



Brandmark Style Guide

Introduction

The following brandmark style guide was specifically designed for The Young Assyrians (TYA) to assist organisational members as well as partners to produce clear, consistent, bold, and dynamic brand communications. This document also outlines how brand assets should be applied and/or represented across various mediums.

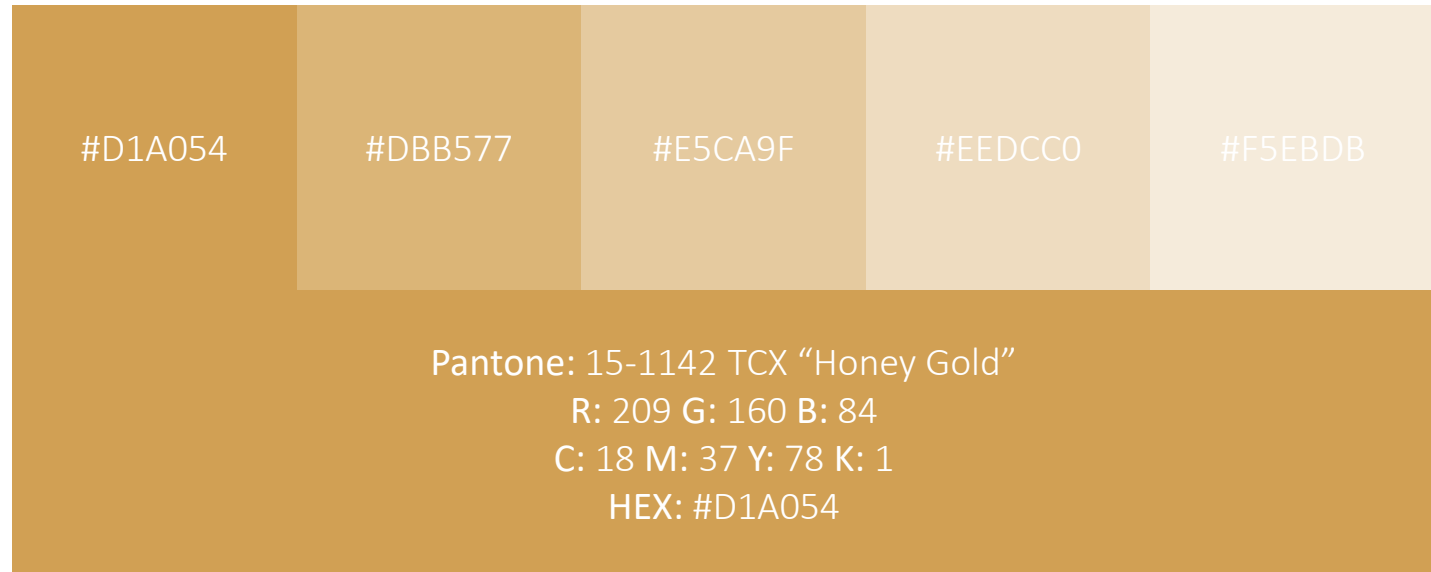
Brandmark

The brandmark of The Young Assyrians consists of two primary elements— the four-pointed star, symbolic of the ancient Assyrian deity Shamash, divine judge and god of justice, and a bilingual wordmark. Such symbolism not only celebrates Indigenous Assyrian cultural heritage but fosters connection with Assyrian communities— in Australia and globally.



Colour Palette

The use of Pantone 15-1142 TCX “Honey Gold” was selected as the official brand colour due to its common association with affluence, abundance, accomplishment, grandeur, and sophistication.



Typography

Crimson Text was designed by Sebastian Kosch and belongs to the Serif font family. This is the official primary typeface for the English wordmark of The Young Assyrians.

Crimson Text (Semi Bold)

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

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 0 @ & \$? !

Estrangelo Edessa is a Unicode encoded OpenType font designed by Esho Marcus and Sargon Hasso. This is the official primary typeface for the Assyrian wordmark.

Estrangelo Edessa

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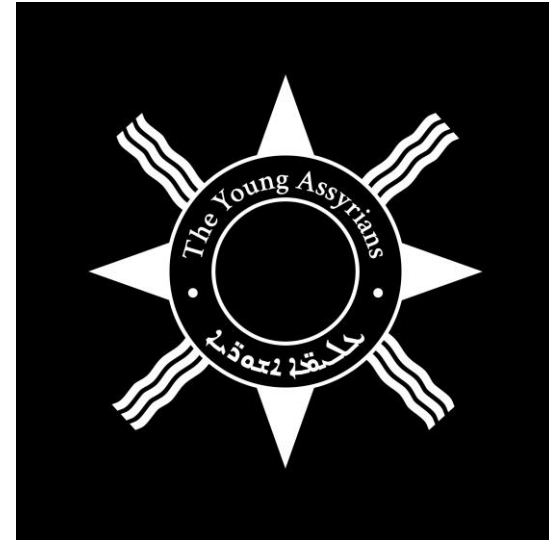
Style Variations



Primary Brandmark (v1)

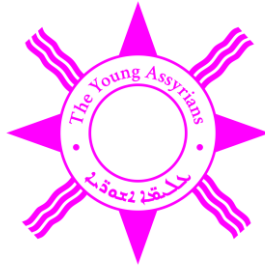


Monochrome: Solid Black (v2)



Monochrome: Solid White (v3)

Brandmark Misuses



Do not alter the colour palette.



Do not rotate the brandmark.



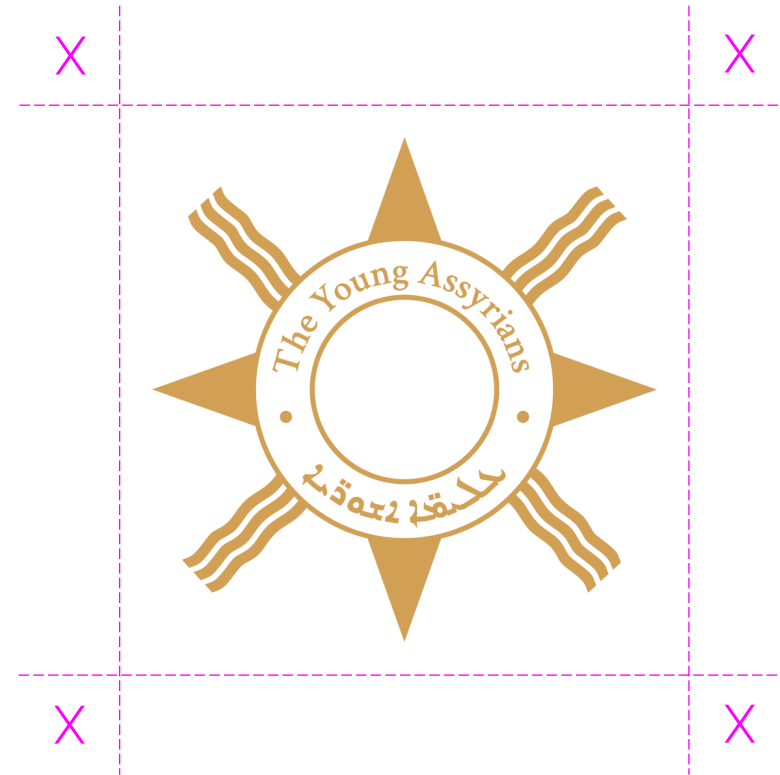
Do not contort any part of the brandmark.



Do not add a drop shadow to the brandmark.

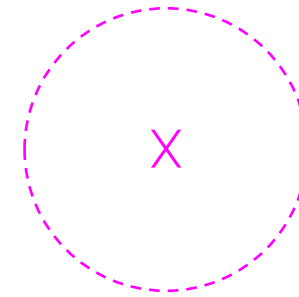
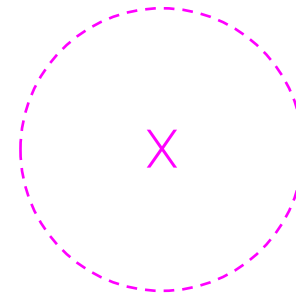
Breathing Space

The brandmark of The Young Assyrians should have adequate 'breathing space' in all creative executions. Allowing breathing space shall prevent type, imagery, or other graphic elements from interfering with the integrity and legibility of the organisation's brandmark. No other graphic element of any kind should encroach the marked zone.



Co-branding Placement

In instances where The Young Assyrians co-sponsor an initiative, program or event with another organisation— the following co-branding principles apply. First, It is strongly recommended that the brandmark of The Young Assyrians be placed in a position of prominence in the sequence of co-brands. This could mean bottom right or left, depending on the layout. Second, the brandmark must take precedence where The Young Assyrians is the hosting party.



Brandmark Usage: Image and Video

In instances where the brandmark is to be used over photography and/or video—either of the monochrome versions (2 or 3) are appropriate so long as the integrity of the brandmark is not compromised. These must be chosen wisely to achieve the highest amount of contrast possible.

