ACYF 2025

Branding Guidelines

Use of logo

The ACYF logo is freely available to aid promotion of the Australian Catholic Youth Festival but is not to be used for any commercial purpose, including for merchandise sold for profit. The logo may only be used for purposes that align with mission of the Catholic Church and the Australian Catholic Youth Festival.

Logo Versions

Full Colour

The preferred logo for general use.

Black Logo

When a greyscale or black and white colour palette is required.

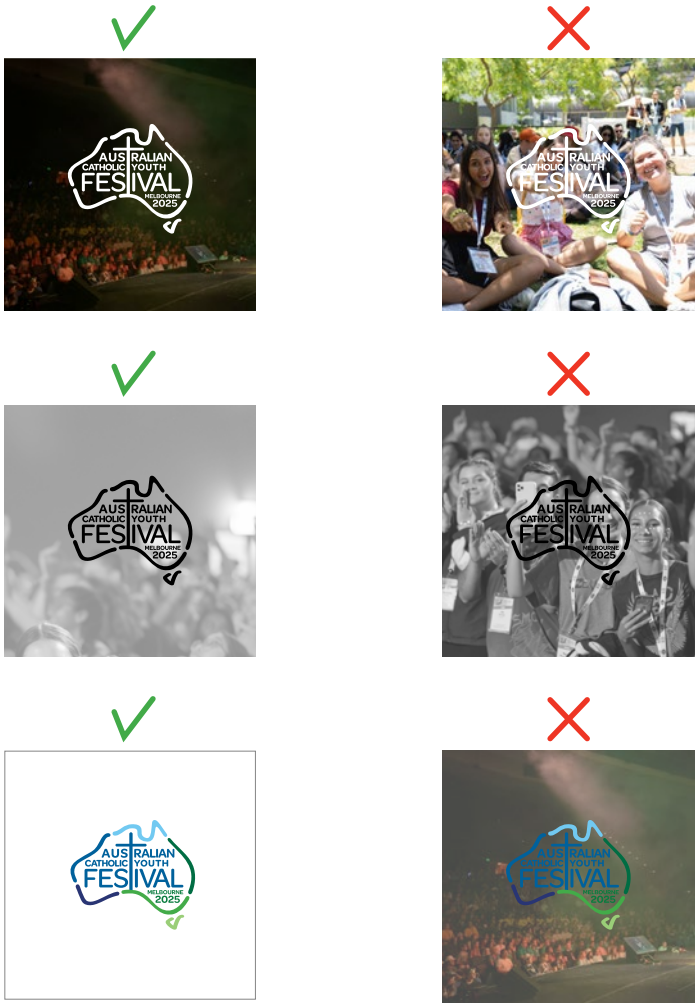
White Logo

Use this version over images or brand colour backgrounds.

Logo Use

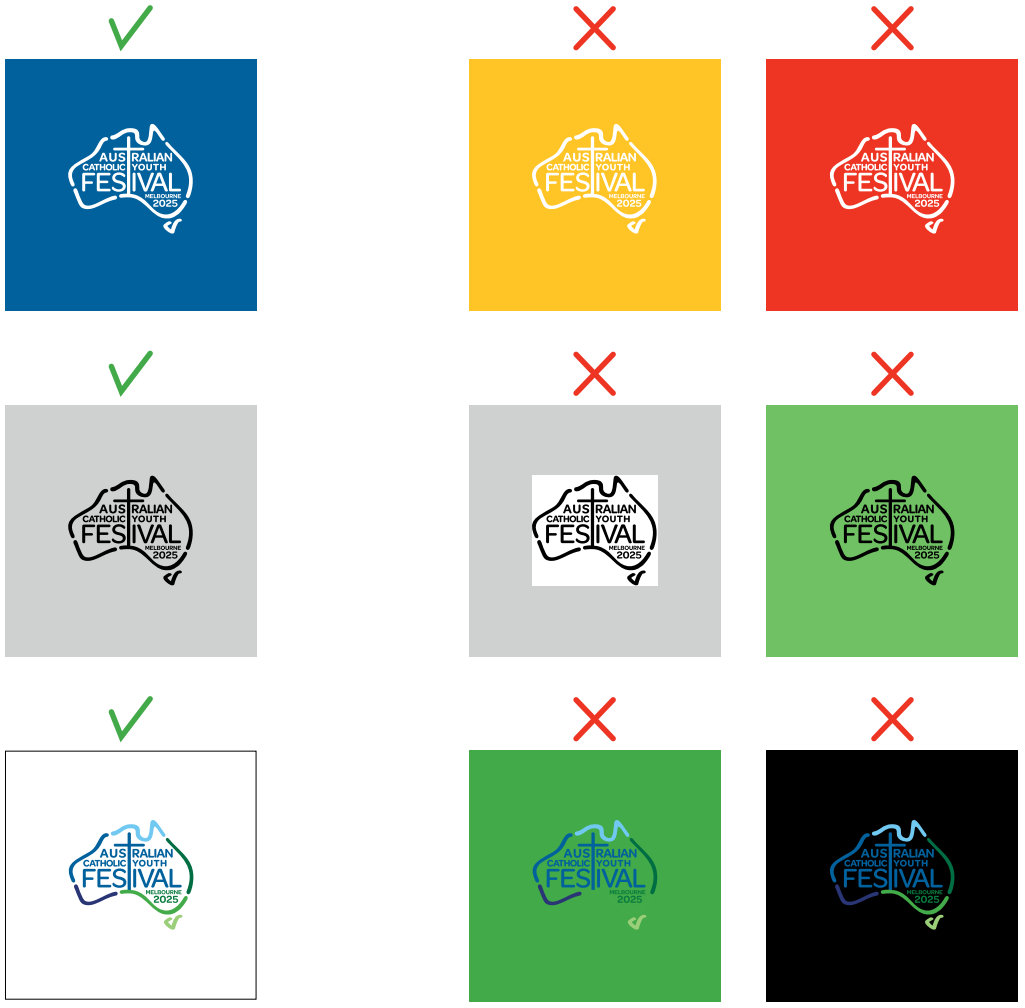
Placing the logo over images:

When placing the logo over an image, use the white or black versions. Make sure the image isn't too detailed or close in tone to the logo, so the logo remains clearly visible. The coloured logo should only go on a white background—never directly on an image.



Using the logo over coloured backgrounds:

Always choose from the approved brand colour palette (page 5) to ensure brand consistancy. Make sure the logo remains clearly visible. Only use the black logo when a greyscale palette is needed. Use the transparent version of the logo to avoid a white box behind it. Do not place the coloured logo over any background that is not white.



Do not stretch

Do not add shadows

Do not change colours

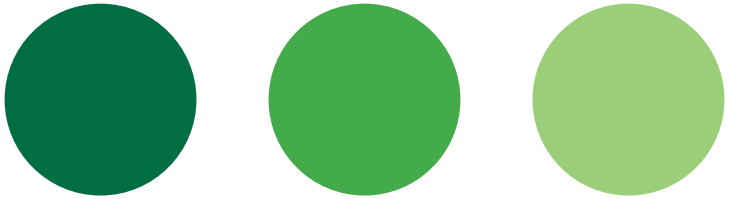
Do not add outlines

Do not rotate

Do not reduce opacity

Logo Colour Palette

GREEN HUES

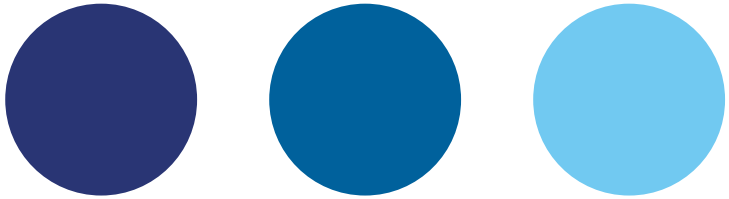


DARK GREEN
#006A4B
RGB (0, 106, 75)
CMYK (98, 37, 93, 16)

MID GREEN
#42AA48
RGB (66, 171, 73)
CMYK (75, 7, 100, 0)

LIGHT GREEN
#96DC78
RGB (50, 220, 120)
CMYK (43, 0, 70, 0)

BLUE HUES



DARK BLUE
#293474
RGB (41, 52, 116)
CMYK (92, 84, 7, 28)

MID BLUE
#00619C
RGB (0, 97, 156)
CMYK (95, 64, 14, 1)

LIGHT BLUE
#71C9F1
RGB (113, 201, 241)
CMYK (50, 3, 0, 0)

ACCOMPANYING SHADES

BLACK
#231F20
RGB (35, 31, 32)
CMYK (0, 0, 0, 100)

WHITE
#00619C
RGB (0, 97, 156)
CMYK (0, 0, 0, 60)

Logo Colour Relevance

GREEN HUES

Spiritual relevance:

Life, growth, renewal, and prosperity. Green pastures.

Natural relevance:

Green gums of Victorian Eucalyptus.
Melbourne parks and gardens, Victorian countryside.

Landmark relevance:

Melbourne trams (bringing Pilgrims in and out).

BLUE HUES

Spiritual relevance:

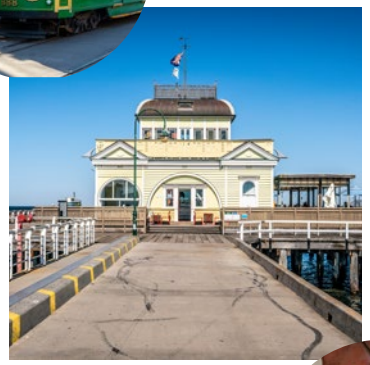
Purity, waters, baptism, sea, sky, heaven.

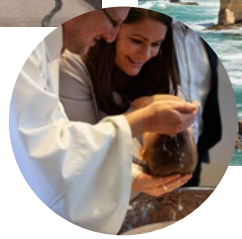
Natural relevance:

Blue waters connecting Melbourne rivers to the ocean.
Bluestone of Victoria. Port Philip Bay, the ocean.

Landmark relevance:

Blue cityscape, bluestone at St Patrick's Cathedral, cobblestone laneways for which Melbourne is famous. Blue trains (bringing Pilgrims in and out).





Brand Fonts

‘Nunito Semibold’: Use for titles, headings and key information
(Available as a free download on Google Fonts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

‘Poppins Bold’: Use for subheadings
(Available as a free download on Google Fonts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&*!?

‘Poppins Regular’: Use for longer sections of text
(Available as a free download on Google Fonts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

Text Styling Examples

TITLES, HEADINGS & KEY INFORMATION

Nunito Semibold / Title Case

Use the ‘Mid’ or ‘Dark’ brand colours on a white background, or in white over a brand colour background.

For titles, headings or key information, ‘Nunito SemiBold’ is a good choice.

For titles, headings or key information, ‘Nunito SemiBold’ is a good choice.

SUBHEADINGS

Poppins Bold / Sentance Case

Use black, the ‘Mid’ or ‘Dark’ brand colours on a white background, or in white over a brand colour background.

SUBHEADING EXAMPLE

BODY TEXT

Poppins Regular / Sentance Case

Preference black, or use the ‘Mid’ or ‘Dark’ brand colours on a white background.

Poppins Regular works well if you want to use a lot of text, such as in the body of the material you are designing. It is clean, easy to read at smaller sizes, and looks good in print and on websites.

CATHOLIC ARCHDIOCESE
OF MELBOURNE

These guidelines have been developed by the Catholic Archdiocese of Melbourne to guide the design of ACYF 2025 promotional materials.

FOR FURTHER INFORMATION, PLEASE CONTACT:

P: (03) 7064 3995 / E: acyf@cam.org.au