

AFTRS

Identity
Style Guide

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A.

Brand Story and Purpose

VISION 2021

To be the reference point for innovation in screen, sound, and story-making, globally.

PURPOSE

To find and empower Australian talent to shape and share their stories with the world by delivering future-focused, industry-relevant education, research and training.

VALUE PROPOSITION

FOR EVERY
STORYTELLER'S
NEXT ACT.

TONE OF VOICE

TONE OF VOICE

AFTRS is a unique character. We're one of the world's leading schools in the art of storytelling through screen and sound – how we shape and share our own story should be our greatest demonstration of this truth.

1. BE A STORYTELLER

Fight the lure of ordinary. Instead of simply communicating the facts about a new course or initiative, create for impact.

2. BE INCLUSIVE

AFTRS exists to empower all Australian storytellers. Wherever they come from, whoever they are. Always strive for accessibility. Favour 'we' over 'me'.

Strive to be understood by all. Use words to build bridges, not walls.

3. SPEAK WITH AUTHORITY

Write with authority, not arrogance. AFTRS is thoughtful, collaborative and informed. Avoid bald claims or sweeping statements. Substantiate your point of view.

4. STAY RELEVANT

AFTRS is a prestige brand, we don't just trade off the successes of the past. Always strive to connect what we're doing, with what matters most to people today.

5. GO BOLD

AFTRS invests in initiatives that change the face of the industry, and the future of it. These are not meek ambitions. Use active language. Speak with passion for the things we believe in and do. Keep communications sharp, confident and clear. Have the courage to take risks and challenge category convention.

B.

Brand Idea

STRATEGIC BRAND IDEA & DESIGN SYSTEM

Whether in film, on television, radio or online, great stories take us on a journey.

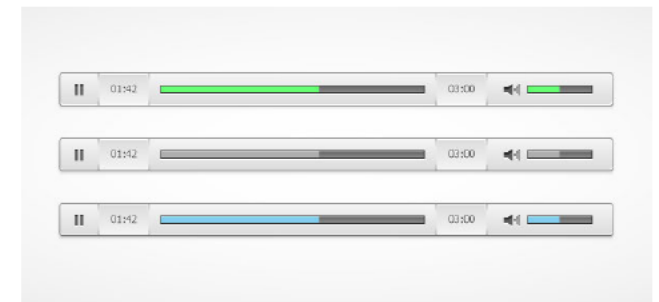
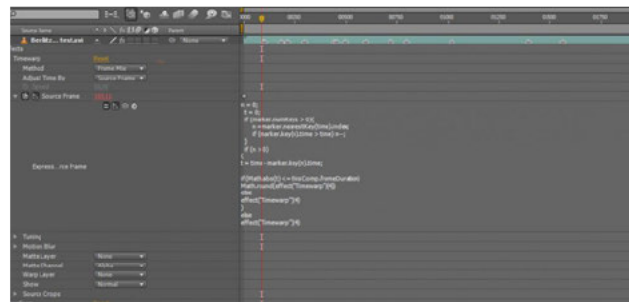
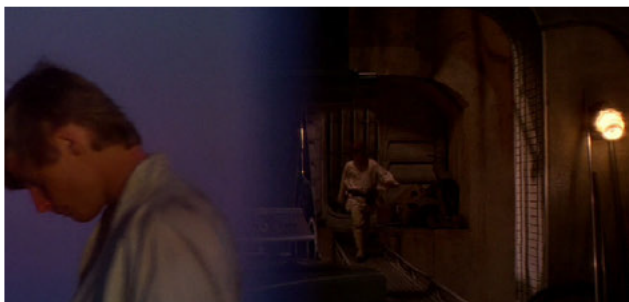
In the same way, AFTRS supports all Australians — irrespective of background or circumstance — in their own career journeys. The school is for every storyteller's next act.

Our visual identity is built on this powerful idea (and marks a point in time in AFTRS own 'story'). It's a screen first identity which will be shown animated or for static applications as frozen moments of a dynamic animation in progress, acknowledging our core business of screen and sound storytelling.

STRATEGIC BRAND IDEA & DESIGN SYSTEM

The visual identity ‘timeline’ system developed for AFTRS references timelines used in both vision and sound editing.

Importantly, the design system as a whole will be as iconic as the school itself, and will be identifiable even in the absence of any language or logo; delivering on our brand’s chief position as Australia’s premier screen and broadcast school.



C.

The System

THE SYSTEM

The new AFTRS identity creates a robust design system that stretches beyond the logo to inform all brand touch points, from core brand items, printed communications, through to social media, digital, signage and beyond.

MASTER LOGO



WORD MARK

The word mark has been designed to have a unique and recognisable character. Both the A and R letter forms have been custom made.

AFTRS

GOVERNMENT CREST

The Australian Government crest should be used on all AFTRS corporate materials and collateral where space permits. E.g. the Government crest is used on AFTRS business cards and letterhead, website and back page of course brochures. The crest should not sit next to the AFTRS logo, typically it should sit at the bottom of a page. Preference is to use the Crest with just the Australian Government words.



Australian Government



Australian Government

AFTRS



Australian Government

Australian Film Television and Radio School

ALL LOGOS

To enhance the impression of frozen moments, a logo set has been created of multiple different “frames” from the logo animation.



AFTRS



AFTRS



AFTRS

LOCK UP

AFTRS

Australian Film Television
and Radio School

SUB BRANDS

AFTRS
CORPORATE

AFTRS
INDUSTRY

AFTRS
INDIGENOUS

AFTRS
SHORT COURSES

PROGRAM BRAND

Media Lab

SUB BRANDS

AFTRS
MASTERS

LOGO COLOURS

AFTRS

AFTRS

AFTRS

Red logo:

This is the primary logo colour and should be used on light and white backgrounds within brand contexts.

Black logo:

This colour should be used outside of brand contexts, such as partner websites.

White logo:

This colour should be used on dark backgrounds and on top of photography.

CLEAR SPACE

The logos should always have a minimum clear space all the way around to ensure visibility and impact. The clear space is taken from the width of the A.



PROPORTIONS

The logo has been designed at a specific width to height ratio. It should never be stretched or squashed to fit a space.

Original

AFTRS

~~AFTRS~~

~~AFTRS~~

INCORRECT USAGE



DO NOT change the logo to a colour outside of the 3 brand logo colours.



DO NOT use a black logo on top of an image. In this instance, a white or red logo should be used.



DO NOT use the red logo on a dark background. In this instance, a white logo should be used.



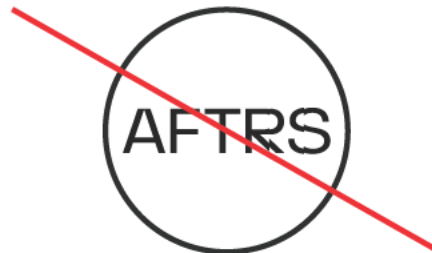
DO NOT use core brand logo with sub brand colour background.



DO NOT use the two logo variations next to each other. Only one should be visible at a time.



DO NOT rotate the logo. It should always be straight and read left to right.



DO NOT put the logo in a circle or other shape.



DO NOT split or alter the logo in any way.

D.

Colour

COLOUR PALETTE

Pantone Bright Red

HEX: F93822

R 250
G 55
B 35

C 0
M 85
Y 100
K 0

Pantone 1505

HEX: FF6900

R 255
G 105
B 0

C 0
M 55
Y 90
K 0

Pantone Rubine Red

HEX: CE0058

R 230
G 0
B 88

C 0
M 100
Y 20
K 0

Pastel Pink 25%
Pantone Bright Red

HEX: FFDCDC

R 255
G 220
B 220

C 0
M 20
Y 10
K 0

Pantone Cool Gray 3

HEX: C5C5C5

R 197
G 197
B 197

C 0
M 0
Y 0
K 20

Charcoal Grey

HEX: 1D252D

R 77
G 77
B 79

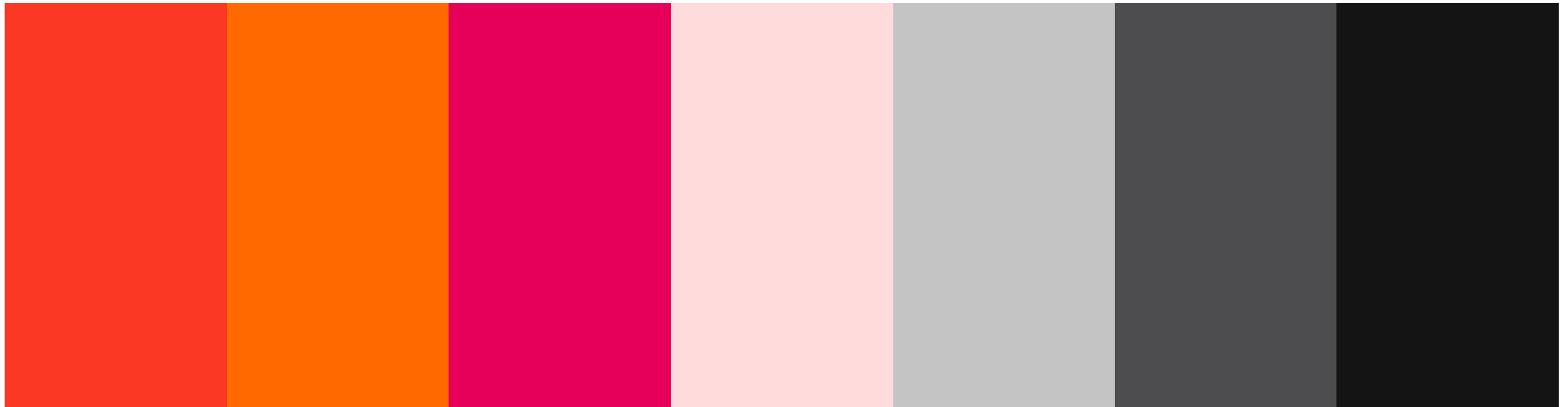
C 0
M 0
K 0
K 85

Pantone Black

HEX: 27251F

R 20
G 20
B 20

C 0
M 0
K 0
K 100



COLOUR PALETTE USAGE SPECTRUM

Youth

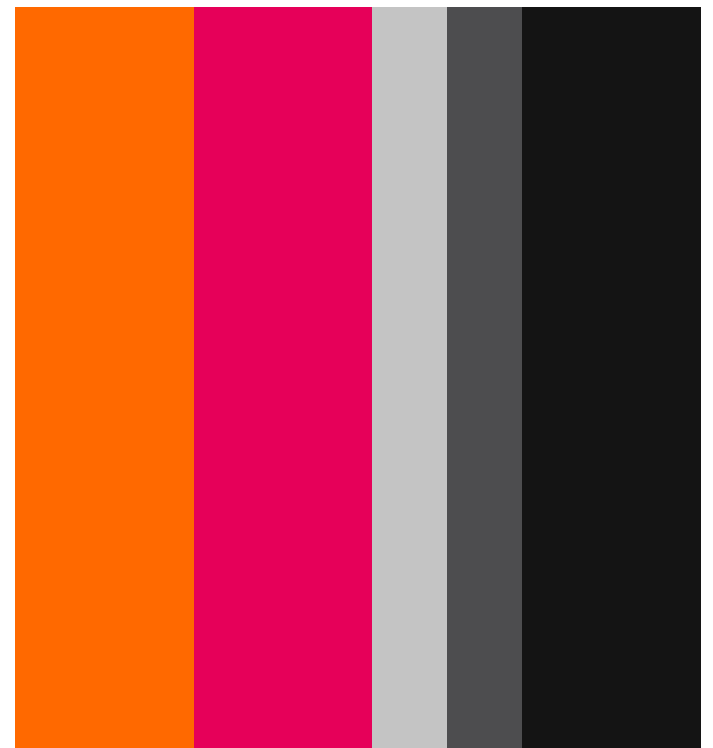
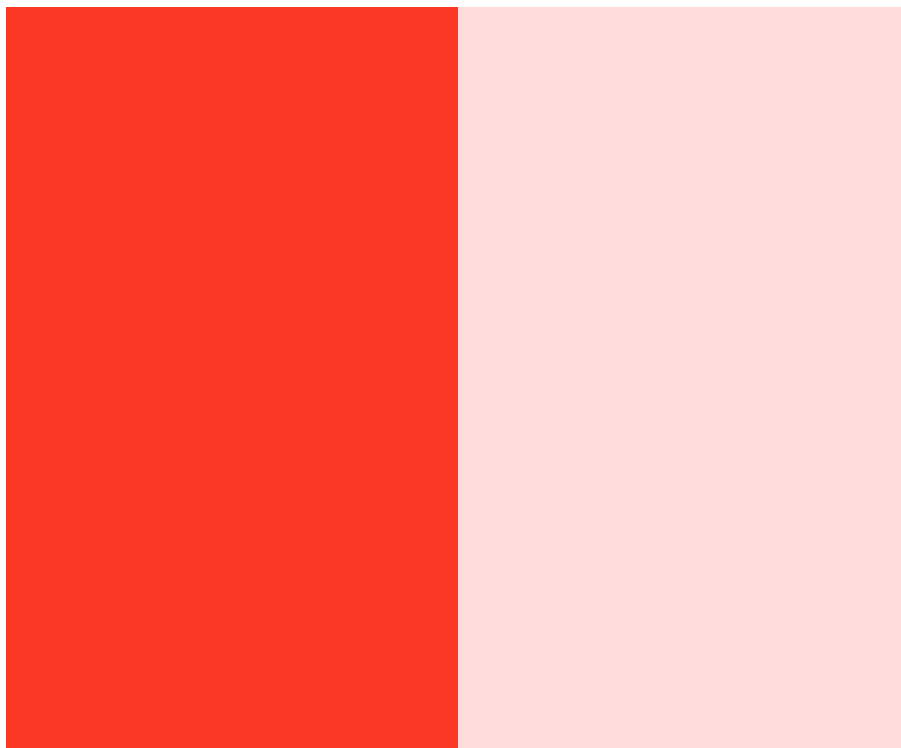
Youth comms should amplify the bright colours in our palette. Heavier use of the orange, red and magenta.



COLOUR PALETTE USAGE SPECTRUM

Core Brand

Core brand comms should focus predominantly on the use of red and pastel pink with other colours used as accents.



COLOUR PALETTE USAGE SPECTRUM

Masters

Masters comms are more subtle and sophisticated so should use colour sparingly. If AFTRS core brand is daytime, Masters should feel “night time”.



COLOUR PALETTE USAGE SPECTRUM

Indigenous

Indigenous brand comms should focus predominantly on the use of black and white with other colours used as accents.



E.

Typography

TYPOGRAPHY

Lausanne

Contemporary geometric letter forms characterise this timeless neutral sans serif typeface. Font to be used predominately for sub headlines and body copy for core brand and sub headlines for Masters sub brand.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQRSTU
VWXYZ 01234567890

Purchase: nizarkazan.tictail.com/product/lausanne-regular

TYPOGRAPHY

Lausanne AFTRS

Custom version of Lausanne. Use for headlines

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 01234567890

Supplied typeface

TYPOGRAPHY

Lausanne AFTRS usage rules

Stack (evenly in all lines of text)

THE
RISE
OF
THE
CREATIVE

One letter per line only

THE FUTURE OF
FASHION SHORT
FILM PITCH
COMPETITION

TYPOGRAPHY

Reckless

Combines the sophistication of a serif typeface with contemporary alternate letter forms that give the font a unique, recognisable character. To be used predominantly for Masters pull quotes or introductory text.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ 01234567890

Purchase: displaay.net/typeface/reckless/

TYPOGRAPHY

Pitch Sans

A modern re interpretation of the iconic monospace font that is synonymous with the typewriter and thus story writing, scripts and creative writing. To be used mainly for captions, information and factual text.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

Purchase: klim.co.nz/retail-fonts/pitch-sans/

TYPOGRAPHY

Default fonts

Default or desktop fonts are widely available fonts. For everyday use (rather than designed collateral) to ensure documents can be read by external parties, e.g. external presentations

Helvetica / Calibri
substitutes Lausanne

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
01234567890

Times New Roman
substitutes Reckless

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
01234567890

Courier
substitutes Pitch Sans

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
01234567890

F.

Photography

BRAND PHOTOGRAPHY

As part of our brand system we have implemented a four part approach to imagery.

Overall the imagery is intended to fit within the reportage (documentary) style of photography. The shots should feel natural and candid, and not at all like stock photos. The photographs should feature natural lighting where possible.

PHOTOGRAPHIC STYLES

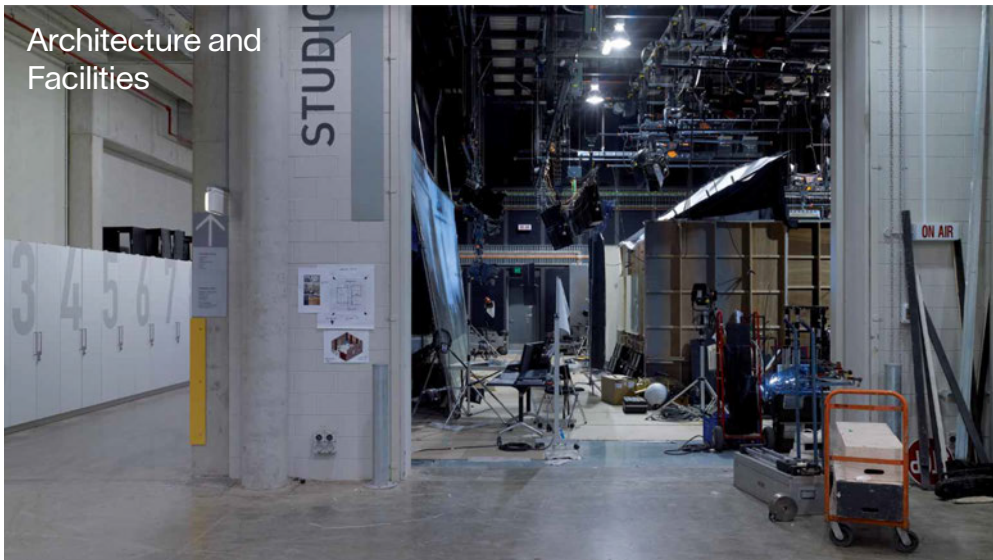
The Work: Past and Present
Screen captures



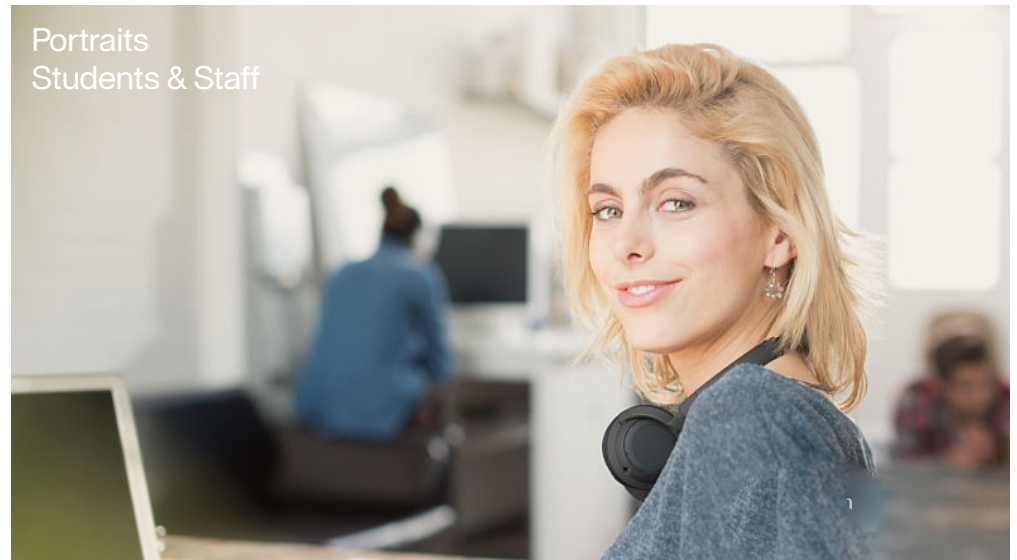
People working together
Reportage



Architecture and
Facilities



Portraits
Students & Staff



THE WORK: PAST AND PRESENT SCREEN CAPTURES



PEOPLE WORKING TOGETHER REPORTAGE



ARCHITECTURE AND FACILITIES



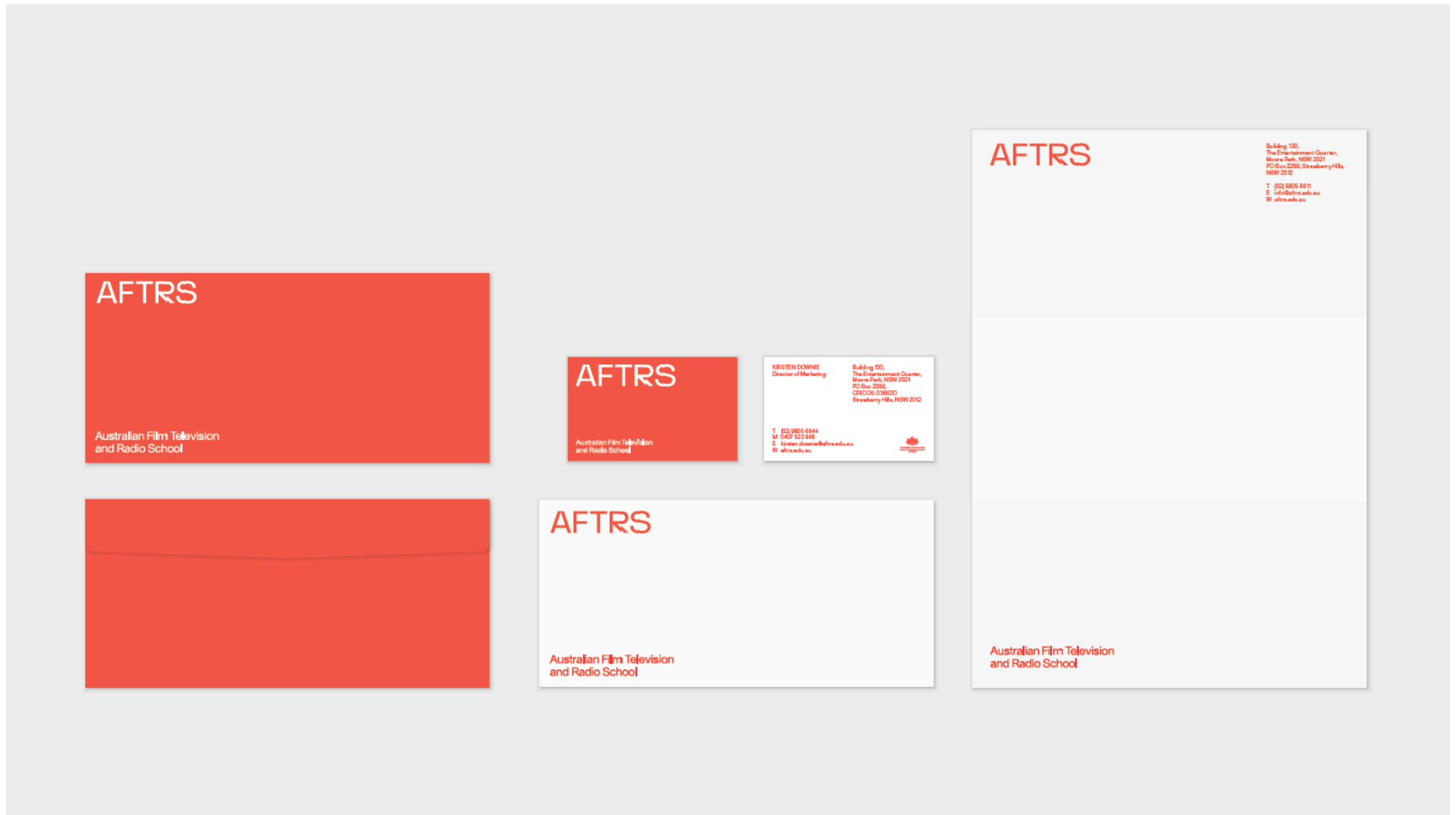
PORTRAITS



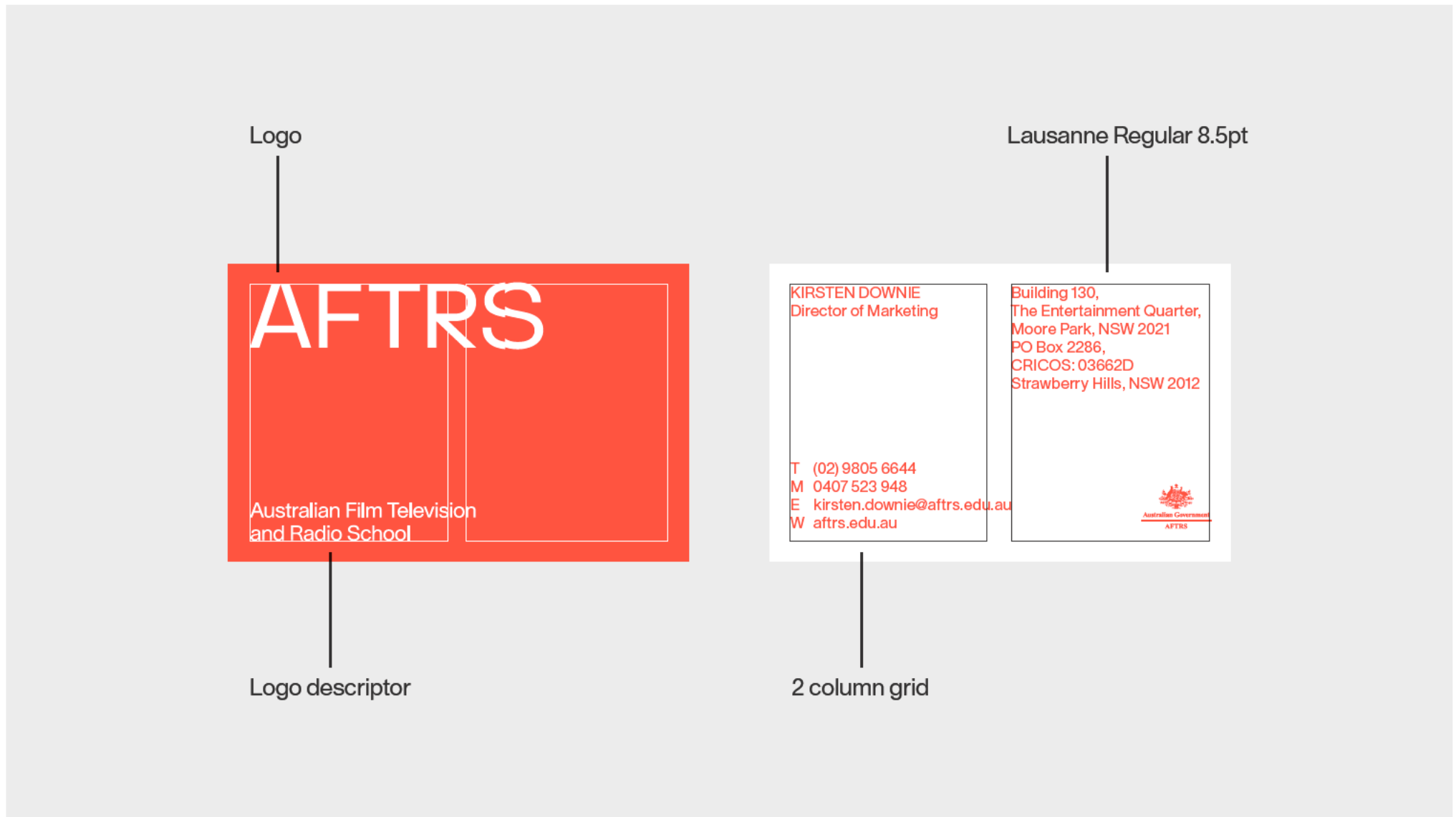
G.

Example Usage

STATIONARY



STATIONARY: BUSINESS CARD GUIDE



EMAIL SIGNATURE

Harumquae ne necus. Lit quibus dolorpo ribusci psapid eici atur, incia volupta.

Kind Regards,

Kirsten Downie
Director of Marketing

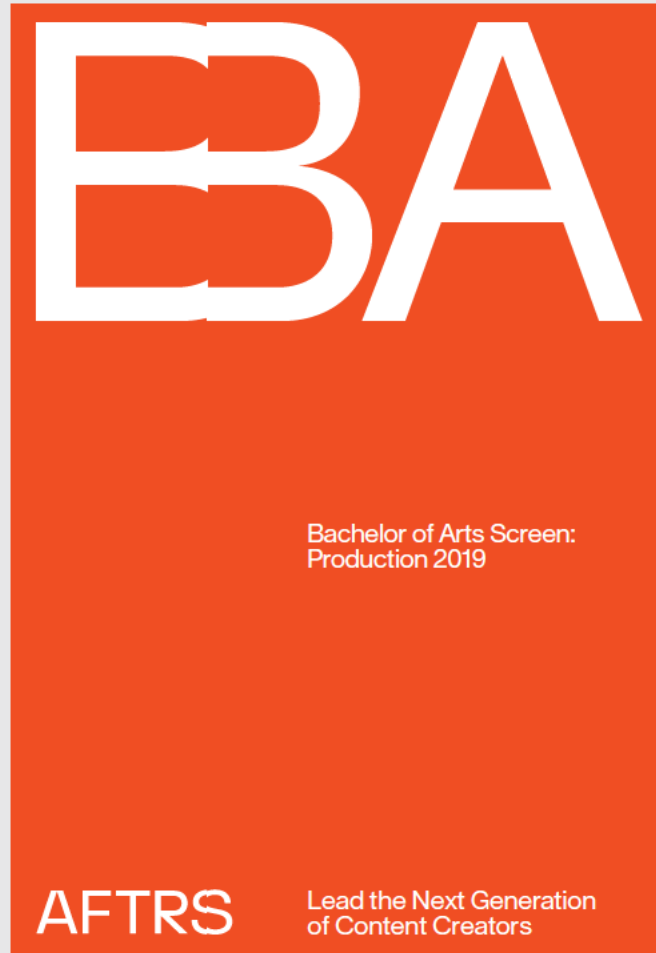
T (02) 9805 6644
M 0407 523 948
W aftrs.edu.au

Building 130, The Entertainment Quarter,
Moore Park, NSW 2021
CRICOS: 03662D

AFTRS

Australian Film Television
and Radio School

BROCHURE



BBA

Bachelor of Arts Screen:
Production 2019

AFTRS Lead the Next Generation
of Content Creators



MMA

Masters Courses 2019

Master of Arts Screen:
(10 Disciplines)

Master of Arts Screen:
Business & Leadership

AFTRS Become a Creative Leader
in the Global Screen Industry

BROCHURE

The Australian Film Television and Radio School AFTRS is the nations premier screen and broadcast school. Our purpose is to find and empower Australian talent to shape and share their stories with the world, by delivering future-focused and industry-relevant education, research and training. To ensure AFTRS reflects Australian society, diversity is supported across all the Schools activities.

AFTRS is consistently rated as one of the top film schools in the world by industry publication The Hollywood Reporter, the only Australian education institution to make this prestigious list. The Schools alumni and staff have both won and been nominated for a slate of Academy, Golden Globe, Emmy, BAFTA and AACTA awards.



Master of Arts Screen: Ten Disciplines

06

The Master of Arts Screen is a transformative two-year course that offers you unique training to be an exceptional creative professional and industry-ready filmmaker.

Through an interdisciplinary approach, you'll gain practical experience in production, post-production, distribution, and marketing, while also developing your critical thinking and creative problem-solving skills.

The course covers the production of a major feature-length film, funded by a professional fund, as well as developing your own short film. You'll also gain industry connections and experience in the business of film.

The course offers a unique opportunity to work with industry professionals and gain hands-on experience in the production of a major feature-length film, funded by a professional fund.

Key disciplines include: Screenwriting, Directing, Producing, Editing, Sound, Music, Post-Production, Distribution, and Marketing.

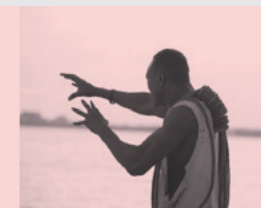
WHY STUDY AFTRS MASTER OF ARTS SCREEN

- Gain experience from an included four-week professional placement
- Develop your own creative ideas
- Receive your own portfolio of work with production and distribution support
- Learn from a range of leading industry professionals
- Gain hands-on experience in the production of a major feature-length film, funded by a professional fund
- Develop your own short film, funded by a professional fund
- Gain industry connections and experience in the business of film
- Develop your critical thinking and creative problem-solving skills
- Receive your own portfolio of work with production and distribution support
- Develop your own creative ideas
- Receive your own portfolio of work with production and distribution support

CAREER OPPORTUNITIES

The Master of Arts Screen will provide you with a professional portfolio and industry connections, as well as the skills and experience to pursue a career in the film and television industry. Graduates of the course will be well-equipped to pursue a variety of roles in the industry, including: Screenwriter, Director, Producer, Editor, Sound Designer, Music Supervisor, Post-Production Supervisor, Distribution Manager, and Marketing Specialist.

'The AFTRS Master of Screen Arts Business & Leadership took me from employee to employer. A major shift in my strategic thinking, perception of personal worth and comprehension of the industry ecosystem.'



Alexander
Director, The
Master of Screen Arts

Chloe Rickard, Partner / Chief Operating Officer, Jungle Entertainment

TESTAMUR

AFTRS

BY AUTHORITY OF THE COUNCIL
Mary Jane Smith

HAS THIS DAY BEEN ADMITTED TO THE

GRADUATE CERTIFICATE SCREEN: EDITING

AND TO ALL THE PRIVILEGES ATTACHED THERETO
20 October 2018


COUNCIL CHAIR


CHIEF EXECUTIVE OFFICER


DIRECTOR OF CURRICULUM AND REGISTRAR

Australian Film Television
and Radio School



AFTRS

BY AUTHORITY OF THE COUNCIL
Mary Jane Smith

HAS THIS DAY BEEN ADMITTED TO THE

BACHELOR OF ARTS SCREEN PRODUCTION

AND TO ALL THE PRIVILEGES ATTACHED THERETO
20 October 2018


COUNCIL CHAIR


CHIEF EXECUTIVE OFFICER


DIRECTOR OF CURRICULUM AND REGISTRAR

Australian Film Television
and Radio School



AFTRS

BY AUTHORITY OF THE COUNCIL
Mary Jane Smith

HAS THIS DAY BEEN ADMITTED TO THE

MASTERS OF SCREEN ARTS

AND TO ALL THE PRIVILEGES ATTACHED THERETO
20 October 2018


COUNCIL CHAIR

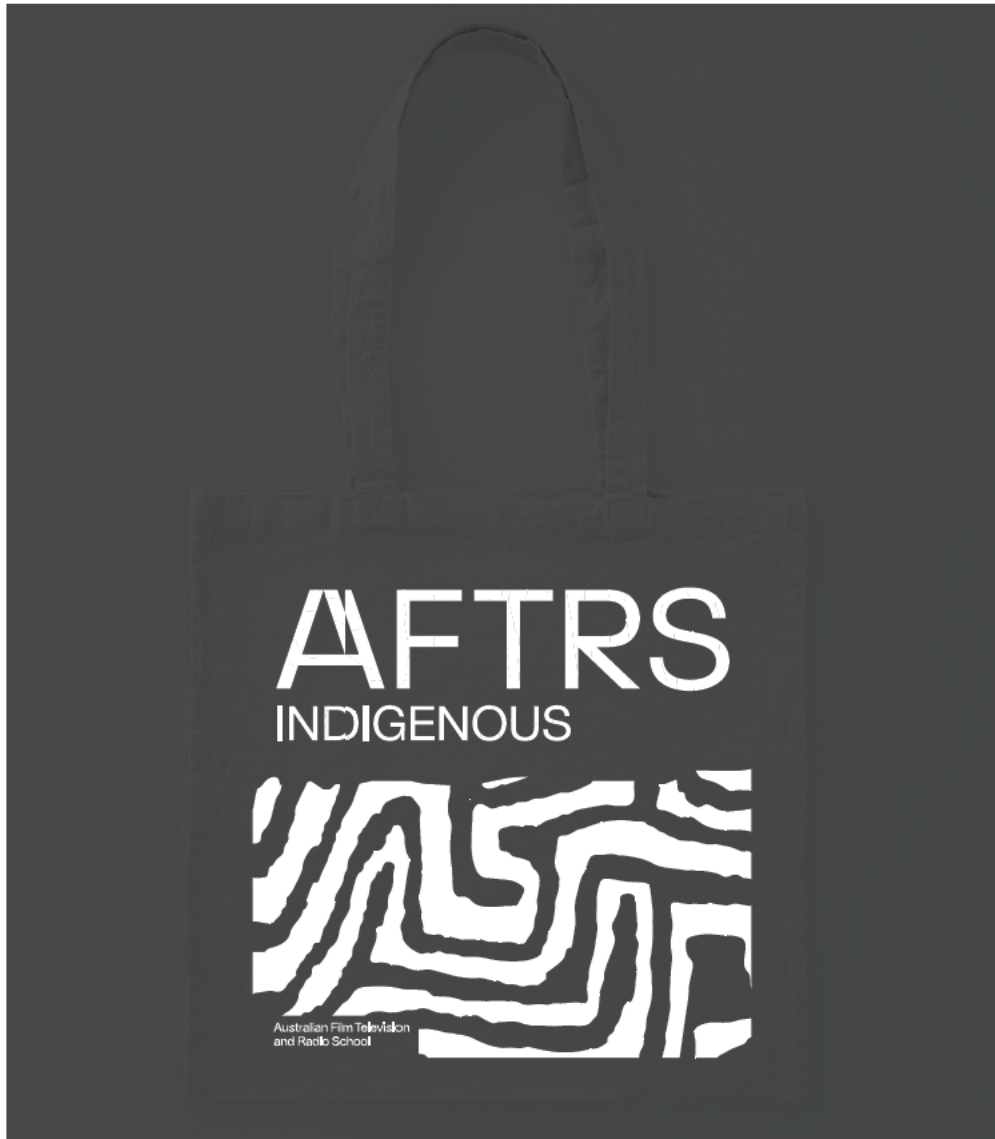

CHIEF EXECUTIVE OFFICER


DIRECTOR OF CURRICULUM AND REGISTRAR

Australian Film Television
and Radio School



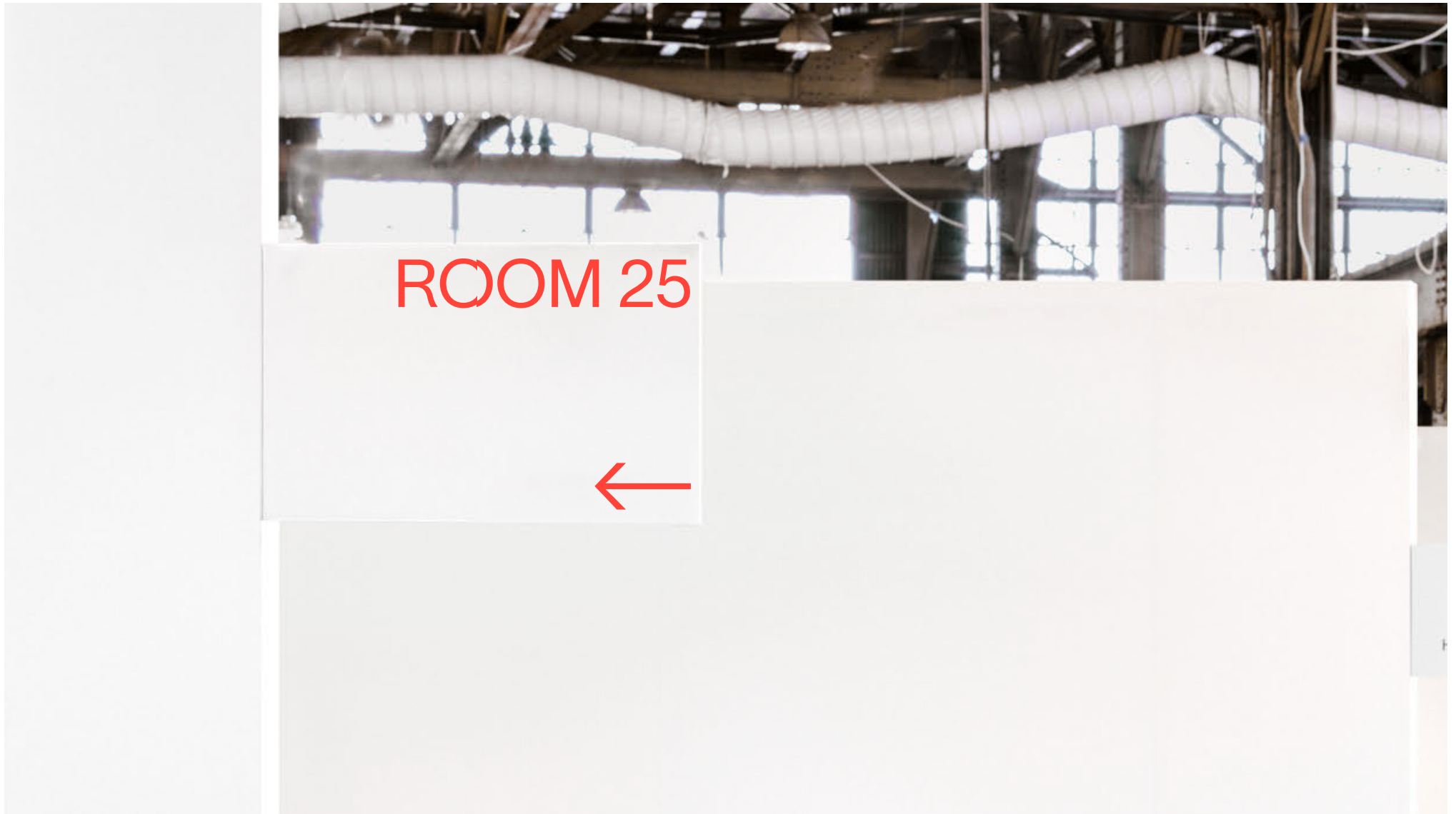
TOTE BAG



SIGNAGE



SIGNAGE



SIGNAGE



Thank you



AFTRS brand visual identity developed by M35
www.m35.com.au