



# Brand Style Guide

VERSION 1.6 NOVEMBER 2021



# DJAARA Brand Style Guide

## Contents

1. The DJAARA Brand
2. The DJAARA Identity & Usage
3. Graphic Assets (5th elements)
4. Colour Palette
5. Typography
6. Print Application – examples
7. Digital Applications – examples
8. Imagery Styles
9. Contact / Resources



## 1. The DJAARA brand

### Brand evolution

The new DJAARA name and identity is the result of 6 month process involving extensive consultation from an initial steering group and the DJAARA board members and wider community.

The renaming from Dja Dja Wurrung Clans Aboriginal Corporation to DJAARA signifies the evolution of our organisation recognising a subtle, yet important difference in the way in which we present our organisation.

The brand mark itself also represents an evolution.

Our original branding (pictured below) was created by Uncle Clive Atkinson in 2004. It represents Bunjil and Jupiter, two fundamental parts of the Dja Dja Wurrung Creation story. It's served us well. Our new identity recognises that we look to the future, we do not turn our back on the past.



Dja Dja Wurrung Clans  
Aboriginal Corporation

### Our brand defines us...

Our language connects us to water, land, animals, spirits and people, calling our ancestors to ceremony and strengthening our identity.

### Our brand is:

Happy  
Connected  
Progressive  
Vibrant  
Energetic  
Contemporary & Cultural  
Spiritual & Professional

### DJAARA Vs Djaara

Djaara means people in Dja Dja Wurrung language. — our new name reflects our desire for the Corporation to represent its people rather than the language. As such it's now important to differentiate between the Corporation, known as DJARRA and the word djaara, meaning people.

When using the name of the Corporation we ask that the capitals are used. So Djaara becomes DJAARA.

It's a small shift but this will aid in helping define our brand for all.

Note too that when used in text the uppercase version of the word DJAARA is used at a slightly smaller point size. This helps with clarity.

Here's an example with DJAARA used at the same point size.

Here's an example with DJAARA used at a smaller point size.

Can you see how the capitalised word visually sits better in the sentence.



## DJAARA Brand Style Guide

### 2. The DJAARA Identity

The DJAARA identity was created in 2020 and comprises of 3 components, the logotype, symbol & tagline. Our branding has been carefully crafted and maintaining its integrity, along with all our other visual communications, in a consistent and professional manner, ensures our organisation's values are represented.



#### Minimum size & clear zone

The clear zone is an area that must remain free from content to allow the DJAARA logo space to breathe. This is not applicable when the logo is placed on a background or suitable background image.



30 mm



25 mm

Minimum sizes for print application.



## DJAARA Brand Style Guide

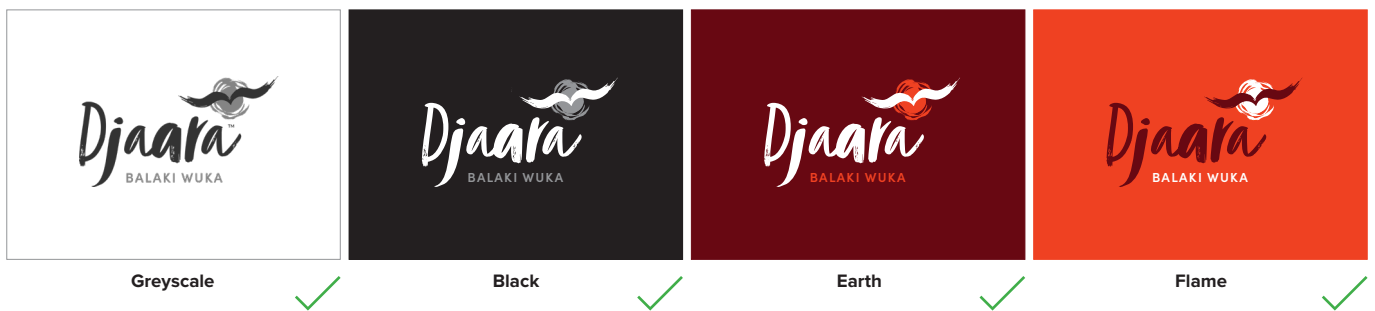
### 2. The DJAARA Identity – usage

The colour version of the DJAARA identity is the primary mark and the version that should be used in all instances where possible. Where the primary mark cannot be used there are just 3 alternatives detailed below.



DJAARA brand identity 'lock up'.  
Elements can only be used in this configuration only.

The DJAARA Symbol (Bunjil & Campfire/Jupiter) is permitted to be used in isolation



NOTE: the full colour identity may be used on a number of coloured backgrounds — please refer to the colour section of this document

Examples of how **not** to use the DJAARA brand identity. Never deviate from the path!





## DJAARA Brand Style Guide

### 2. The DJAARA Identity – variations

On certain occasions where the identity has to be used over an image, illustration or in other places, where its integrity may be compromised, we recommended using the options detailed here.

This execution utilises a rock like brush mark enabling the logo to be displayed as intended. In most instances the primary 'cloud' variation must be used. However, we have created a variation for the 'flame' and 'earth' colours only to be used if circumstances deem the 'cloud' variation ineffective.

#### Primary 'rock' logo variation



Cloud

#### Secondary 'rock' logo variations



Earth



Flame

#### Usage examples





## DJAARA Brand Style Guide

### 2. Using the DJAARA logo with imagery

Our desire to ensure the primary palette is used as often as possible requires some thought and discipline when using the logo with imagery. Below are just a few examples & ideas on how the logo is best used. This is a guide only — we can't show every possible configuration here. If in doubt please run your proposed design past the Communications Relationship Manager.



Using the logo over a dark image simply doesn't work. Use logo variation as detailed on previous page. ❌



Make the image transparent to allow the logo to be seen properly if this treatment works in context. ✅



Use one of our brush marks to sit underneath the logo. Example using the Sand colour from the DJAARA palette. ✅



Another brush mark example in white. ✅



The logo works well on monochromatic or black & white imagery. Here the image shown with a graduation that allows the logo to stand out. ✅



If an image contains an area of near uniform colour the logo may be used. Ensure there is plenty of contrast. ✅



## DJAARA Brand Style Guide

### 3. Graphic Assets (our 5th elements)

Brush marks and textures are an essential part of our brand tool-kit. Featured here are a selection. They can be used in any manner of way to add personality and texture to all communications.

#### Brushes and marks



NOTE: brushes and marks are shown here in our Ochre colour — all colours from the palette may be used.





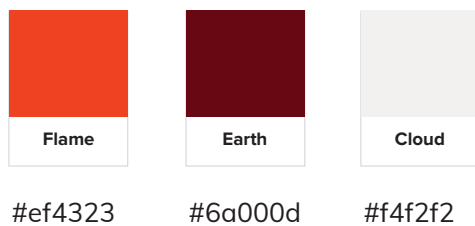
# DJAARA Brand Style Guide

## 4. Colour Palette

The DJAARA colour palette is inspired by the colours of Country.

There are 3 core colours that lay at the heart of the DJAARA brand identity complimented by suite of primary colours that add personality to the brand. Combinations of these colours appear across all print & digital communications. The core identity colours should be used sparingly, however, there are no wrong combinations. The palette is bright, vibrant & energetic — just like our brand.

### Core identity colour palette



### Primary colour palette

Note — for now just the HEX values are listed.



### Background colour options

There are 4 core background colours that the full colour identity may be used on.





## 5. Typography

There are two primary fonts used across the DJAARA print & digital communications, Mulish & Jubilat. This font pairing has been selected to provide clarity and personality — both fonts are also widely available through Google & Adobe. No other fonts may be used\*

Mulish is a minimalist Sans Serif typeface, designed for both display and text typography. It was initially drawn in 2011 by Vernon Adams. Jubilat by the Darden Studio explores the history of the slab serif in six weights, with generous curves and efficient spacing in both dimensions. Its large lowercase and high contrast make it suitable for headlines, decks, and sidebars.

### Mulish

Mulish Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Mulish Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Mulish Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Mulish Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Jubilat

Jubilat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Jubilat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Jubilat Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Jubilat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



## DJAARA Brand Style Guide

### 6. Application – Stationery

#### Business Cards

Our business cards are an essential part of the DJAARA brand tool-kit. The business cards feature a common front and utilise a vibrant colour system for the reverse of each card. Each colour relates to a key area within the organisational structure.

#### Anatomy of our business cards.

Front & back shown at actual size  
89 x 54 mm





# DJAARA Brand Style Guide

## 6. Application – Stationery

### Business Cards

Example cards demonstrating our colour coded system.

-  Group CEO
-  Various Management Roles
-  DDLMB Board
-  Business Services
-  Member Engagment
-  Cultural Heritage
-  Joint Management
-  Executive Team

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## 6. Application – Stationery

### Letterhead

Standard A4 letterhead  
210 mm x 297 mm

Shown here at 70%  
of actual size

  
**Djaara**  
BALAKI WUKA

Mariaa Randall  
Dja Dja Wurrung  
PO Box 1026  
Bendigo VIC 3552

2 February 2021

Dear Mariaa

This is example option D layout for the new Djaara letterhead.

This typeface used for the body copy is Mulish Regular — the size shown here is 9 pt on 13 pt — it's clear and legible.

Food truck vero raw denim, flexitarian eu sapiente Godard 90's aute quis Kickstarter veniam scenester viral Williamsburg. Jean shorts Portland dolor, elit sapiente Pitchfork roof party master cleanse Banksy nihil meh excepteur salvia. Ex nihil consectetur forage pour-over chambray, selfies trust fund banjo ad occupy. 8-bit wolf occupy mollit. Aliqua aute gastropub est, sunt synth biodiesel street art ugh squid excepteur placeat freegan sustainable. Cornhole DIY PBR&B ea. Trust fund lomo chillwave Neutra Shoreditch heirloom.

Flexitarian synth nulla, lo-fi lomo aute swag Austin twee excepteur asymmetrical keytar. Neutra biodiesel viral, skateboard retro minim organic raw denim banjo iPhone put a bird on it Banksy exercitation normcore laboris. Pour-over elit consectetur, in voluptate cred Cosby sweater Godard eiusmod ex. Sint ad Shoreditch, nihil odio beard dolor fugiat wolf. Asymmetrical ex mustache

Kind regards,

Gavin Krasner

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[djadjawurrung.com.au](http://djadjawurrung.com.au)

DJA DJA WURRUNG CLANS ABORIGINAL CORPORATION TRADING AS DJAARA  
Located at 13-15 Forest Street, Bendigo Vic 3550  
ICN: 4421



## 6. Application – Communications


### Press Release example

Standard Press Release  
210 mm x 297 mm

Shown here at 70%  
of actual size

**Djaara Press Release**

**Smart Farms Backing Innovate Indigenous Grain Crop Development**



**The Federal Smart Farms initiative is backing Central Victoria’s Dja Dja Wurrung Aboriginal Clans Corporation through its commercial arm Dja Dja Wurrung Enterprises trading as ‘Djandak’ in the innovative modernisation of indigenous grain crops.**





CEO, Rodney Carter is delighted to announce big steps forward in the investment to develop indigenous crops to both enable self-determination of Dja Dja Wurrung people, plus make steps to provide an opportunity for all farmers to take up a unique perennial crop, for which there are no equivalents in today’s mainstream agricultural scene.

“We want to positively assist farmers with commercially viable cropping options and at the same time heal country” he said.

Leading Crop Agronomy researcher, Associate Professor James Hunt says, “La Trobe University is honoured to be joining Dja Dja Wurrung to support this important initiative. Perennial grain crops don’t exist in the dryland cropping marketplace of Australian agriculture. This innovative project and PhD Scholarship will research the agronomy, management and plant physiology of kangaroo grass to develop a low input perennial crop which, in the long-term, can result in improved outcomes for farmers as well as provide benefits to the environment and farm biodiversity. Afterall, this plant has adapted to the Australian environment over thousands of years”.

Project Manager, Latarnie McDonald, is determined to see the four-year project through to the best outcomes possible. “If we think about it, we are really starting with wheat before it was the modern crop it is today. Wheat was also ‘just a grass’, which clever people of the past developed into a larger grain food source. Likewise, we should be proud that Australian Aboriginal people have cultivated a huge variety of plants as food crops, of which grasses are one group. I have seen first-hand the progress the USA has made in developing several indigenous perennial crops and it is amazing what can be done when we put our minds and resources into action. I hope we see a lot more value put in Australia’s own food crops which have so much to offer and teach us about how to better manage Australian landscapes,” encouraged Latarnie. Carter said “We are very fortunate to have someone like Latarnie join the Dja Dja Wurrung Group, bringing many years of experience across industry that she will use towards the success of this project”.

continues



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## 6. Application – Resources

### Factsheets

Standard A4 Factsheet  
210 mm x 297 mm

Shown here at 70%  
of actual size

**Djaara Membership**



### Application for Membership

**Corporations (Aboriginal and Torres Strait Islander) Act 2006 ICN: 4421**

---

**PLEASE BE AWARE THAT:**

- You must be 18 or over to be a member however you can name your children so that we have a full record of Dja Dja Wurrung people;
- Your private details may be made available however DDWCAC has a current agreement with ORIC that your private membership details including name and address do not have to be made publically available;
- If you are not nominated by a member of the family group that you wish to identify with or there are no other descendants on the membership list, please include as much evidence to support your family tree as you have;
- This application is a legal document so all information must be correct to the best of your knowledge.

---

I,

First name Other name Last name

of,

Home Address

Email Address Contact phone number

---

How do you prefer we contact you? Please tick

Email  Post  Mobile  Home Phone  Other

If other, please provide a method of contact

Do you give permission for your details to be provided to your Family Group Director

Please see Request Letter for further information

Yes  No

---

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**djadjawurrung.com.au**





# DJAARA Brand Style Guide

## 6. Application – Resources

### Factsheets — category examples

Our fact sheets are a key part of our organisation’s function. Fact sheets are split into 4 broad categories and colour coded accordingly. The colour coded aids with category recognition and dissemination.

#### Fact Sheet Categories

- Membership
- Services
- Historical
- Country

**Djaara Membership**

### Nomination Form – Board Of Directors

**\*\* Please be aware that Directors' details (name and address) will be publicly available\*\***

Please remember, a Director is to represent your family group interests and is bound by all decisions of the Board even if they don't attend or agree. Please make sure that the person that you are nominating agrees to this and is willing and able to undertake the role.

This nomination is for a:

Director  Alternate Director

**Consent of member who is being nominated**

Please note in consenting to this nomination you agree to be bound by the duties and responsibilities of a Director as outlined in the ORIC guide and DOWCAC Policies.

Full Name of member being nominated:

Date of Birth of member being nominated:

Place of Birth of member being nominated:

Signature of person consenting to be nominated:

Date:

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**Djaara Services**

### Cultural Event Schedule of Rates

**Ceremony and Events**

- All Ceremony bookings for Welcomes and Smokings requires this form to be completed and returned with a minimum of 14 days notice.
- Any Ceremony booking where you request dancers requires this form to be completed and returned 30 days notice prior to the event.
- Requests received with less notice than mentioned above will NOT be accepted.
- If your organisation requires a Purchase Order Number for invoices to be paid, please provide this when you return the booking request.

All Bookings Must be Sent to: [culture@djadjwurung.com.au](mailto:culture@djadjwurung.com.au)

WELCOMES, SMOKINGS AND CEREMONIAL EVENTS	RATE (EXCLUDING GST)
<b>TRADITIONAL WELCOME TO COUNTRY</b> Class A (General Welcome) - Includes: • Welcome in Language • General cultural information Timeframe: 3-10 minutes	\$400.00
<b>Class B - Includes:</b> • Welcome in Language • General cultural information • Specific details relating to link between event and Dja Dja Wurrung Culture Timeframe: 10-20 minutes	\$500.00
<b>Class C - Includes:</b> • Welcome in Language • Cultural information • Specific information relating to link between event and Dja Dja Wurrung Culture (Visual/Pictorial presentation, lecture, audio demonstration (e.g. Native Title Journey, Cultural Heritage) Timeframe: 20-60 minutes	\$600.00
<b>TRADITIONAL SMOKING CEREMONY</b>	\$500.00
<b>COMBINED WELCOME AND SMOKING CEREMONY</b>	
Class A + Smoking	\$700.00
Class B + Smoking Class	\$800.00
C + Smoking	\$900.00

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**Djaara Historical Services**

### Searching & researching family history

Just starting to learn about your family history or wanting to know more?

**KOORIE RECORDS UNIT (Public Records Office Victoria)**  
The KRUI can help you trace your family members. [Link here](#)

**KOORIE HERITAGE TRUST**  
Alternatively, the Koorie Family History Service at the Koorie Heritage Trust can assist people with family history information and records. [Link here](#)

**ONLINE FAMILY HISTORY SERVICES**  
Births, Deaths, and Marriages and online government genealogy sites may also prove useful in your search.  
Victoria [Link here](#)  
New South Wales [Link here](#)  
South Australia [Link here](#)  
State Library of SA [Link here](#)  
Family History SA [Link here](#)  
National Library of Australia [Link here](#)

**OUR WEBSITE**  
There is information about Dja Dja Wurrung Ancestors online through our website. [Link here](#).

**THE GOLDFIELDS LIBRARY, BENDIGO.**  
The Goldfields Library in Bendigo offers:  
Some sources about Dja Dja Wurrung Cultural Heritage including books about spirituality  
- Goldfields Research Centre  
- Bendigo Regional Archives Centre  
- Genealogy Groups at Goldfields Libraries

**REGIONAL ARCHIVES**  
Centres are located in Bendigo and Ballarat. The Bendigo Regional Archives Centre is based within the Goldfields Library and can assist in tracing places where families lived and worked.

It is worth visiting your local library to ask a librarian to assist you with resources to trace places where your Ancestors may have lived or any other information that may be held.


We welcome you and your adult family members to apply for membership of Dja Dja Wurrung Clans Aboriginal Corporation should your family history search provide you with information to support your application. Visit our website at [www.djadjwurung.com.au](http://www.djadjwurung.com.au) to download our application form. While often a long process, family history is a very worthwhile journey.

All the best with your family search!

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**Djaara Country**

### Acknowledgement Signage Order Form



**2 SIZES AVAILABLE:**  
Digitally printed on 3mm aluminium composite, laminated with UV protection.  
Large — 450x200mm  
Small — 300 x200mm

SIZE	PRICE	QUANTITY
LARGE	\$88.00 inc. GST	
SMALL	\$44.00 inc. GST	

Postage: \$14.00 Large sign  
\$7.00 Small sign

Total:

Your Details

Name: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Email: \_\_\_\_\_

Postal Address: \_\_\_\_\_

For internal or external use and easily mountable with screws or nails this sign acknowledges the land where your house or business is as the traditional Country of the Dja Dja Wurrung people.

**PAYMENT METHOD**  
Items will be available once payment has been received. Cheques made payable to:  
Dja Dja Wurrung Clans Aboriginal Corporation  
PO Box 1026, Bendigo 3552  
Or Electronic Funds transfer:  
BSB 633 600 A/C 14732007  
Ref: your phone number

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## 6. Application – Resources

### Acknowledgment Signs

300 mm x 200 mm  
450 mm x 300 mm

Shown here at 40%  
of actual size





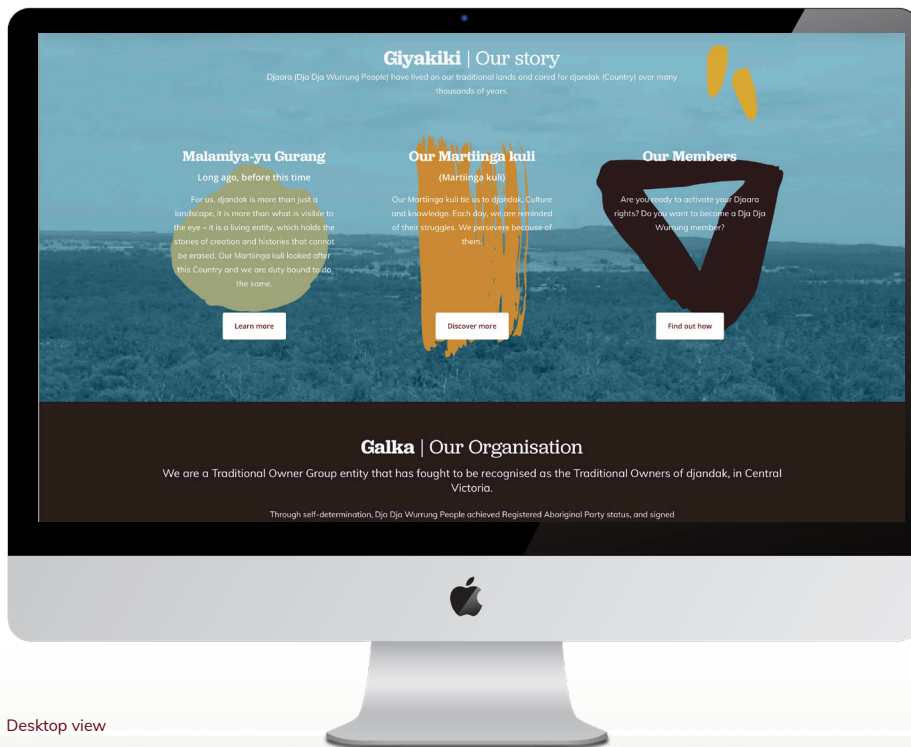
# DJAARA Brand Style Guide

## 7. Application – Digital

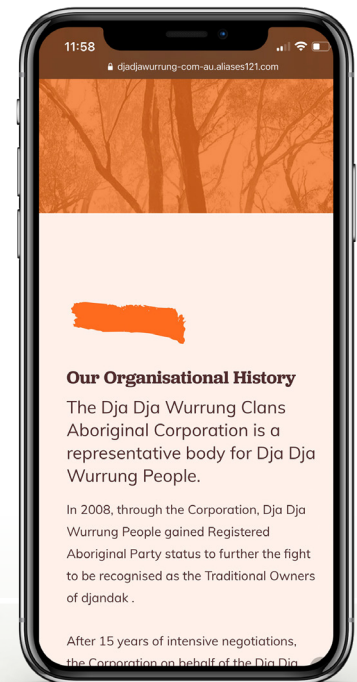
### Website

The DJAARA website represents a key internal & public facing resource for our organisation and members alike. The culmination of months of work, our website, like our brand has evolved. It serves as a central repository, containing vital documents for members & the public to view, such as our Recognition & Settlement Agreement, numerous fact sheets & information on all our services.

Our history, our ancestors, our story, our current team and board members can be found on the site. There is an events page, a calendar and a place to discover our yarns. There is also an extensive members only area. [www.djadjawurrung.com.au](http://www.djadjawurrung.com.au)



Desktop view



Mobile view — our site is fully responsive

### Smoking Ceremonies

In Dja Dja Wurrung Culture, participating in a Smoking Ceremony is a sign of good intentions and respect. The purpose of a Smoking Ceremony is to cleanse – we cleanse ourselves of the bad spirits and open up to good spirit, or Murrup.

The smoke is a symbol for water; when you pass through the smoke, we ask that imagine the smoke passing over you is like running water from head to toe. We use three plants to perform our Smoking Ceremony: Cherry Ballart, Wattle and Gum.

[Make a booking](#)














# DJAARA Brand Style Guide

## 7. Application – Digital

### Email Signatures

Our colour coded email signatures are very distinctive. These are image based signatures that simply link to each individual's profiles on the website. A lovely way to learn more about the DJAARA team.

-  Board Members
-  Group CEO
-  Various Management Roles
-  DDLMB Board
-  Business Services
-  Member Engagement
-  Cultural Heritage
-  Joint Management
-  Executive Team



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 Program Manager  
 Member Engagement  
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**Ron Kerr**  
 Project Co-Ordinator  
 Malamiya (Cultural Heritage) Statutory Functions  
**M. 0427 761 257**



Dja Dja Wurrung Clans Aboriginal Corporation (ICN: 4421)  
 trading as Djaara  
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# DJAARA Brand Style Guide

## 8. Imagery style

### Digital & print applications

The image examples shown here are but a small selection & are simply a guide to styles that the new DJAARA brand has adopted. Whether commissioning photography, cropping or treating existing images bear these examples in mind.

The imagery used throughout our visual communications must meet minimum specification requirements for both print & digital formats. Images must be at least 300 dpi at 100% for print, and 72 dpi at 100% for digital.



**Black & white** — Great to use when the image quality is not ideal. Create contrast by pushing the whites & blacks to add clarity and depth to the image.



**Team/People** — cropping images can provide a focus and using plain backgrounds can add a crisp clarity to images.



**Black & white with colour wash** — This technique is used widely across lots of DJAARA communications, notably the website. It's a great way to add personality to an image. Use colours only from the DJAARA colour palette.



**Bold colour** — Let's strive to present our brand & our people in the best possible way. Images like this example are a great benchmark. It's well lit and is beautifully composed.



**Desaturated colour with texture** — This image is a great example of how texture can add to the story of the image. The desaturated colours work really well with our colourful brush marks and other graphic assets.



**Gradient colour wash** — This approach is really handy when text needs to be laid over the top of an image and when the image is used more for texture and feelign rather than subject matter. Use colours only from the Djaara colour palette.



## DJAARA Brand Style Guide

### 9. Contact

All identity assets, including versions of the branding are currently available on request. In due course an extensive brand tool kit & asset library will be created for 3rd party download access.

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**Communications Relationship Manager**  
DJAARA

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## Djaara Brand Style Guide

### 2. The Djaara Identity – Trademarking

The Djaara identity was created in 2020 and comprises of 3 components, the logotype, symbol & tagline. Our branding has been carefully crafted and maintaining its integrity, along with all our other visual communications, in a consistent and professional manner, ensures our organisation's values are represented.





# Logo Usage Guide

v1 JUNE 2021





## DJAARA Logo Usage Guide

### The DJAARA Identity

The DJAARA identity was created in 2020 and comprises of 3 components, the logotype, symbol & tagline. Our branding has been carefully crafted and maintaining its integrity, along with all our other visual communications, in a consistent and professional manner, ensures our organisation's values are represented.

Our brand has transformed to Dja Dja Wurrung Clans Aboriginal Corporation trading as DJAARA. Djaara means People, Dja Dja Wurrung People, and without their resilience, determination and strength, the Corporation would not exist. Dja Dja Wurrung People are our foundation, and we must instil that respect. We extend that respect as we are Balaki Wuka (Giving to community).



### Minimum size & clear zone

The clear zone is an area that must remain free from content to allow the DJAARA logo space to breathe. This is not applicable when the logo is placed on a background or suitable background image.



30 mm



25 mm

Minimum sizes for print application.



## DJAARA Logo Usage Guide

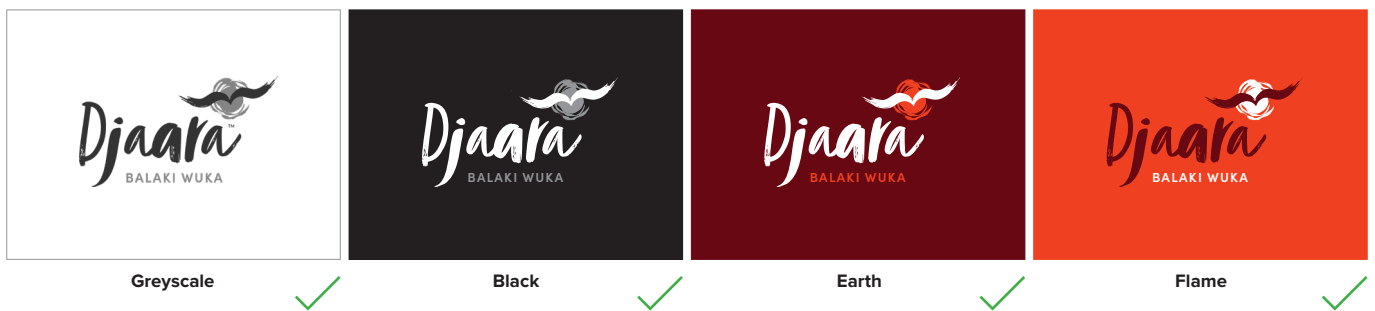
### The DJAARA Identity – usage

The colour version of the DJAARA identity is the primary mark and the version that should be used in all instances where possible. Where the primary mark cannot be used there are just 3 alternatives detailed below.



DJAARA brand identity 'lock up'.  
Elements can only be used in this configuration only.

The DJAARA Symbol (Bunjil & Campfire/Jupiter) is permitted to be used in isolation



NOTE: the full colour identity may be used on a number of coloured backgrounds — please refer to the colour section of this document

Examples of how **not** to use the DJAARA brand identity. Never deviate from the path!





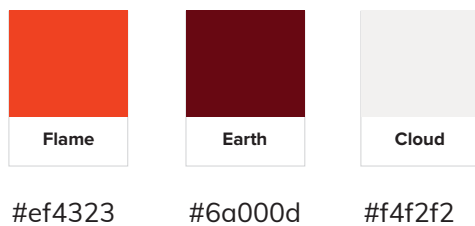
## DJAARA Logo Usage Guide

### Colour Palette

The DJAARA colour palette is inspired by the colours of Country.

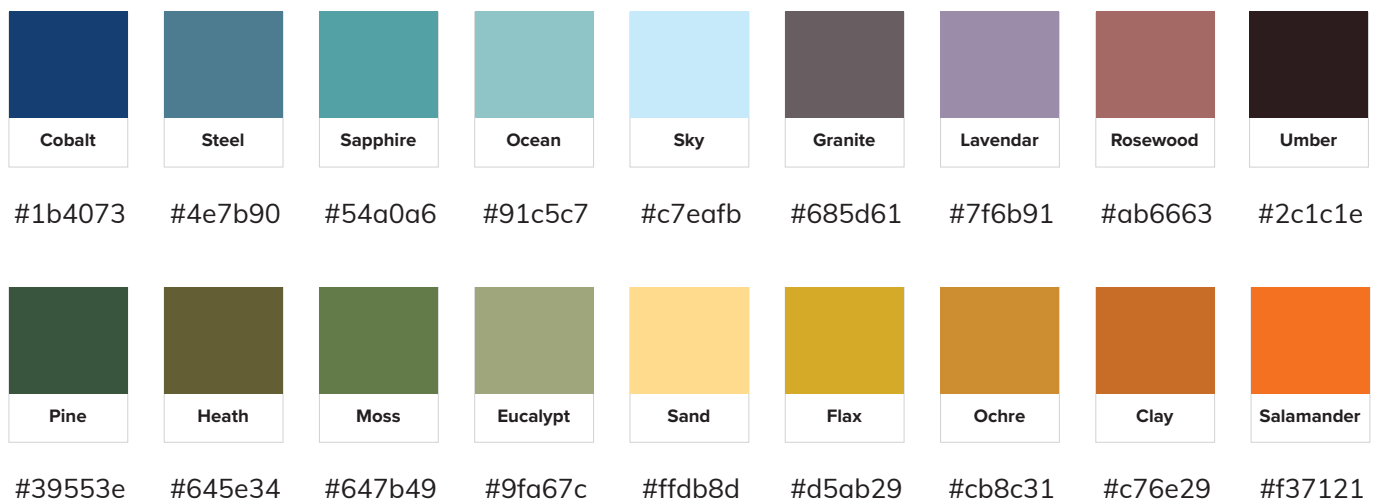
There are 3 core colours that lay at the heart of the DJAARA brand identity complimented by a suite of primary colours that add personality to the brand. Combinations of these colours appear across all print & digital communications. The core identity colours should be used sparingly, however, there are no wrong combinations. The palette is bright, vibrant & energetic — just like our brand.

#### Identity core colour palette



#### Primary Colour Palette

Note — for now just the HEX values are listed.



#### Background colour options

There are 4 core background colours that the full colour identity may be used on.





## DJAARA Logo Usage Guide

### Using the DJAARA logo with imagery

Our desire to ensure the primary palette is used as often as possible requires some thought and discipline when using the logo with imagery. Below are just a few examples & ideas on how the logo is best used. This is a guide only — we can't show every possible configuration here. If in doubt please run your proposed design past the Communications Relationship Manager.



Using the logo over a dark image simply doesn't work.



Make the image transparent to allow the logo to be seen properly if this treatment works in context.



Use one of our brush marks to sit underneath the logo. Example using the Sand colour from the DJAARA palette.



Another brush mark example in white.



The logo works well on monochromatic or black & white imagery. Here the image shown with a graduation that allows the logo to stand out.



If an image contains an area of near uniform colour the logo may be used. Ensure there is plenty of contrast.





# DJAARA Logo Usage Guide

## Imagery styles

### Digital & print applications

The image examples shown here are but a small selection & are simply a guide to styles that the new DJAARA brand has adopted. Whether commissioning photography, cropping or treating existing images bear these examples in mind.

The imagery used throughout our visual communications must meet minimum specification requirements for both print & digital formats. Images must be at least 300 dpi at 100% for print, and 72 dpi at 100% for digital.



**Black & white** — Great to use when the image quality is not ideal. Create contrast by pushing the whites & blacks to add clarity and depth to the image.



**Team/People** — cropping images can provide a focus and using plain backgrounds can add a crisp clarity to images.



**Black & white with colour wash** — This technique is used widely across lots of DJAARA communications, notably the website. It's a great way to add personality to an image. Use colours only from the DJAARA colour palette.



**Bold colour** — Let's strive to present our brand & our people in the best possible way. Images like this example are a great benchmark. It's well lit and is beautifully composed.



**Desaturated colour with texture** — This image is a great example of how texture can add to the story of the image. The desaturated colours work really well with our colourful brush marks and other graphic assets.



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## DJAARA Logo Usage Guide

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