



Consumer Data Right

Brand Guidelines for Participants v1.0





Contents

The sections can be navigated by clicking on the titles.

1

About the Brand

- A. Brand overview
- B. Using the guideline

2

Logo Guidelines

- A. Primary lockup
- B. Clear space
- C. What not to do



In this section we outline what the Consumer Data Right is, its purpose, and the values that the brand embodies.

- A. Brand overview 4
- B. Using the guidelines 5

About the Brand



About the Brand Overview

The Consumer Data Right is a legislation constructed to give consumers greater control over their data.

By enabling the secure transfer of consumer data, accredited institutions will be able to provide their customers with a better service.





These guidelines are designed to help maintain a consistent recognition of the Consumer Data Right identity. This is crucial for building brand equity which in turn will promote consumer trust. An overview has been outlined below.

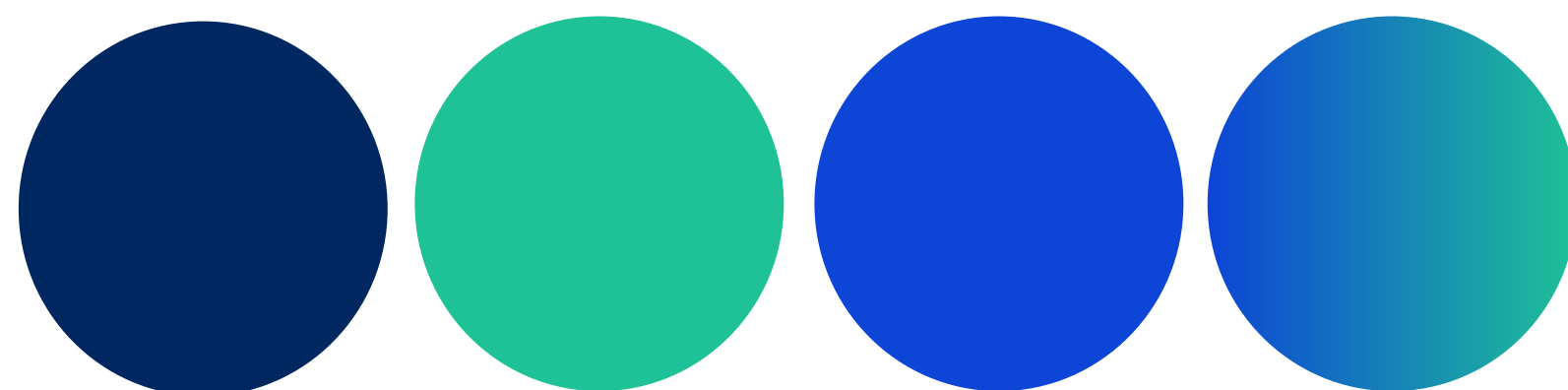
1 **B**

About the Brand
Using the guidelines

Logo (Primary)



Colour Palette





The logo is the centrepiece of the CDR brand identity. The variations and parameters of the logo have been designed to optimise their visibility based on their context.

A. Primary lockup	7
B. Clear space	8
C. What not to do	9
D. Colour palette	10

Logo Guidelines



The primary lockup consists of the logomark and the wordmark. This lockup should be the favoured orientation whenever possible. Refer to the master assets for the source files.

2 A

Logo Guidelines

Primary lockup

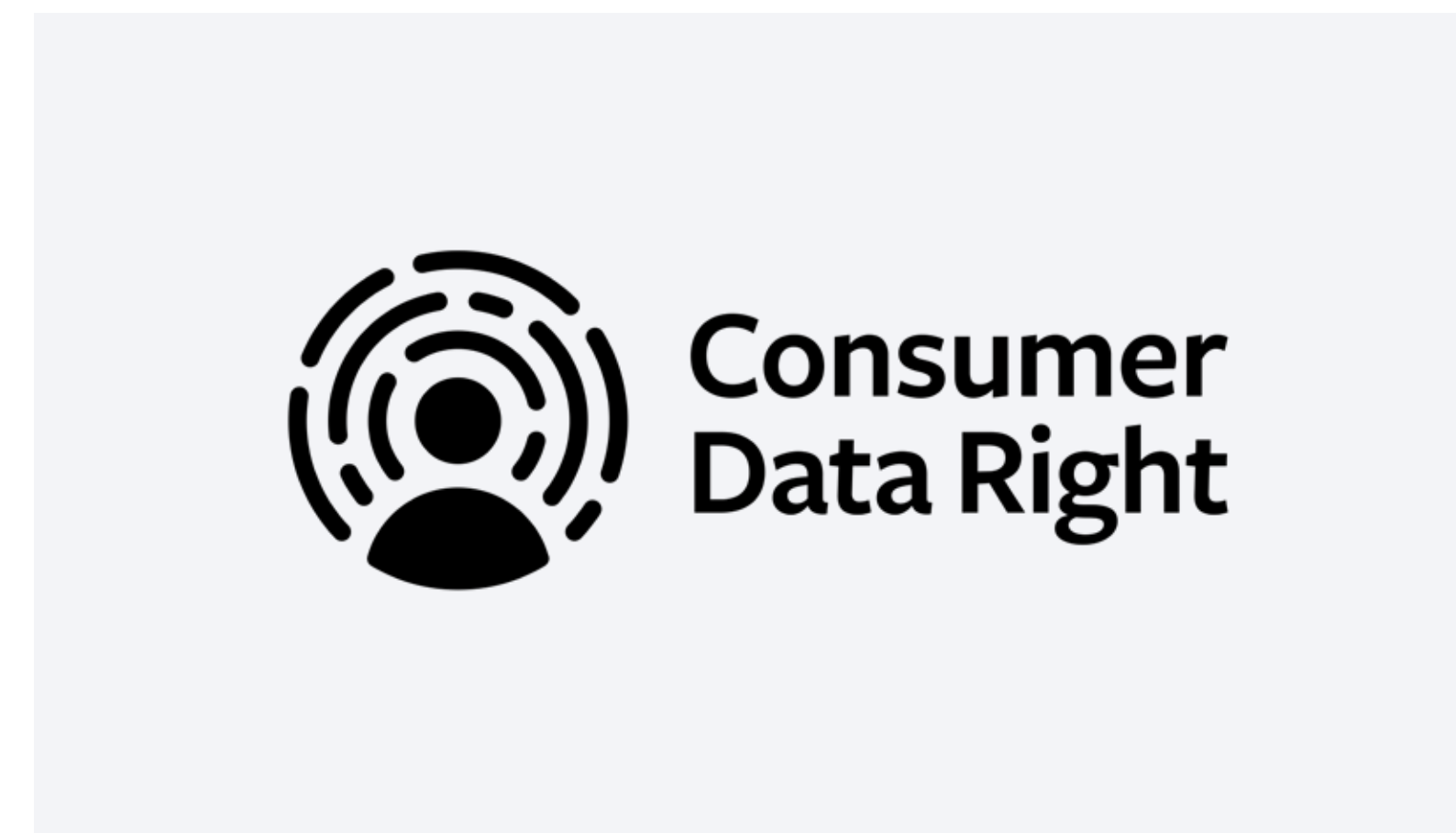
Coloured version



Mono version

Left: White version
Right: Black version

Only used when colours are not allowed or if used over busy backgrounds.





Clear space is the minimum space allowed around the logo. This is to maintain the visibility of the logo at all times, especially when it is placed next to other logos.

2 D

Logo Guidelines

Clear space

Clear space unit

The clear space has the unit of 1 human icon of the logomark. That means any object placed next to the logo should be at least a clear space unit away from each other. All versions of the logo should obey this rule.





Incorrect usage of the logo may make it difficult for the audience to recognise. All versions of the logo should obey the rules below. Here are some examples of what not to do with the logo.

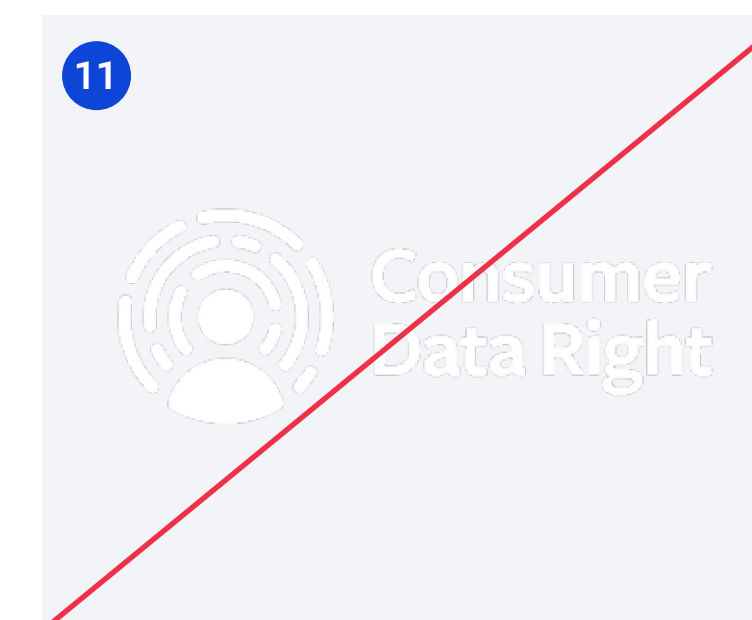
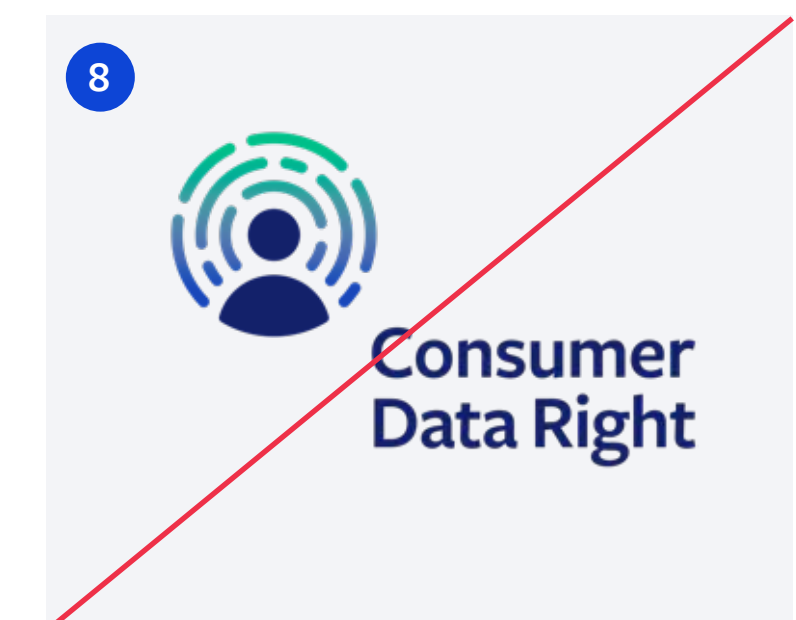
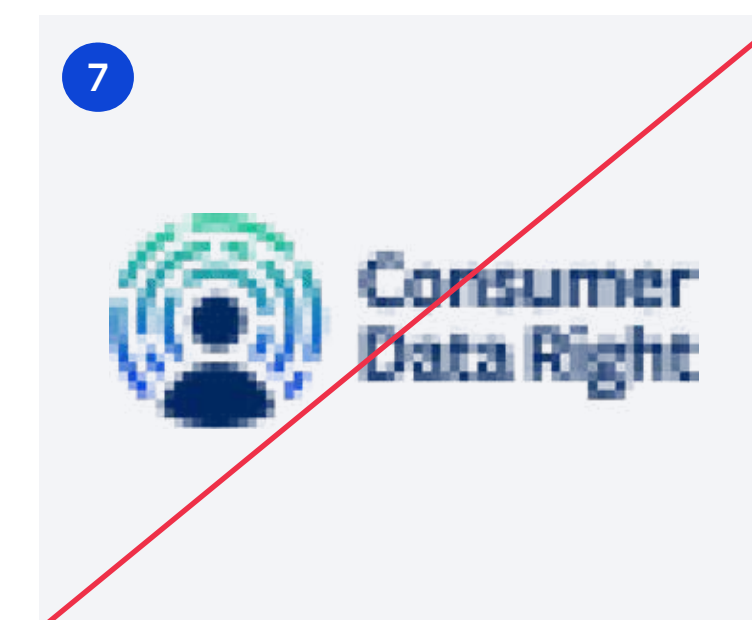
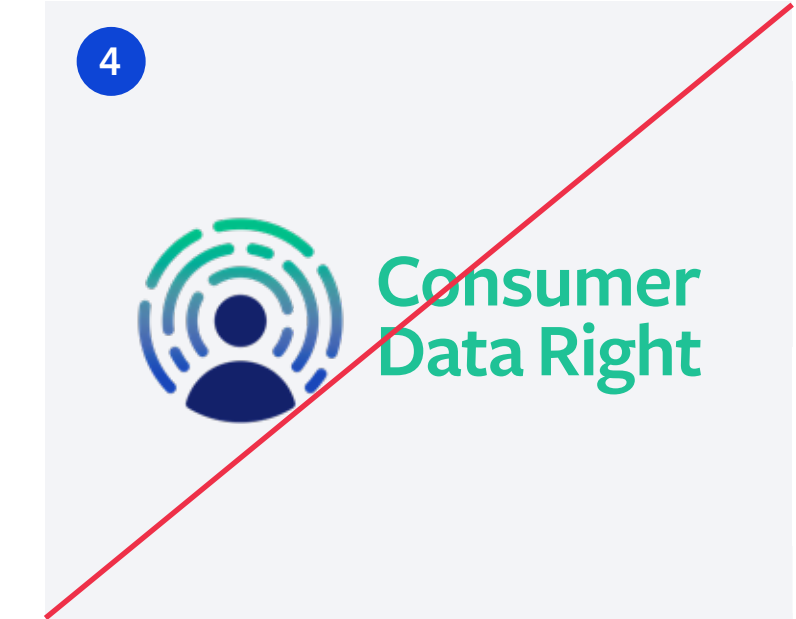
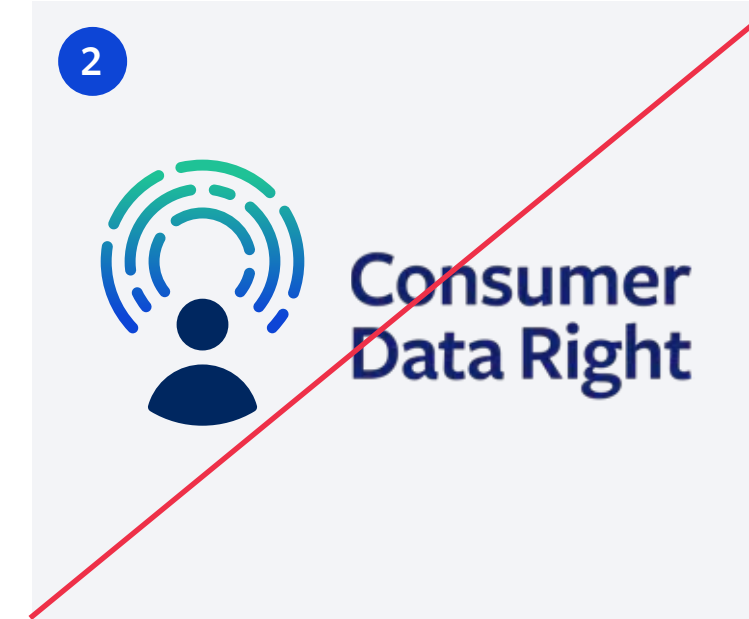
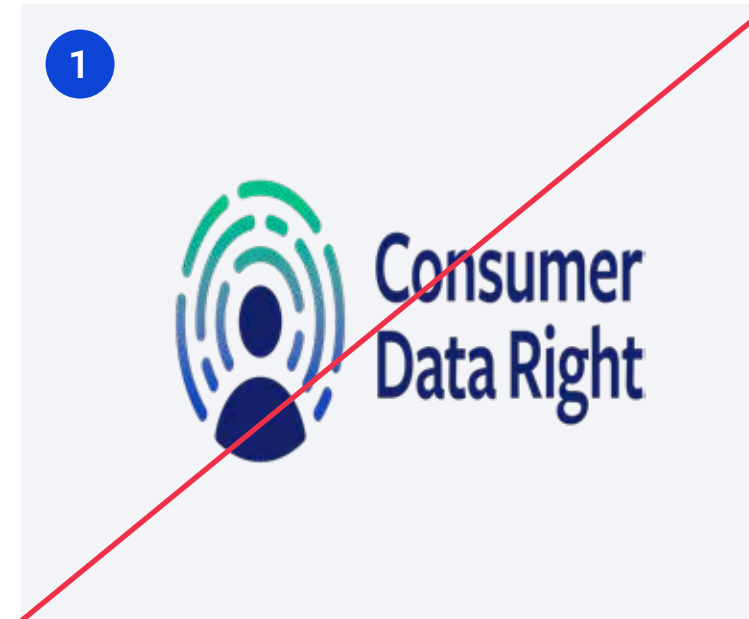
2 E

Logo Guidelines

What not to do

Restrictions

1. Do not stretch
2. Do not alter the spacing between the elements
3. Do not place the coloured logo on an image background
4. Do not change the colour of the lockup.
5. Do not tilt the logo
6. Do not use a low pixellated logo
7. Do not change the font
8. Do not change the orientation
9. Do not add effects
10. Do not place too close to other elements
11. Do not place on low-contrast background.
12. Do not add gradient





The CDR identity consists of a primary colour Navy, and two secondary colours International Klein Blue (IKB) and Teal Green. Each colour has values specified (in order of preference) in HEX code (web) and RGB (digital).

2

F

Logo Guidelines

Colour palette

Primary colour

The primary colour is the dominant colour, and should always be used in any internal branding.

Secondary colour

Secondary colours are used sparingly in combination with the Primary colour. They can also be used for colour-coding purposes or as accent colours to make certain elements stand out.

Navy
 HEX #002760
 RGB 0, 39, 96

International Klein Blue
 HEX #0D45D6
 RGB 13, 69, 214

Teal Green
 HEX #1FC296
 RGB 31, 194, 150



Consumer Data Right

Brand Guidelines for Participants v1.0

Get in touch

Send brand and asset requests to the brand team
ACCC-CDR@accc.gov.au