
Advance

The Global Australian Network

BRAND STYLE GUIDE



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Section One

Brand Overview



ADVANCE
THE GLOBAL
AUSTRALIAN
NETWORK

Since our founding in the aftermath of 9/11, we've grown to serve members globally and provide services, events, and opportunities to Australia's greatest national resource: our people—at home and abroad.

In the pages that follow, you'll find everything you need to tell our story, speak in our voice, and keep things visually consistent and beautiful.

Enjoy



Brand Overview

Brand Name

Advance

The Global Australian Network

Brand Tagline

Always Australian.

Brand Mission

To strengthen Australia by nurturing a globally connected mindset at home and abroad.

What we do

We support the flow of information and ideas between Global Australians and their home country.

Brand Values

“We know that succeeding professionally overseas means embracing risks, working in unfamiliar environments, and operating without an established network – it takes guts, curiosity and ambition.”

“Australians are known as being resourceful and creative. With our irrepressible sense of optimism combined with openness towards other cultures.”

Advance Brand Values

- ✓ Global Outlook
- ✓ Innovation
- ✓ Resourcefulness
- ✓ Creativity
- ✓ Openness
- ✓ Curiosity
- ✓ Ambition



Brand Narrative:

Always Australian

A man sitting in a cafe sipping tea in London,
Or a family sharing a pizza in Chicago.
A student studying in Perth,
Or a couple coming back to Sydney after years in Hong Kong.
They don't seem like they have much in common at first.
But they all share one thing:

Home.

Not the place, but the feeling. That part of our person that never goes away,
no matter where our journey takes us. We are, always, Australian.

As The Global Australian Network, Advance is a place to celebrate that shared identity. To cheer for the idea that when you take your little piece of Australia abroad, you are spreading greatness. Because Australia is stronger when its people share their creativity, resourcefulness, and expertise across the globe.

Advance is also a handbook, of sorts. It's a collection of resources and connection points for people following their passions, living their dream, or looking to expand their knowledge beyond the borders of Australia. It's a place that can keep you connected to your home, wherever you may be.

Because a connected Global Australian supports a stronger Australia globally.
One Aussie at a time.

Advance, The Global Australian Network. Always Australian.

Section Two

Creating in our Voice and Tone





Our approach to writing

Keep it simple.

The best way to say it great is to say it straight. Be simple with your language and put your energy into your ideas instead. Word choice matters!

Less is more.

Interrogate everything you write. Read it aloud. Ask yourself things like “do I need this sentence?” and “what am I really trying to say here?” Shorter is always better.

Write to an individual, not your whole audience.

As you write, picture a single person that you are attempting to reach. It’s much easier to find effective ways to communicate when you don’t have to answer every possible question or cover every possible outcome. Stick to the main idea. People will seek the extra information they need on their own.

Our Voice:

Certain

In our case, confidence comes from conviction. We are certain—beyond a shadow of a doubt—that we are moving the needle. We avoid words like “maybe,” “might,” and “possibly” because we know what we’re talking about. It’s not boastful or crude, but it comes from a place of experience, know-how, and resourcefulness.

Direct

Interrogate everything you write. Read it aloud. Ask yourself things like “do I need this sentence?” and “what am I really trying to say here?” Shorter is always better.

Driven

We’re looking forward. Both into the future and onto the next thing. Our goal-oriented attitude gives people confidence in our organization and themselves.

Warm

We come from a place of understanding and empathy. We aren’t afraid to crack a smile, but no one would ever describe us as ‘silly.’ We’re the coworker you hope asks you to happy hour on Friday afternoon.

Our Voice: Examples

Certain

From this:

The name **@GeorgeKambososJr** may not be a familiar one outside of the boxing world, but it's about to be!

To this:

Boxer **@GeorgeKambososJr** is about to become a household name.

Direct

From this:

The NextGen program expands the Advance commitment to mentoring the next generation, to inspire an international outlook in career planning.

To this:

The NextGen program is designed to provide mentorship and professional guidance to a new generation of Global Aussies.

Our Voice: Examples

Driven

From this:

Caroline Malcolm is one of the world's most influential voices on blockchain and digital assets, and their impact on international public policy.

To this:

Blockchain and cryptocurrencies are changing the way the world thinks about money, and Caroline Malcolm is one of the globe's leading experts.

Warm

From this:

Living overseas can be challenging but so can moving back to Australia. Advance would like to help make your return easier.

To this:

Living overseas can be challenging but so can moving back to Australia. Advance can help make your return easier.

Our Tone:

How to dial it up

There is a time and a place for (almost) everything. And with such a wide audience it is imperative that we build in flexibility. Dial up these parts of our voice with the right tone depending on the context you are speaking in.

Personable

Use contractions. Write with a “smile.” Use colloquial terms like “Aussies.”
(Social, events, web)

Professional

Buttoned up but still pithy. Try to avoid buzzwords as much as possible. Remember- professionals are people too- talk to them like one.
(PR, web, newsletters)

Affable

Make a witty (but not goofy) remark now and then. Use (parenthesis) as an aside. Let your audience in on the joke.
(PR, web, newsletters)

Visionary

Lead with perspective. Don’t just seek to inform but to inspire. Be bold with your ideas.
(Inspiration, podcasts, social)

Nostalgic

Home brings up lots of emotions. Don’t be afraid to lean in by waxing poetic about the things that make you love your home.
(Social)



Section Three

Creating in our Visual Language

The Advance A is a highly recognizable and supported by the Global Australian Network tagline. There are two primary logos, which can be used interchangeably based on layout. The secondary name-only version should only be used when the organization has been defined in messaging.



Primary Stacked



Primary Wide



Secondary Name-only

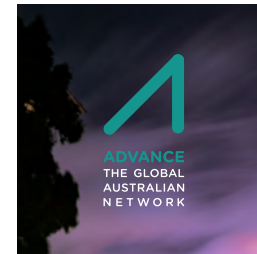
The Advance logo lockup is built to work with a multitude of backgrounds. Colour variations have been built to ensure sufficient contrast against backgrounds while distinguishing the Advance name from the tagline.

Standard

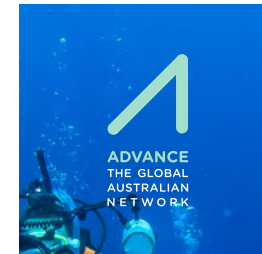
For use on white or cream backgrounds

**Standard Reversed**

For use on dark green background

**Light Green Reversed**

For use on dark pink background





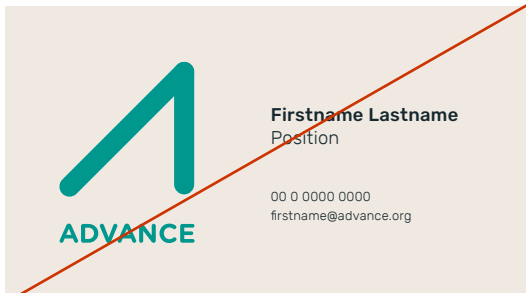
Select the logo format that best fits a layout



Ensure there is clear space equal to the letter "AU" in logo



Avoid placing logos against clashing colours or backgrounds with insufficient contrast



Avoid using secondary (name-only) logo without additional explanatory messaging



Don't alter logo font or colour



Don't use secondary (name-only) logo in a horizontal configuration

The Advance A mark may be used as a graphic element in compositions where the full Primary Logo is also present.



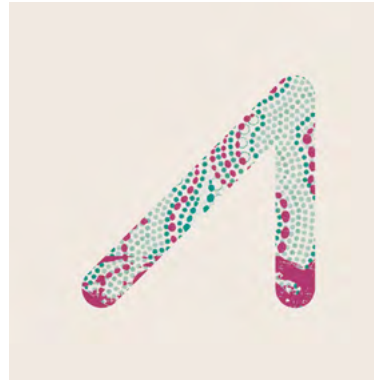
Accented with gradients of brand colors



Featuring gold to play of AU Nation Brand



Stylized with variations of brand colors



Showcasing illustrations and textures



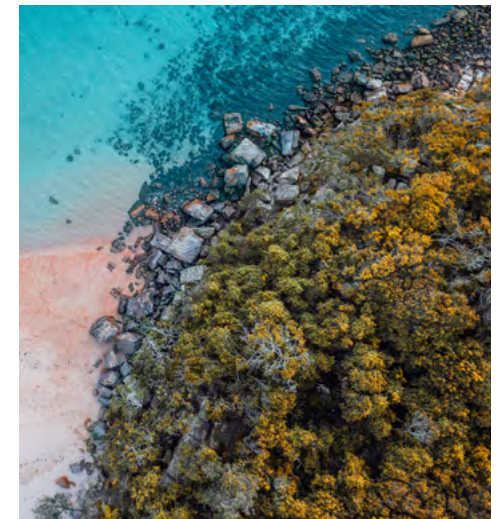
Interacting with scenic/lifestyle imagery



Framing photography or video footage

Photography plays a key part in reinforcing our visual language and mirroring our unique voice and tone. When selecting images of people, choose photos that will authentically represent modern Advance members with a “casual sophistication.” Our people are diverse and professional with a warm optimism. Show images of people in their unique environments with recognizable landmarks or landscapes. Groups of people caught in a shared moment or individuals in a confident stance.

Mix these with beautiful images of the world around us, capturing the shared global experience we observe together.



Our primary colour is Advance Eucalyptus Green, with supporting Magenta and Gold/Cream variations. Use the colour dots as a guide when determining which colors to combine for aesthetic clarity and accessibility.

Light Eucalyptus

C34 M0 Y25 K0
R164 G223 B204
Hex #A4DFCC

Eucalyptus

C81 M21 Y49 K2
R20 G150 B142
Hex #14968E

Dark Eucalyptus

C85 M66 Y59 K65
R22 G40 B46
Hex #16282E

Dark Magenta

C59 M86 Y49 K52
R74 G34 B57
Hex #4A2239

Magenta

C17 M96 Y32 K0
R203 G45 B111
Hex #CB2D6F

Light Magenta

C17 M58 Y9 K0
R207 G129 B169
Hex #CF81A9

Dark Gold

C20 M33 Y64 K0
R206 G167 B110
Hex #CEA76E

Light Gold

C21 M23 Y49 K0
R206 G185 B141
Hex #CCB98D

Cream

C5 M6 Y10 K0
R240 G233 B225
Hex #F0E9E1

Rubik is our headline font. Its wide characters with high x-height and rounded corners tie strongly to the Advance logo.

Inter is our body font. It is clean, modern and highly legible.

When setting type, **default to sentence case** which is more conversational than title case or all caps. All caps may be used for eyebrows or when using text as a graphic element.

Ensure clear hierarchy and avoid cluttered font variation by following sizing proportions of about 1.6x each headline level.*

Use darker colours from the brand palette to ensure all communications are accessible and consistent.

Eyebrows

Inter Bold (capped)

EYEBROW

Headlines

Rubik

Headline 1

Headline 2

Headline 3

HEADLINE 4

Body

Inter Regular

Body copy. Ureped evenia voluptas sit quid
quatun tiatis essum vende sim adis ellabo.
Erum que cupidier ciumquam, in consedit at
excessit con consernam, con ex exeribus



Sizing sequence example*

10

16

26

42

68

Our Design in action





