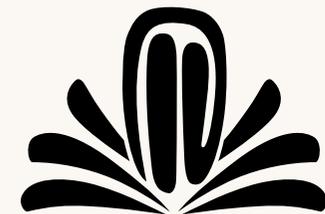
CMYK - Eggplant



MONO (Reverse)



Mono (Black)



Use of Australian Government logos

The Australian National Botanic Gardens is a Commonwealth Reserve managed by the Director of National Parks.

Parks Australia supports the Director of National Parks and is part of the federal environment portfolio, in the Department of the Environment & Energy.

Therefore, it is important that the relevant Australian Government logos are included on ANBG collateral where appropriate in accordance with the Australian Government branding guidelines.

The Australian Government branding guidelines can be viewed online here: https://www.pmc.gov.au/sites/default/files/publications/Australian_Government_Branding_Design_Guidelines.pdf



Australian Government

Parks Australia

The **Parks Australia** logo should always appear on all visitor/external communications, including but not limited to:

- DL Brochures & Factsheets
- Business cards
- Letterhead
- With complements slip
- Email signature block
- In-house Report documents



Australian Government

Director of National Parks

The **Director of National Parks** logo should be used on all corporate communications, including but not limited to:

Statutory / Corporate materials, for example:

- Report - annual
- Financial and contractual documents

NOTE: No Parks Australia or Director of National Parks logos are required on the following materials:

- Pullup banners
- Press ads
- e-news banners
- merchandise

Proportion & Clear Space

Minimum Clear Space

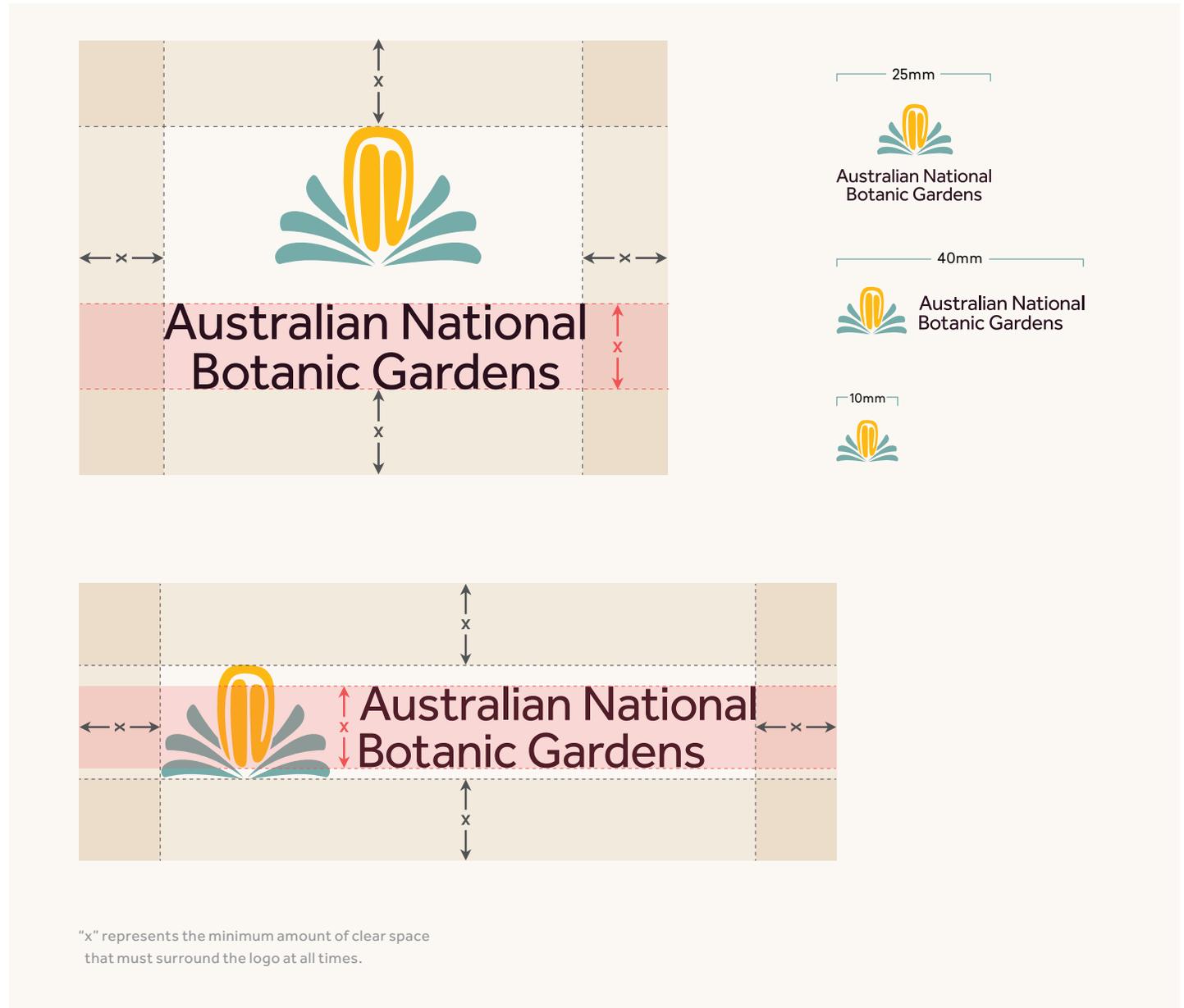
The immediate area around the logo, as indicated by the diagrams on this page, must be kept free of those elements that detract from the logos legibility – for example lettering, decorative devices and other logos.

The area of isolation around the logo is equal to the height of the 'Australian National Botanic Gardens' text (defined as 'X'). Do not position any text, graphic elements, or other visual marks inside the recommended clear space.*

Scaling & Minimum Size

Minimum size refers to the smallest allowable logo size. Aside are the minimum sizes for all logo variants.

*Please note that this distance may sometimes be adjusted for select online or exterior signage applications where space is limited.



Correct logo application

Only certain colours and tones work as backgrounds for use with the ANBG logo. Some restraint and judgement should be applied when selecting appropriate backgrounds.

As a 'rule of thumb' it's best to ensure that:

1. the logo has enough contrast to be legible; and
2. the colours don't clash in such a way that it diminishes the impact of the logo. Some examples of what works are included on this page.



Incorrect logo application

Consistency of application of the logo is critical to maintaining recognition for the Australian National Botanic Gardens. For this reason, the integrity of the logo and its use should be maintained at all times.

The logo must never be traced, re-drawn or modified in any way.

The examples below show how the logo is **NOT** to be used.



Brand tagline

The “Alive with...” line has been devised to maintain an element of consistency, while giving the flexibility to be tailored to a wide range of audiences, occasions and promises. The thought behind the wording is that, of all the national institutions, the Australian National Botanic Gardens is the only one that is truly alive.

“Alive with discovery” is the overarching line for the Gardens, but the theme can be changed as necessary.

The tagline is always written in the brand display font: **Lora Regular**. It is not to be positioned with the logo, but rather given its own space.



Tagline Examples

General Gardens promotion brochure – Alive with discovery; Alive with diversity

Spring promotions – Alive with colour; Alive with spring; Alive with blooms

Summer promotions – Alive with colour; Alive with summer

Autumn promotions – Alive with colour; Alive with autumn; Alive with beauty

Winter promotions – Alive with colour; Alive with beauty

Venue hire promotion – Alive with discovery

Exhibitions (e.g. botanical art exhibition; photography exhibitions) – Alive with creativity

Botanical Resource Centre – Alive with knowledge

Education and school programs – Alive with learning

Children's and family programs (e.g. Storyline in the Gardens) – Alive with stories;
Alive with enchantment

School holiday programs – Alive with fun

Walks and trails (e.g. Flower to Tower Black Mountain walk) – Alive with discovery

Summer concerts / music programs – Alive with music

Outdoor cinema – Alive with entertainment

Snakes Alive (reptile display) – Alive with discovery; Alive with excitement

Bonsai display – Alive with beauty

Public talks (e.g. Friends' Thursday talk) – Alive with knowledge; Alive with information

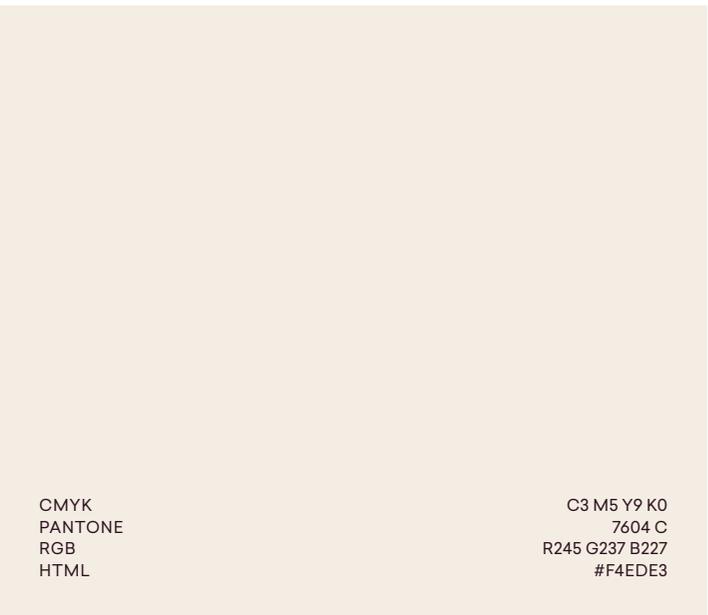
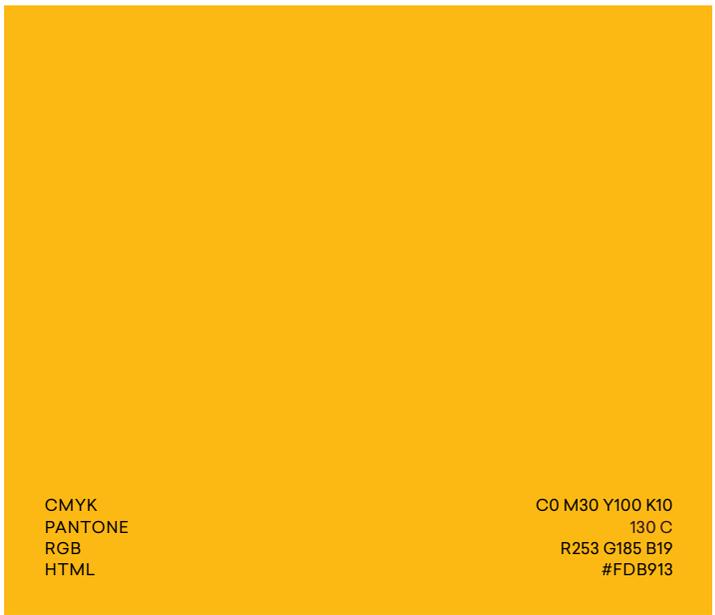
Debates and public forums – Alive with conversation

Primary colour palette

The ANBG colours demonstrated here are the preferred primary colours for the logo and brand. These colours reinforce the visual identity of ANBG and its activities.

Correct use and consistency of colours, fonts and the logo are vital to maintaining the brand identity. These colours should not be altered for any reason.

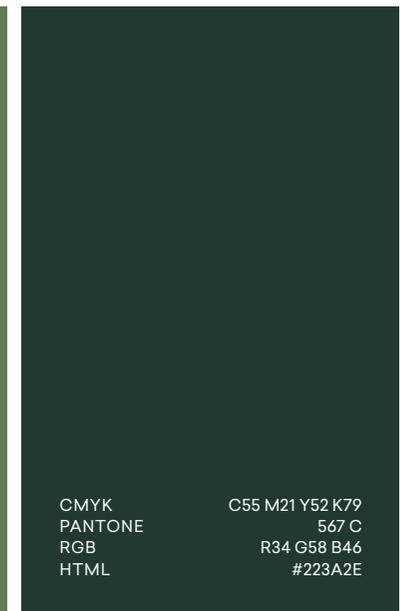
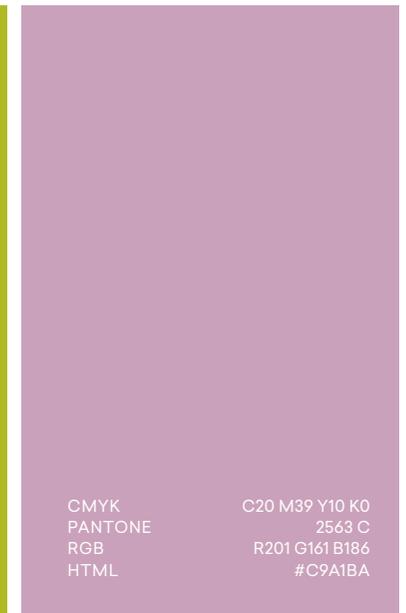
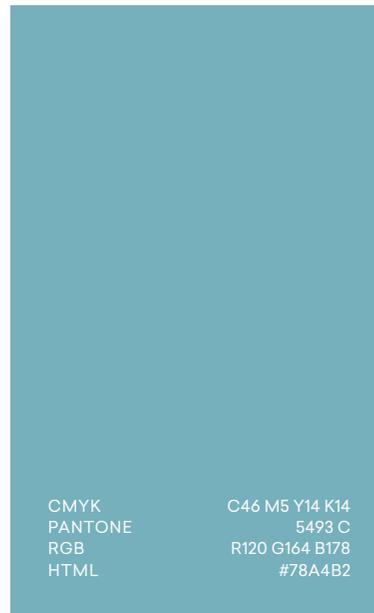
When spot colour is used the Pantone® colour system is referred to. Equivalent references for 4 colour (CMYK) & Digital colours (RGB & HTML) are given here. RGB colours are suitable for online projects such as PowerPoint presentations, websites and video. Do not use RGB colours for printed material.



Secondary Colour Palette

The ANBG colours demonstrated here are the secondary colours for the brand.

These colours reinforce the visual identity of ANBG and its activities - providing depth to the brand palette and allowing versatility throughout brand collateral.



Corporate/ body copy typeface

The primary ANBG typeface is Effra.

The ANBG brand mark uses Effra Regular in lowercase.

A large range of weights in Effra allow for flexibility and versatility throughout brand assets.

Effra should be used for body copy in all printed communications where possible, and in rendered form for online and electronic applications.

When use of Effra is not possible, (eg. when using word or powerpoint templates) the recommended alternate sans serif typefaces, **Arial** or **Helvetica** should be used.

Effra is an Adobe font that can be easily downloaded and synced to all Adobe programs from:

<https://fonts.adobe.com/fonts/effra>

Effra

AaBbCc

Light

Light Italic

Regular

Italic

Medium

Medium Italic

Bold

Bold Italic

Heavy

Heavy Italic

Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase

abcdefghijklmnopqrstuvwxyz

Punctuation

!@#%&'()*+,-./:;<=>?[]_{}~`|'"/\(){}.*
#%&'()*+,-./:;<=>?[]_{}~`|'"/\(){}.*

Numerals

0123456789

Currency

\$¢£¥€¤

Display/headline typeface

The ANBG brand style uses the typeface **Lora** for headlines throughout communication materials.

When use of Lora is not possible, (eg. when using word or powerpoint templates) the recommended alternate serif typeface, **Georgia** should be used.

Lora is a Google font that can be easily downloaded from:

<https://fonts.google.com/specimen/Lora>

Lora

AaBbCc

Regular

Regular Italic

Bold

Bold Italic

Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lowercase

abcdefghijklmnopqrstuvwxyz

Punctuation

!;?<>><>.,:;'“”...|!-_- \ / () [] { } • *
% % o \$ © ® ¶ ™ @ & † ‡ °

Numerals

0123456789

Currency

\$ ç £ ¥ € ¤

Imagery style

The ANBG imagery style helps to visually express the ANBG brand. It's how the Gardens relate to stakeholders.

To help ensure visitors of the Gardens and the wider community engage with the Gardens, imagery should be vibrant and lively - representing the plethora of colour and life within the Gardens.

Imagery should feel warm, friendly and engaging and always be natural and realistic.



*Images shown here are for style reference only. Not all of these images are rights released for use by the Australian National Botanic Gardens.

Icon illustrations

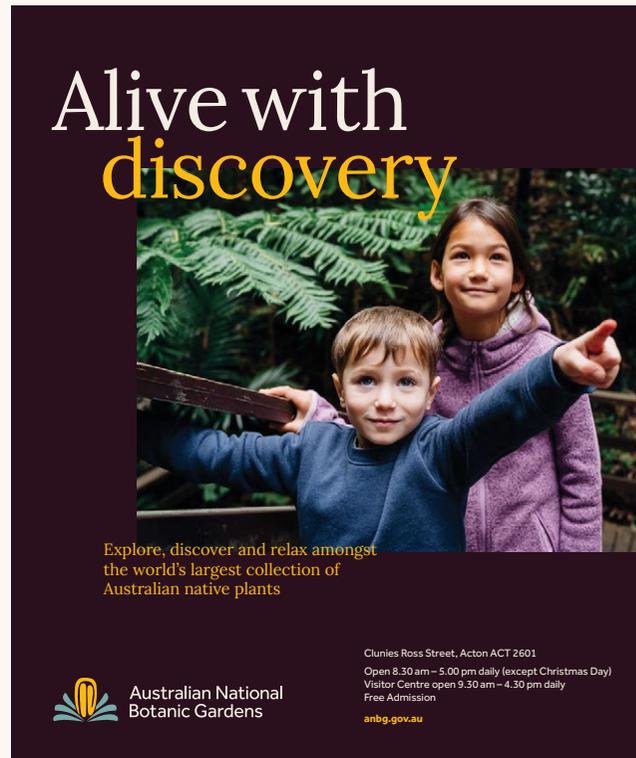
These illustrations have been created for use throughout ANBG communication materials. They can be used at the designer's discretion, however recommended usage can be seen in the brand applications found in this document.



Brand Application

Press ads templates – brand

Standard template layouts shown on this page provide examples for corporate brand press advertising. These can be adapted to suit various formats and sizes as well as colour and mono representations.



**Alive with
discovery**

Explore, discover and relax amongst the world's largest collection of Australian native plants

Clunies Ross Street, Acton ACT 2601
Open 8.30 am – 5.00 pm daily (except Christmas Day)
Visitor Centre open 9.30 am – 4.30 pm daily
Free Admission
anbg.gov.au

 Australian National Botanic Gardens

← Fullpage layout

Halfpage layout



**Alive with
wonder**

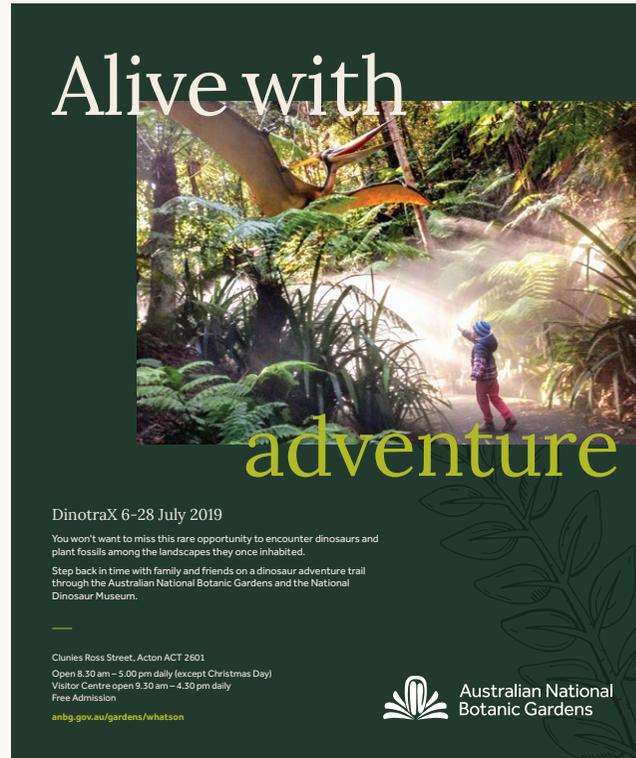
Explore, discover and relax amongst the world's largest collection of Australian native plants.

Clunies Ross Street, Acton ACT 2601
Open 8.30 am – 5.00 pm daily (except Christmas Day)
Visitor Centre open 9.30 am – 4.30 pm daily
Free Admission
anbg.gov.au/gardens

 Australian National Botanic Gardens

Press ads templates - event/promotion

The template layouts shown on this page provide an example for event or promotion focussed press advertising. These can be adapted to suit various formats and sizes as well as colour and mono representations.



Alive with
adventure

DinotraX 6-28 July 2019

You won't want to miss this rare opportunity to encounter dinosaurs and plant fossils among the landscapes they once inhabited.

Step back in time with family and friends on a dinosaur adventure trail through the Australian National Botanic Gardens and the National Dinosaur Museum.

Clunies Ross Street, Acton ACT 2601
Open 8.30 am - 5.00 pm daily (except Christmas Day)
Visitor Centre open 9.30 am - 4.30 pm daily
Free Admission
anbg.gov.au/gardens/whatson

 Australian National Botanic Gardens

← Fullpage layout

Halfpage layout
↓



Alive with
enchantment

**Luminous Botanicus IV:
Shade of trees**

Immerse yourself in the wonders of the natural world after dark with a self-guided discovery of the Australian National Botanic Gardens.

Friday, March 8, 2019
7.30 - 11.00 PM

Australian National Botanic Gardens
Clunies Ross Street, Acton ACT 2601
Adult tickets \$30 / Concession \$25
anbg.gov.au/gardens/whatson

 Australian National Botanic Gardens

DL brochures

The Gardens have a range of informative DL brochures available for visitors to take. A clear style has been set for these brochures to allow for consistency when creating further materials in the future.

Aside and in the following pages are some examples of brochure layouts.

Getting to the Gardens

Public Transport
 School holidays No. 81 (tourist route)
 Weekends/public holidays No. 981
 Weekdays No. 3 to ANU - Burton and Garran Hall,
 Daley Road (10 mins walk to the Gardens)



5 minutes drive from the City Centre
 Clunies Ross Street, Acton ACT 2601
 Open 8.30 am - 5.00 pm daily (except Christmas Day)
 Visitor Centre open 9.30 am - 4.30 pm daily
 Free Admission

Visitor Centre & Venue Hire
 02 6250 9540 | visitorcentre@anbg.gov.au

Education Bookings
 02 6250 9408 | education@anbg.gov.au

Botanical Bookshop
 02 6257 3302 | botanicalbookshop.com.au

Hudson's in the Gardens Cafe
 02 6248 9680 / 02 6262 9460 | hudsonscatering.com.au

anbg.gov.au/gardens
 twitter.com/anbg
 @AustralianNationalBotanicGardens



Discovering Australia's Garden



Alive with *discovery*
 Explore, discover & relax amongst
 the world's largest collection of
 Australian native plants



Australian National Botanic Gardens

Flora from across Australia

There is nowhere else in the world you can discover the unique biodiversity of the changing landscapes of Australia in one place.

Experience the extraordinary diversity of the flora of the Blue Mountains and the Sydney sandstone region.

Take a journey through the rainforests of Australia's eastern coastline from Tasmania to Queensland.

Explore Tasmanian plants from the heathlands to the rainforests.

Marvel at the diversity and beauty of Mallee plants from western and southern Australia.

Wander along a boardwalk in the Grassy Woodlands Garden and encounter native grasses and threatened plants.

Visiting the Gardens

Visitor Centre
 9.30 am - 4.30 pm daily
 Electric scooters and manual wheelchairs are available for loan, free of charge.

Free Guided Walks
 11.00 am and 2.00 pm daily

Display Glasshouse
 9.00 am - 4.00 pm daily

Botanical Bookshop
 9.30 am - 4.30 pm daily

Hudson's in the Gardens Cafe
 8.30 am - 4.30 pm daily

National Botanic Gardens

At the Australian National Botanic Gardens you can explore the true beauty of Australia's diverse flora. From spectacular flowering waratahs in spring, to wattles and banksias in winter.

You can discover one-third of Australia's native flowering plants and half of Australia's iconic Eucalypts when you visit the Gardens.

Only minutes from the City, the Australian National Botanic Gardens is one of Canberra's hidden treasures.

Help protect our plants

To protect our precious collection the following are not permitted within the Gardens: pets, ball games, frisbees, kites, bicycles, skateboards, scooters, rollerblades, BBQs and fires.



DL brochures - 6pp

Planning your visit

Visitor Centre
Pick up a visitor map and get ideas for your visit.
Open from 9:30 am to 4:30 pm seven days a week.

Free Guided Walks
Tours depart the Visitor Centre at 11.00 am and 2.00 pm daily.

Flora Explorer Electric Bus Tours
Enjoy a 45-minute highlight tour of the Gardens.
Tours run on selected days. Cost applies; tickets from the Botanical Bookshop.

Main path loop
The wheelchair-accessible 1.4 km Main Path loops through the Gardens. Radiating out from the Main Path are sealed and unsealed walking tracks for you to explore all the Gardens has to offer. Also experience the Bushland Nature Walk, a 3 km return walk through natural bushland.

Walking tracks
Pick up a brochure from the Visitor Centre and explore one of the self-guided trails and walks.

Botanical Bookshop
Features a large selection of botanical books, unique Australian gifts and souvenirs.
Open 9.30 am – 4.30 pm daily

Hudson's in the Garden
A café nestled among the beautiful surrounds of the Gardens – Hudson's offers exquisite food, sensational coffee and an escape from the urban rush.
Open 9.00 am – 4.00 pm daily

Jindii Eco Spa
Add a touch of pampering to your visit to the Gardens. Jindii Eco Spa offers a range of spa treatments using natural Australian botanical products.
Open 9.00 am – 6.00 pm Mon – Sat (to 9.00 pm on Thur)

Getting to the Gardens

Parking:
Ample parking available, including disability spaces. Parking fees apply.

Ride:
An easy 5 minute bicycle ride from the city. Bikes not permitted beyond the car park.

Buses:
Mon – Fri: ACTION bus route No. 81
Weekends: ACTION bus route No. 981
ACTION bus timetable www.action.act.gov.au

For the safety of visitors & protection of plants:
No ball games, frisbees, bicycles, skateboards, scooters, rollerblades or pets are allowed in the Gardens.

Get in touch

Clunies Ross Street, Acton ACT 2601
Open 8.30 am – 5.00 pm daily (closed Christmas Day)
Visitor Centre open 9.30 am – 4.30 pm daily
02 6250 9388 | info@anbg.gov.au

Visitor Centre & Venue Hire
02 6250 9340 | visitorcentre@anbg.gov.au

Education Bookings
02 6250 9408 | education@anbg.gov.au

Botanical Bookshop
02 6257 3302 | botanicalbookshop.com.au

Hudson's in the Gardens Cafe
02 6248 9680 / 02 6262 9460 | hudsonscatering.com.au

Jindii Eco Spa
02 6257 8777 | relax@jindii.com.au

anbg.gov.au
twitter.com/anbg
[@AustralianNationalBotanicGardens](https://www.facebook.com/AustralianNationalBotanicGardens)

 Australian Government
Parks Australia

Australia's Living Treasure



Alive with discovery
Explore, discover & relax amongst the world's largest collection of Australian native plants

 Australian National Botanic Gardens

Australian National Botanic Gardens



Journey across Australia

Only minutes from Canberra's city centre you will find the most diverse collection of Australian plants in the world – around a third of all known Australian species growing in one location.

A place to talk about

Experience plants and landscapes from the cool coastal rainforests to the arid Red Centre.

Share lunch with family and friends in café overlooking the rainforest gully or picnic under the eucalypts.

A place of wonder

Photograph beautiful and unusual Australian plants and share them with friends





A place to explore

Wander the boardwalks and the many bush tracks or join a free guided walk and discover the stories behind the Gardens and Australia's unique plants.

Temporary signage

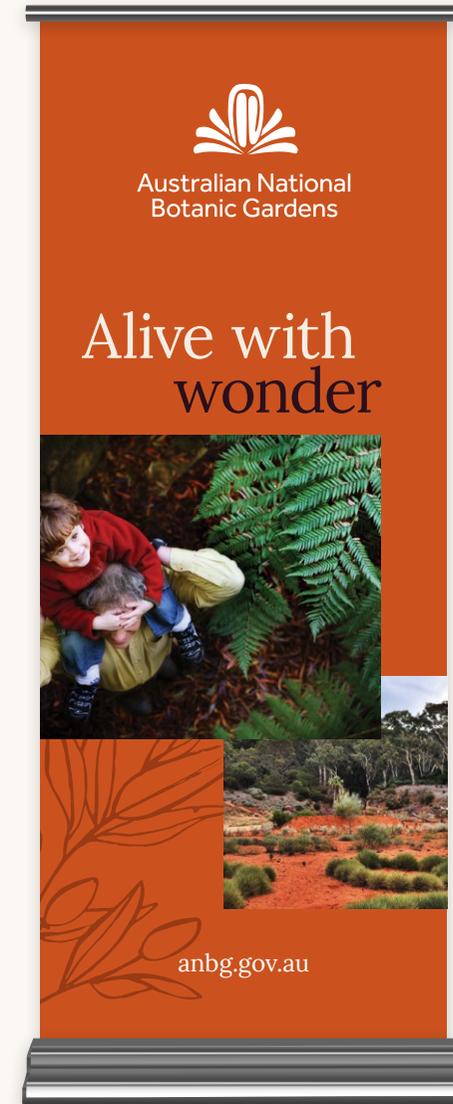
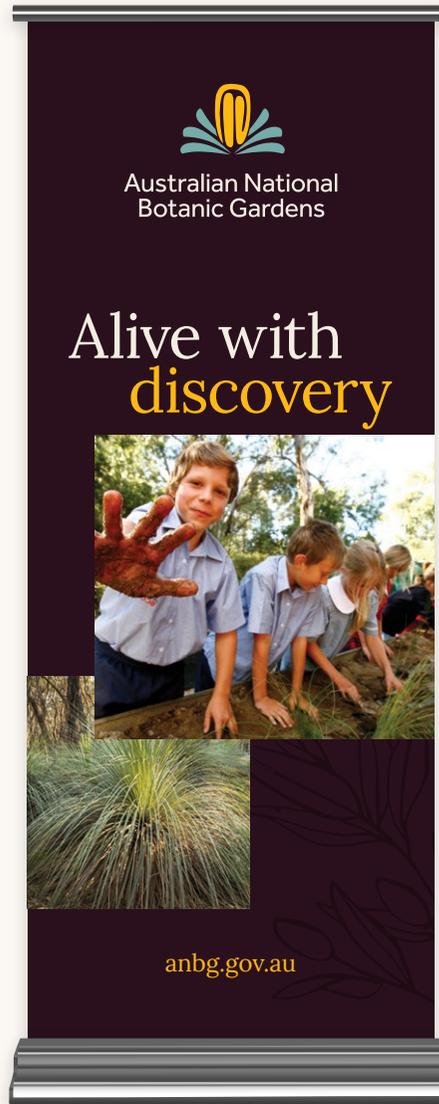
ANBG permanent signage requirements are minimal. However, when the Gardens needs temporary signage it should be designed inline with the guidelines within this document.

Examples of a temporary sign are shown here.



Media banners

Portable signage for use at events include a standard media backdrop, in banner format, as is shown here.



Online templates

Electronic Templates/Guidelines

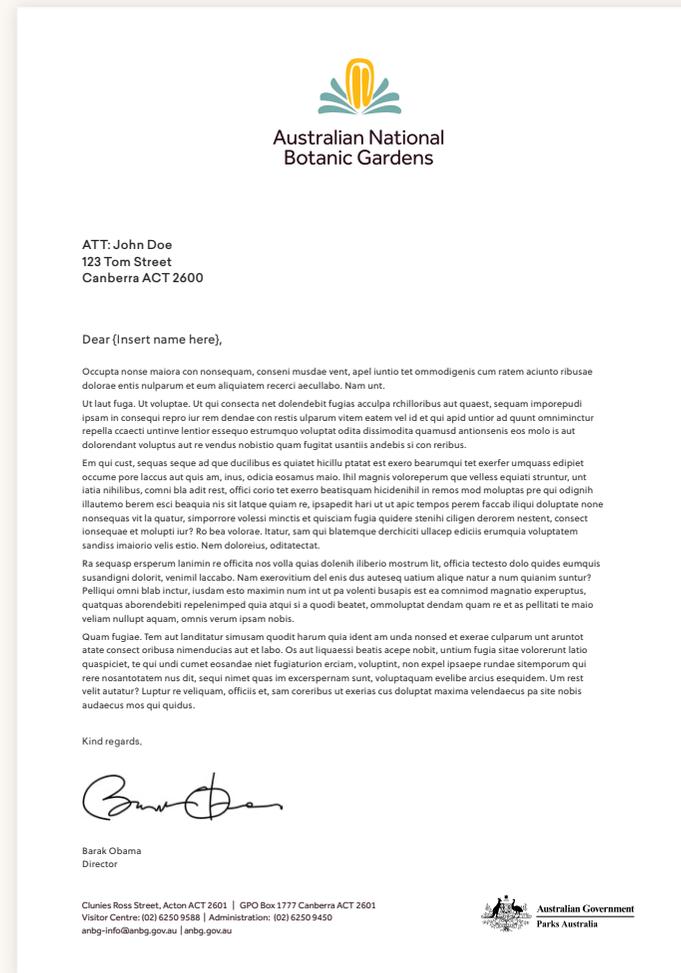
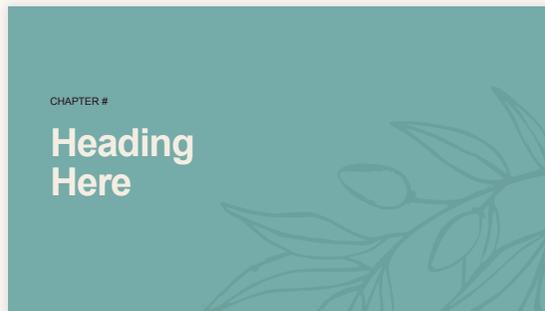
A range of electronic templates have been created to ensure consistency of brand when communicating electronically – i.e. PowerPoint presentations, report and letterhead templates etc.

Templates for these items are available through:

Sabrina Sonntag
Digital Content, Interpretation
and Tourism Marketing
Australian National Botanic Gardens

E: sabrina.sonntag@environment.gov.au
P: 02 6250 9450
M: 0431 184 787

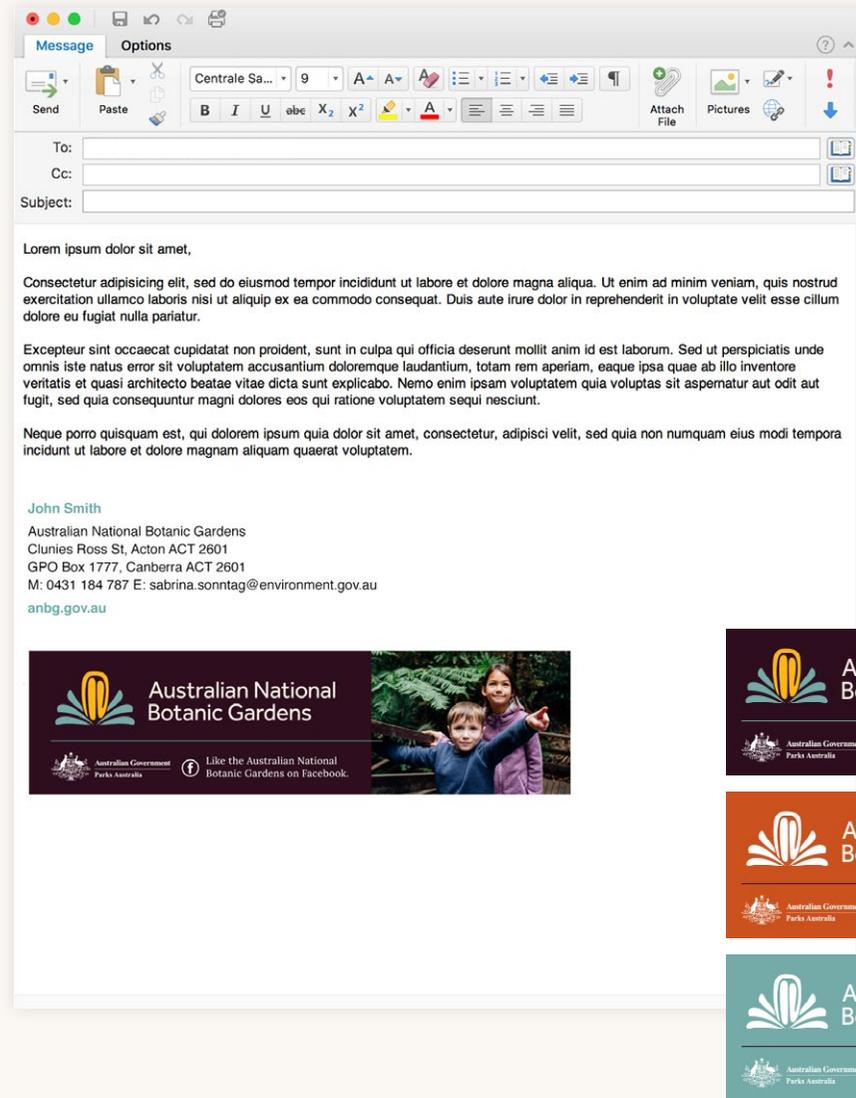
Examples of powerpoint & letterhead templates shown here.



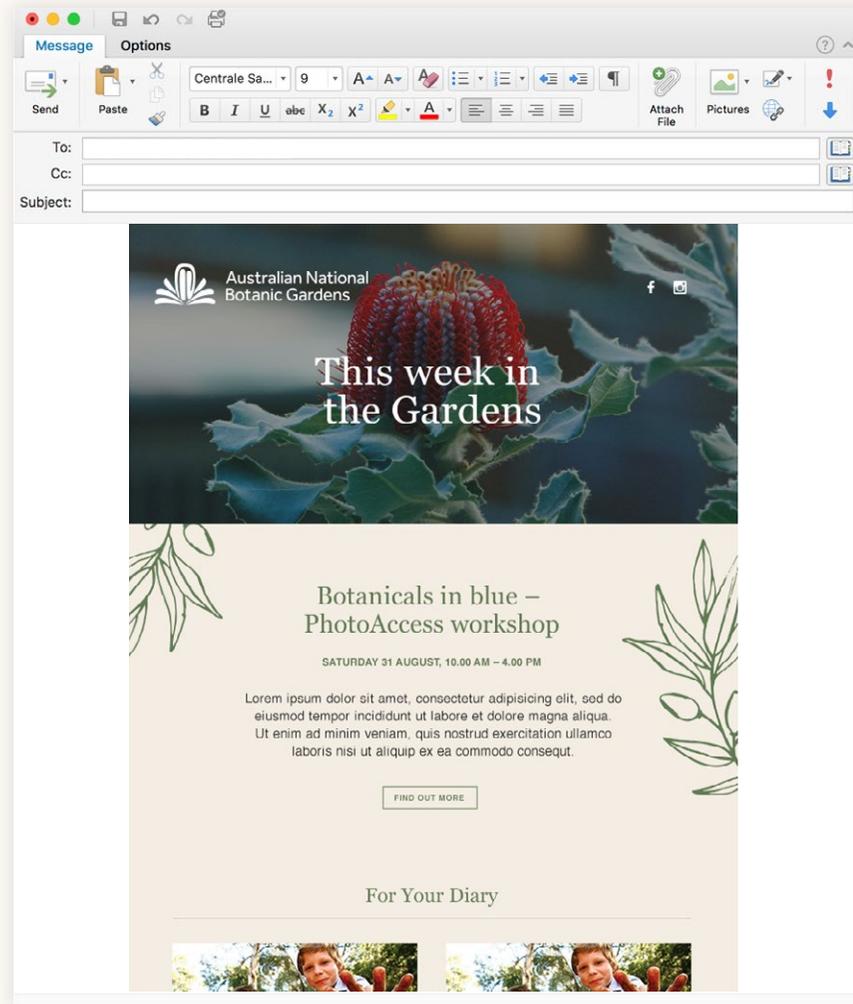
Email signatures

Email is an important touchpoint for staff members of ANBG when communicating to external stakeholders.

It is important that email signature blocks follow the basic guidelines found in this document - an example is shown here.



Email newsletter template



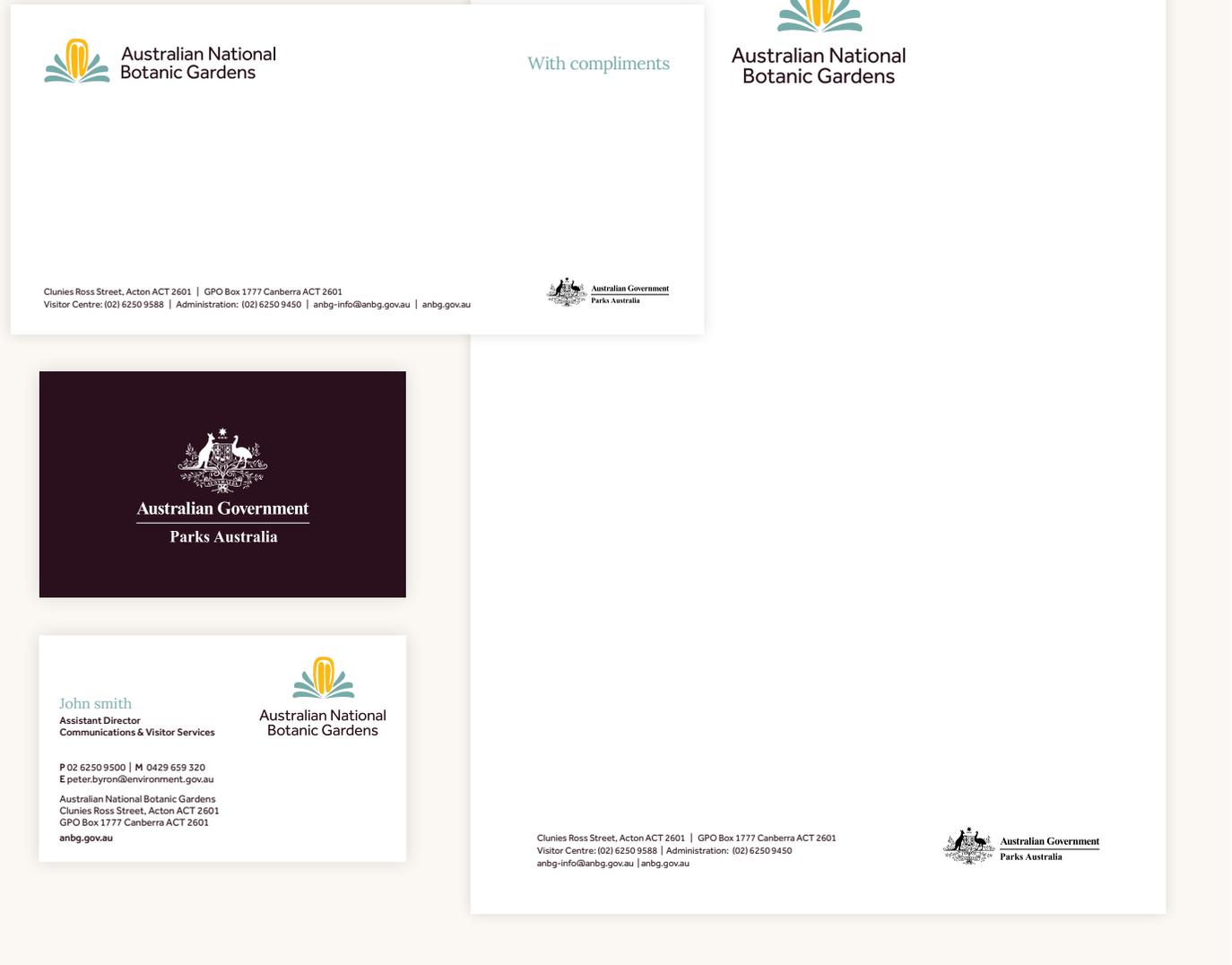
Printed Stationery

Examples of the corporate ANBG Letterhead, Business Cards & With Compliments Slip are shown here.

Templates for these items are available through:

Sabrina Sonntag
Digital Content, Interpretation and
Tourism Marketing
Australian National Botanic Gardens

E: sabrina.sonntag@environment.gov.au
P: 02 6250 9450
M: 0431 184 787



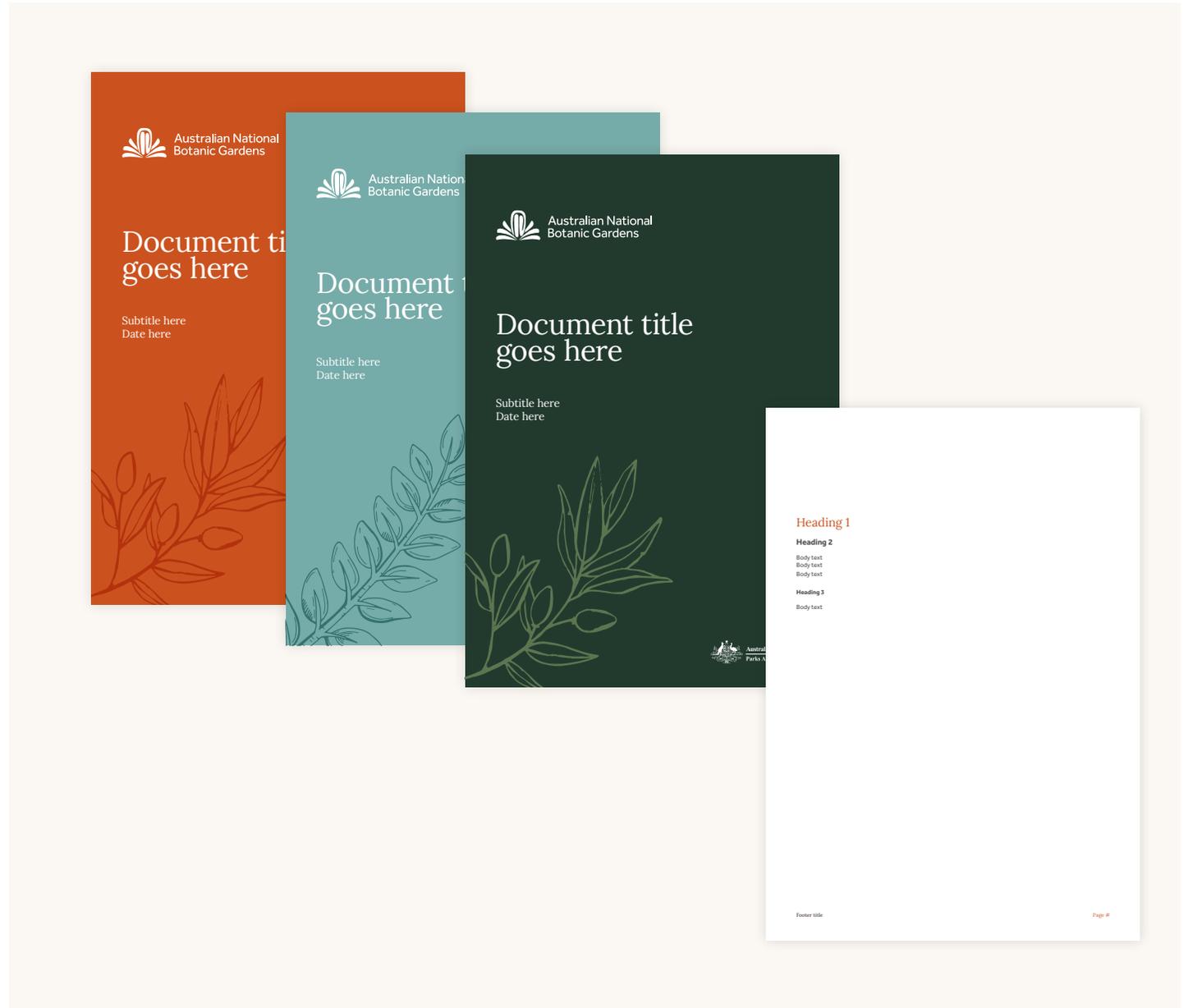
Report/corporate document templates

Examples of ANBG Report and Corporate document templates are shown here.

Templates for these items are available through:

Sabrina Sonntag
Digital Content, Interpretation and
Tourism Marketing
Australian National Botanic Gardens

E: sabrina.sonntag@environment.gov.au
P: 02 6250 9450
M: 0431 184 787



Factsheet Template

Examples of ANBG Factsheet templates are shown here.

Templates for these items are available through:

Sabrina Sonntag
Digital Content, Interpretation and
Tourism Marketing
Australian National Botanic Gardens

E: sabrina.sonntag@environment.gov.au
P: 02 6250 9450
M: 0431 184 787

Alive with *discovery* Red Centre Garden



Australian National Botanic Gardens

In 2010 the Australian National Botanic Gardens began designing a new garden representing Australia's iconic Red Centre. The 4,000m² garden adjacent to the Eucalypt Lawn occupies the site of the former plant production nursery.

- On 31 October 2013 the Red Centre Garden was officially opened by Senator Simon Birmingham, Parliamentary Secretary to the Minister for the Environment.
- A major \$2 million development for the Gardens and a unique visitor experience for Canberra, the Red Centre Garden presents landscapes and iconic plants from Central Australia.
- Eight hundred tonnes of rock was sourced locally and from Queensland for the rocky outcrop and escarpment; while 900 tonnes of red sand from Victoria and 380 tonnes of local brown sand provide the setting for the Red Centre plantings – plus 3,300 tonnes of local underlay soil, which forms a foundation layer for the plants.
- The Red Centre Garden provides the opportunity to trial the growing of some Central Australian plants that have not been grown before at the Australian National Botanic Gardens or in the Canberra region.
- Plants featured in the Red Centre Garden include Spinifex, Mt Connor Wattle, Sturt's Desert Pea, Desert Oak, Mulga and Ghost Gums, to name just a few.
- Incorporated into the landscape design are elements of sand dune country, rocky escarpments, rocky outcrops, chenopod shrublands and desert rivers.
- The Friends of the Australian National Botanic Gardens contributed to the Red Centre Garden by providing \$120,000 to fund production of a pavement artwork, which was developed from a painting purchased from Indigenous artist Teresa Purla McKeenan. This artwork features 33,000 laser-cut holes in metal sheeting.
- Other highlights of the Red Centre Garden include a viewing platform, a children's trail that teaches kids how plants and animals survive in Central Australia, an interpretation hub and a very large thorny devil sculpture.
- The Red Centre Garden complements other habitat and geographic gardens within the Australian National Botanic Gardens such as the Rainforest Gully and Sydney Region Gully. It supports the Gardens' mission to inspire, inform and connect people to Australian native plants.



Clunies Ross Street, Acton ACT 2601
Open 8.30 am – 5.00 pm daily | 02 6250 9540 | anbg.gov.au
twitter.com/anbg | [@AustralianNationalBotanicGardens](https://www.facebook.com/AustralianNationalBotanicGardens)



Promotional items

Promotional items will be developed for specific initiatives. Merchandise design will depend on the item and the intended usage.

Some example promotional items are shown here.



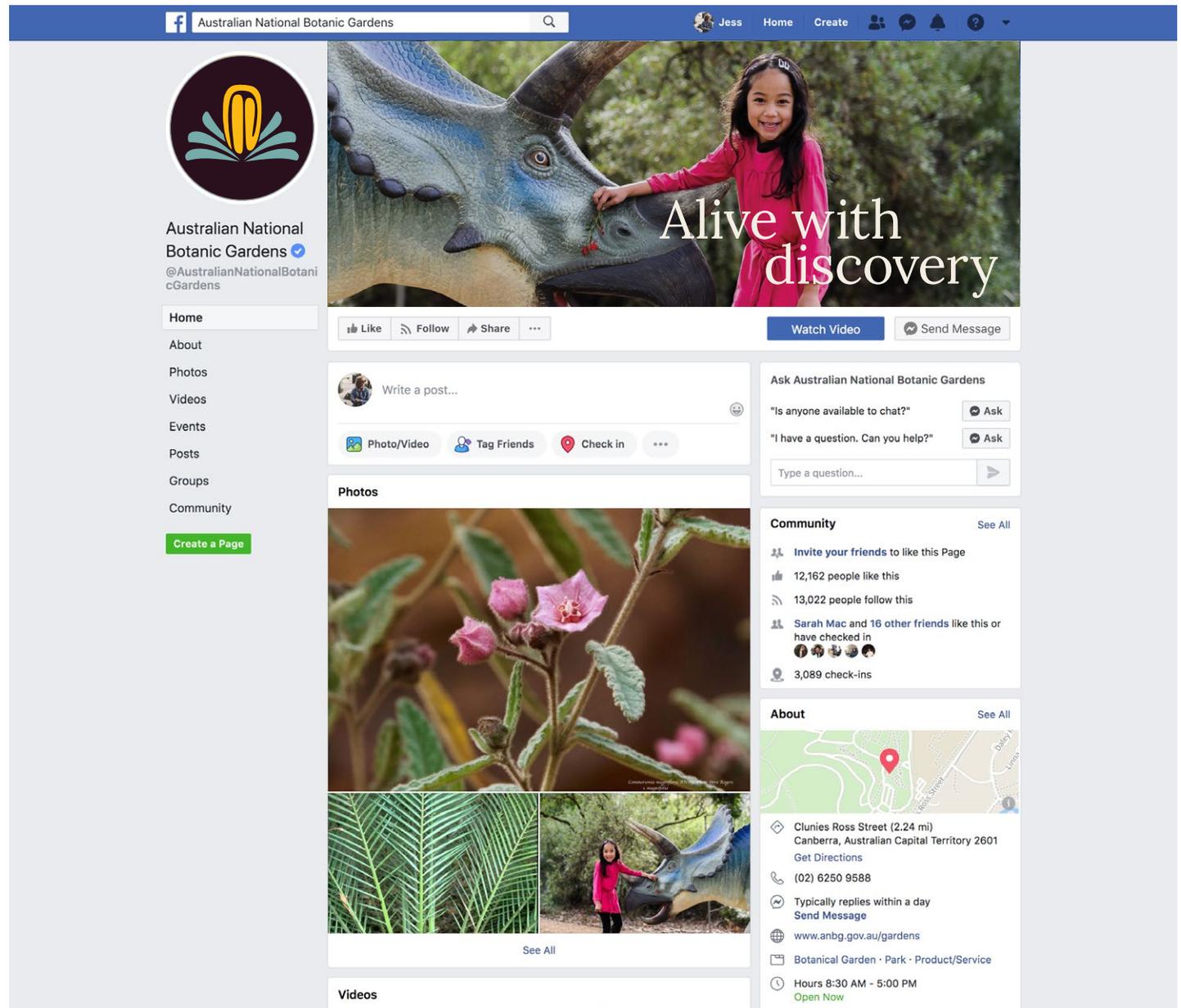
Social media assets

The ANBG social media channels are a crucial touchpoint in reaching the Gardens visitors and wider community.

The ANBG Facebook and Instagram pages should be used to communicate promotions and give insight into the day-to-day happenings throughout the Gardens.

Images used on social media should include people interacting with the Gardens as much as possible, be authentic and engaging.

See example of the ANBG Facebook page aside.

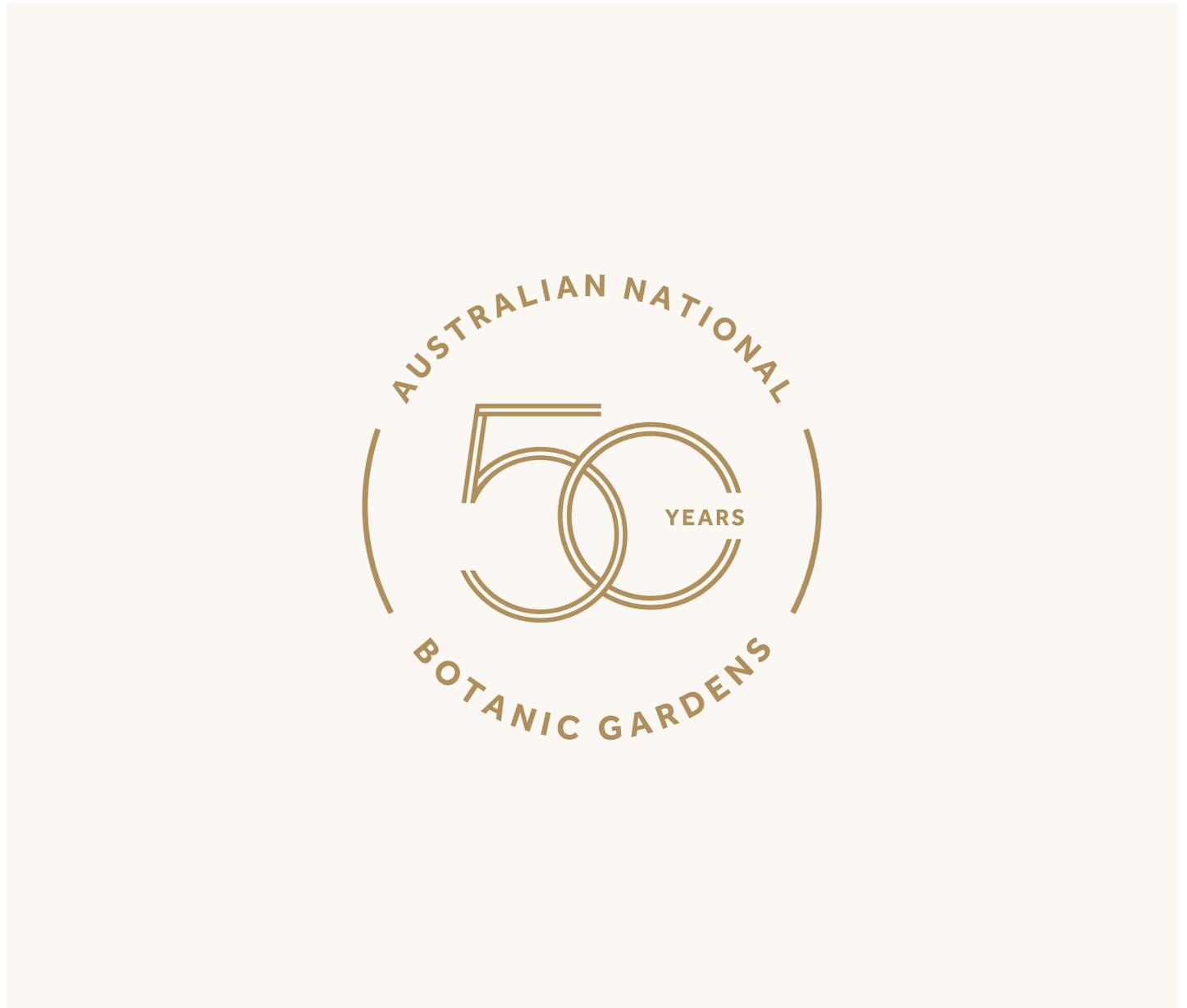


50 Year Anniversary Brand Guidelines

50 Year Anniversary Logo

The logo shown here is the primary 50th Anniversary logo for the Gardens. This logo is to be used throughout 2020 where necessary to commemorate 50 years of the Gardens.

When preparing material that requires the 50 Year Anniversary logo an official electronic version must be used. These are available in a variety of appropriate file formats.



Primary logo variations

The primary 50 Year logo may be reproduced in one of two ways, either in full colour (gold) or monochrome, depending on technical specifications and design considerations.

The logo can never be represented in a tinted format, it can only be printed as a solid.

Note: When using both the ANBG logo and the 50 Year Anniversary logo together there is a secondary lockup logo that should be used in place of the primary 50th Anniversary logo shown here. This is found on page 37 of this document.

CMYK (Full colour)



MONO (Reverse)



MONO (Reverse)



Mono (Black)



Secondary logo variation

When using both the ANBG logo and the 50 Year Anniversary logo together there is a secondary lockup logo that should be used in place of the primary 50th Anniversary logo - this is shown aside.

The secondary lockup logo may be reproduced in one of three ways, either in full colour (including full colour with reversed type and entirely gold) and monochrome, depending on technical specifications and design considerations. Examples of these formats are shown here and on page 38 of this document.

CMYK + Reverse (Full colour)



Australian National
Botanic Gardens



CMYK (Full colour)



Australian National
Botanic Gardens



Secondary logo variations

CMYK GOLD (Full colour)



Australian National
Botanic Gardens



MONO



Australian National
Botanic Gardens



Australian National
Botanic Gardens



50 Year colour palette

The colours demonstrated here are the preferred colours for the 50 Year Anniversary logo and should be used when producing material relating to 50 Year celebrations.

CMYK
PANTONE
RGB
HTML

C85 M50 Y53 K77
309 C
R0 G37 B40
#002528

CMYK
PANTONE
RGB
HTML

C30 M41 Y73 K5
METALLIC GOLD: 872 C
R176 G143 B91
#B08F5B

Logo print specifications

The 50 Year Anniversary logo is best represented in print when it is gold foiled, adding a commemorative feel to materials produced with the logo on them.

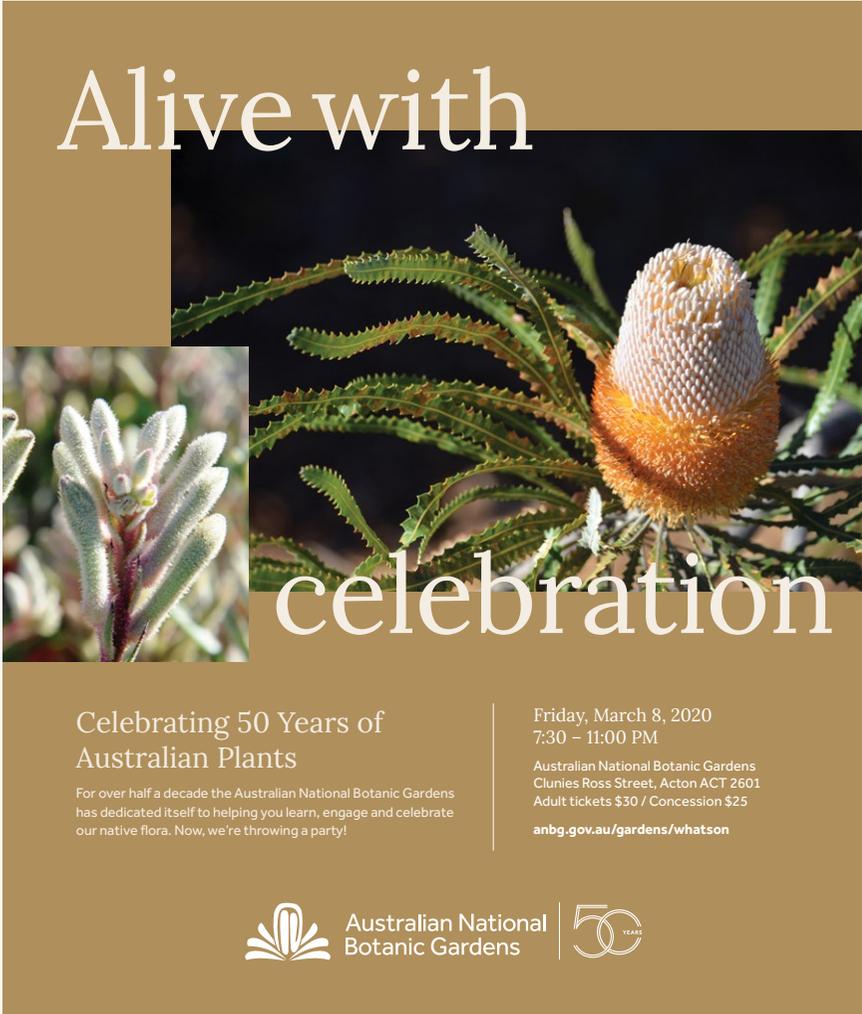
Where possible the logo should be either gold foiled or using a metallic gold Pantone® as per the specifications below:

Gold Metallic Pantone: 872C



50th Anniversary press ads

A template layout shown here provides an example for press advertising throughout 2020 - the Gardens 50th year. This can be adapted to suit various formats and sizes as well as colour and mono representations.



**Alive with
celebration**

**Celebrating 50 Years of
Australian Plants**

For over half a decade the Australian National Botanic Gardens has dedicated itself to helping you learn, engage and celebrate our native flora. Now, we're throwing a party!

Friday, March 8, 2020
7:30 – 11:00 PM

Australian National Botanic Gardens
Clunies Ross Street, Acton ACT 2601
Adult tickets \$30 / Concession \$25

anbg.gov.au/gardens/whatson

 Australian National Botanic Gardens | 

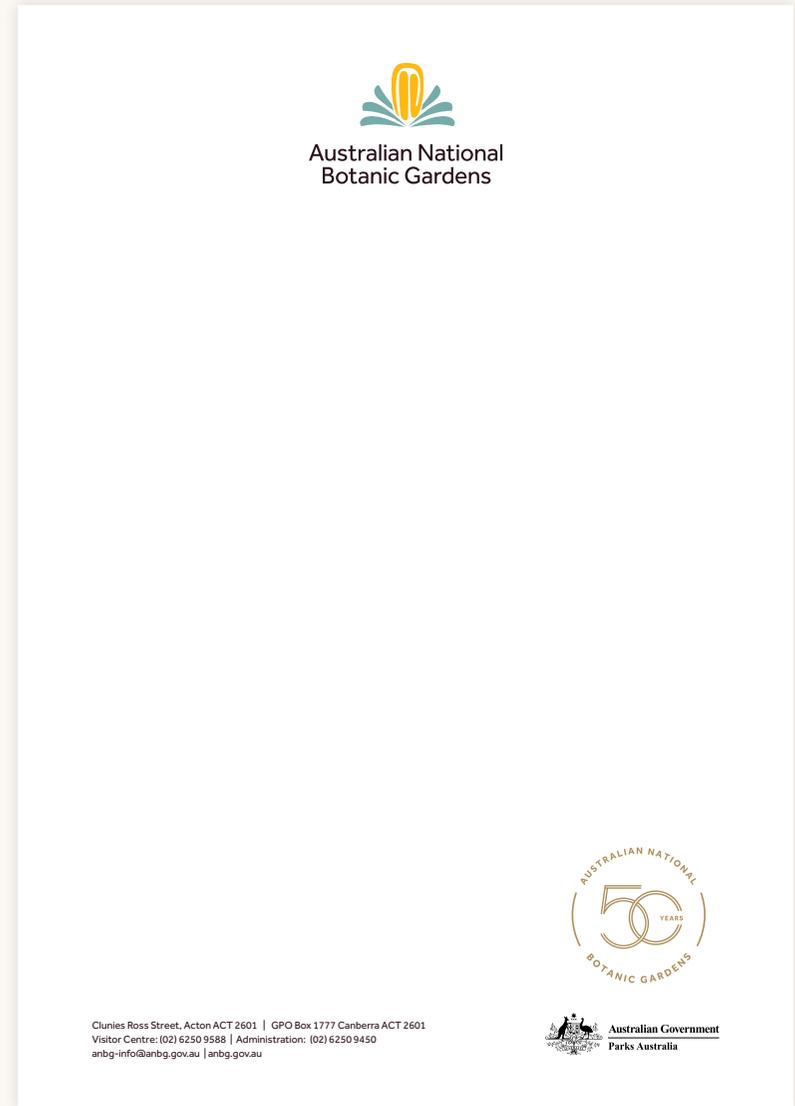
50th Anniversary corporate stationery

Examples of the corporate ANBG 50 Year Anniversary Letterhead and Business Cards are shown here.

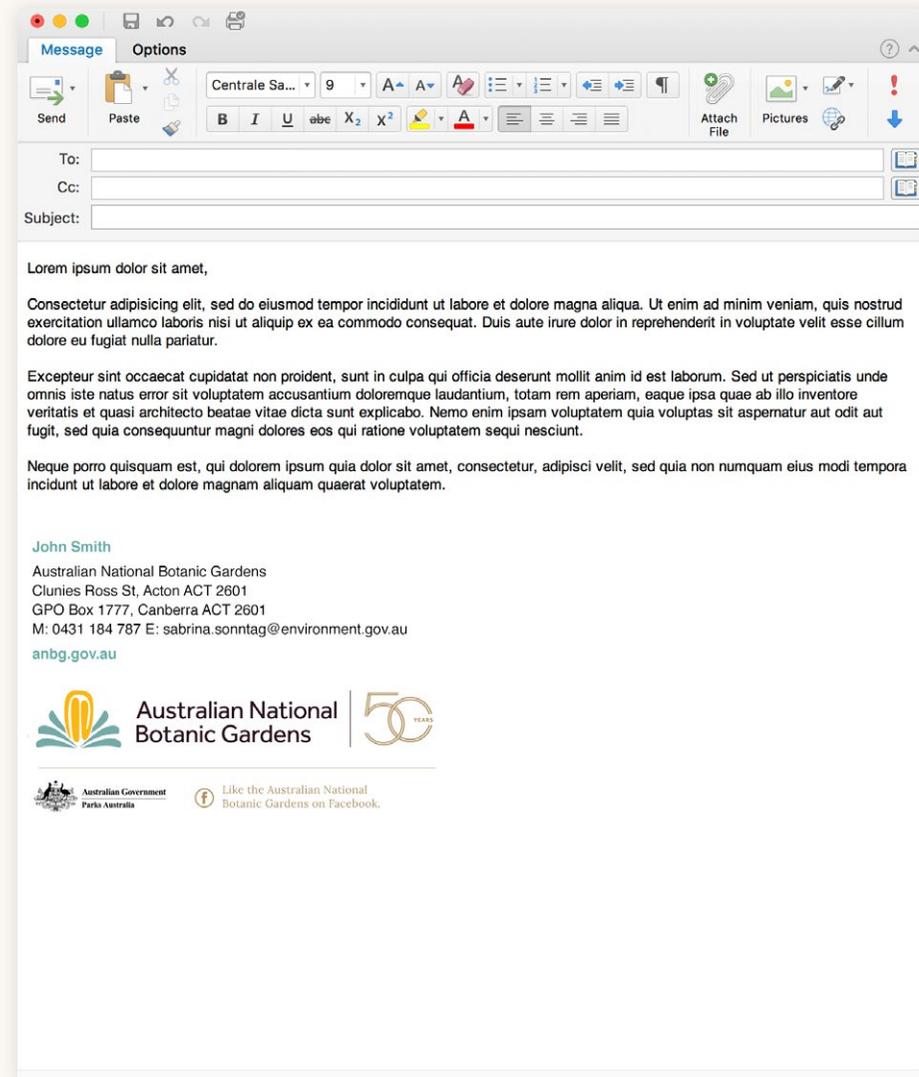
Templates for these items are available through:

Sabrina Sonntag
Digital Content, Interpretation and
Tourism Marketing
Australian National Botanic Gardens

E: sabrina.sonntag@environment.gov.au
P: 02 6250 9450
M: 0431 184 787



50th Anniversary email signature



50th Anniversary promotional items

Promotional items will be developed throughout 2020 to commemorate the 50th Anniversary of the Gardens. Merchandise design will depend on the item and the intended usage.

Some example promotional items are shown here.



50th Anniversary social media assets

See example of the ANBG 50 Year Anniversary branding being utilised on the Facebook page aside.

The screenshot shows the Facebook profile page for the Australian National Botanic Gardens. The page is decorated with a 50th Anniversary banner featuring a close-up of a yellow kangaroo paw flower and the text "Alive with celebration". The profile picture is a circular logo with "50 YEARS" and "AUSTRALIAN NATIONAL BOTANIC GARDENS". The page includes a navigation menu on the left with options like Home, About, Photos, Videos, Events, Posts, Groups, and Community. The main content area shows a "Write a post..." section, a "Photos" gallery with images of pink flowers and a dinosaur, and a "Videos" section. On the right, there are sections for "Ask Australian National Botanic Gardens", "Community" (with 12,162 likes and 13,022 followers), and "About" (with location, phone number, and website information).

Resources

For access to any of the ANBG resources mentioned in this document please contact:

Sabrina Sonntag

Digital Content, Interpretation and Tourism Marketing
Australian National Botanic Gardens

E: sabrina.sonntag@environment.gov.au

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