



Brand Guidelines

Version 1.0
January 2025

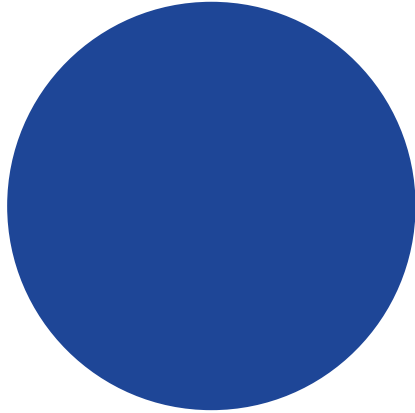
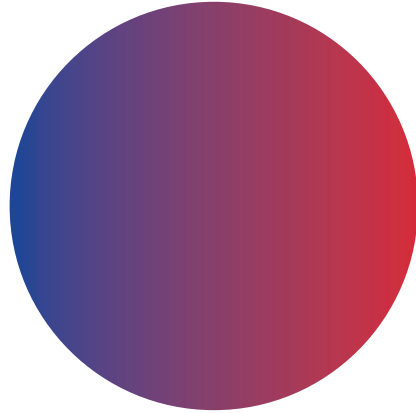
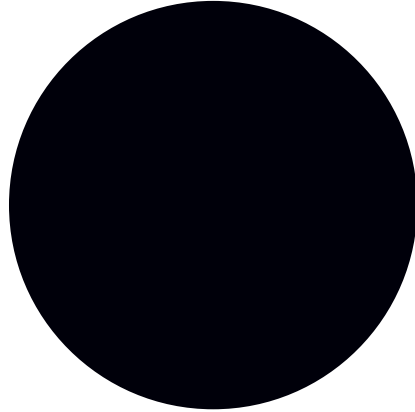
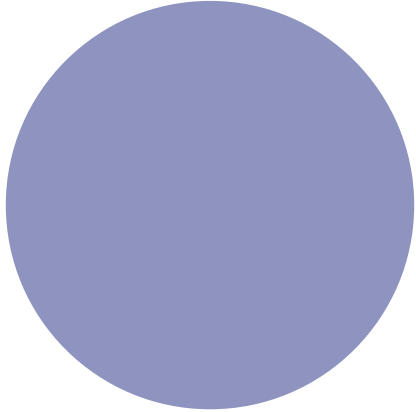
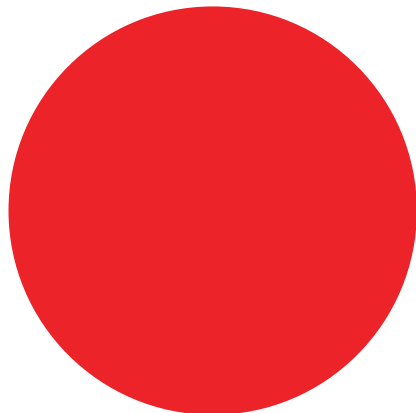


NATIONAL 2025
MACHINERY
CONFERENCE | MELBOURNE

L O G O



COLOUR

PRIMARY			GRADIENT		TEXT	BACKGROUND		ACCENT
								
#1F4696			#1F4696	#EB2629	#586BA6	#8E95BF	#F2F2F2	#EB2629
C: 99 M: 85 Y: 5 K: 0			C: 99 M: 85 Y: 5 K: 0	C: 1 M: 98 Y: 95 K: 0	C: 80 M: 60 Y: 0 K: 100	C: 46 M: 38 Y: 7 K: 100	C: 4 M: 2 Y: 2 K: 0	C: 1 M: 98 Y: 95 K: 0

F O N T S

DISPLAY OR HEADLINE TEXT

**Proxima Nova Extra
Condensed - BLACK**

**A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 ? + @ % ()**

BODY TEXT

Aktiv Grotesk
Bold | Regular | Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 ? + @ % ()

I C O N



MOOD & TONE

