

Royal International Convention Centre

Client Style Guide





Working with Our brand

This document sets out some simple rules for presenting the Royal International Convention Centre brand consistently in the communications and advertising you produce.

Consistency is important. When showing our logo, or mentioning us in any form of communication or advertising, please keep to the approved formats shown here. Don't distort or change them.

Note that, as stated in the Terms and Conditions of your contract, you must comply with the Royal International Convention Centre Client Style Guide when referring to the Royal International Convention Centre brand or using the Royal International Convention Centre logo.

For any questions regarding the use of the Royal International Convention Centre brand, or to obtain electronic versions of the Royal International Convention Centre logo in various formats please contact:

Nicole Clifton
Media & Communications Officer

Email: nclifton@rna.org.au

General Principles

Writing our name:

✓ **Royal International Convention Centre**

Royal International Convention Centre is always capitalised,

✗ Do not use any of these other incorrect variations:

*Royal international convention centre (Always capitalise each word in the name),
RICC.*

Saying our name:

✓ **Royal International Convention Centre**

For radio or TV, a voice-over script would reference our name in the following way: *See you at Example Event, Royal International Convention Centre, Bowen Hills, Brisbane, Australia.*

'The Royal International Convention Centre' would be correct in the following format: *Example Event returns for 2014 at the Royal International Convention Centre, Bowen Hills, Brisbane, Australia.*

Adding our name and address to your event details:

✓ The correct format is:

**Example Event
10–12 Month 2014
Royal International Convention Centre
<insert venue name if required>
Bowen Hills, Brisbane, Australia**

If a street address is required, the general main entrance is on Gregory Terrace, Brisbane, Australia. should be included after Bowen Hills this supports the branding and includes residents outside of the Brisbane metropolitan area and international audiences.

Correct names

Correct names of our venues are as follows:

Royal International Convention Centre
(short form is Royal ICC not RICC)

Hall A

Hall B

Hall A & B Combined Hall C

Halls A, B & C Combined

Meeting Room 1

Meeting Room 2

Meeting Room 3

Meeting Room 4

Meeting Room 5

Meeting Room 6

Meeting Room 7

Meeting Rooms 1 & 2

2 x Combined Meeting Rooms

Meeting Rooms 1, 2 & 3

3 x Combined Meeting Rooms

Board Room 1

Board Room 2

Board Rooms 1 & 2

2 x Combined Board Rooms

Upper Foyer Concourse

Ground Level Exhibition

The Plaza

Also note:

Short form 'Royal ICC' can only be used when the full name has already been referenced.



Our logo

Positive version for use on white, or very pale tint, backgrounds:



Reversed version for use on solid colours or photography:



Brand Colours:

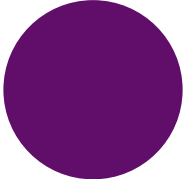
RNA Purple

Spot colour
Pantone 2623 C

Uncoated Process
C57 : M86 : Y4 : K7

Coated Process
C75 : M100 : Y8 : K26

RGB colour
R95 : G33 : B103



Red

Spot colour
Pantone 7417 C

Uncoated Process
C0 : M65 : Y78 : K0

Coated Process
C1 : M83 : Y85 : K0

RGB colour
R224 : G78 : B57



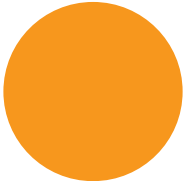
Orange

Spot colour
Pantone 144 C

Uncoated Process
C0 : M43 : Y90 : K0

Coated Process
C0 : M51 : Y100 : K0

RGB colour
R237 : G139 : B0



Yellow

Spot colour
Pantone 122 C

Uncoated Process
C0 : M22 : Y93 : K0

Coated Process
C0 : M11 : Y80 : K0

RGB colour
R254 : G209 : B65





Our logo for press, web and signage applications

For an electronic version of the logo, please refer to the contact details on page 1

Don't delete the 'Brisbane Australia' support line



Don't show on backgrounds that have poor contrast with the logo colours: white backgrounds, or very pale tint backgrounds, are preferred.



For online applications, don't show below 65 pixels high



If the logo needs to be shown within a white box, include sufficient white space around the logo. The border of white space is equal to the height of 'Royal International' shown as 'X' below.



TV

Adding our name and address to your event details:

- ✓ The correct format is:

Example Event
10–12 Month 2014
Royal International Convention Centre
<insert venue name if required>
Bowen Hills, Brisbane, Australia

Saying our name:

- ✓ **Royal International Convention Centre**

For radio or TV, a voice-over script would reference our name in the following way: *See you at Example Event, Royal International Convention Centre, Bowen Hills, Brisbane, Australia.*

'The Royal International Convention Centre' would be correct in the following format: *Example Event returns for 2014 at the Royal International Convention Centre, Bowen Hills, Brisbane, Australia.*

Sample endframe:

Add our brand to your communications as text, rather than by adding our logo.



Radio

At every mention, our name is:

✔ **Royal International Convention Centre**

✘ Do not use any of these other incorrect variations:
*Royal international convention centre (Always capitalise each word in the name),
RICC (Don't abbreviate the name to an acronym).*

Saying our name:

✔ **Royal International Convention Centre**

For radio or TV, a voice-over script would reference our name in the following way: *See you at Example Event, Royal International Convention Centre, Bowen Hills, Brisbane.*

'The Royal International Convention Centre' would be correct in the following format: *Example Event returns for 2014 at the Royal International Convention Centre, Bowen Hills, Brisbane.*

PR / Editorial / Speechwriting

At every mention, our name is:

✓ **Royal International Convention Centre**

✓ **Royal ICC**

✗ Do not use any of these other incorrect variations:
*Royal international convention centre (Always capitalise each word in the name),
RICC.*

Saying our name:

✓ **Royal International Convention Centre**

*See you at Example Event, Royal International Convention Centre, Bowen Hills,
Brisbane, Australia.*

Also note:

*Short form 'Royal ICC' can only be used when
the full name has already been referenced.*

Best Examples

✓ Royal International Convention Centre name and address format are correct in all examples below

