

## ICOM Australia style summary

Aug 2016

### Letter and document text

Arial unicode; 11 point body text

The Australian Style Manual should be followed

Generally adopt minimal capitalisation as opposed to maximal capitalisation

### Logo font

Georgia for logotype ('ICO')

Monogram special design ('M')

Arial unicode bold for common compositions ('International Council of Museums'; country name)

### Logo colours

Colour

Logotype and 'international etc' - light blue: #7390c4

Monogram and country - dark blue: #003f90

Monochrome

Logotype and 'international etc' - grey: #717171

Monogram and country – black: #000000

### Logo on a black or coloured field

Colour

Logotype and 'international etc' - light blue: #7390c4

Monogram and country – white: #ffffff

Monochrome

Logotype and 'international etc' - grey: #717171

Monogram and country – white: #ffffff