

Koala Corporation Style Guide



Koala Corporation








Our Target Audience

- Small, medium, and enterprise size organisations.

Colour Palette

The colour palette involves five primary colours as follows:

				
HEX: #991E5E RGB: 153, 30, 94	HEX: #003A78 RGB: 0, 58, 120	HEX: #FDB811 RGB: 253, 184, 17	HEX: #A9A9A9 RGB: 169, 169, 169	HEX: #505C62 RGB: 80, 92, 98

Typography

The following topology should be used:

Header 1

Arimo 24pt. #184A73

Header 2

Arimo 18pt. #C73237

Header 3

Arimo 14pt. #505C62.

Header 4

Arimo 12pt. Black bolded.

Calibri 11pt font is the body copy. Black forecolour used on white background.

All typography should be left-aligned, except for title headings which can be centred if desired.



Lists

Lists can either be ordered (numbered) or unordered (bulleted).

Numbered lists

Used when order is important. Each item expresses a step in a sequenced of steps:

1. First step
2. Second step
3. Third step

Numbered lists can also have sub-steps:

1. First step
 - 1.1. First sub-step
 - 1.1.1. A third level of sub-step
 - 1.2. Second sub-step
2. Second step
3. Third step

Bulleted lists

Used when order is not important. Items can be expressed in any order:

- First item
- Second item
- Third item

Bulleted lists can also have sub-items:

- First item
 - First sub-item
 - A third level of sub-item
 - Second sub-item
- Second item
- Third item



Tables

Tables with no headers should be developed using the “Koala Corporation” table style.

Some Data	Some Data	Some Data
Some Data	Some Data	Some Data
Some Data	Some Data	Some Data

Where a column header is required, use “Koala Corporation Col” table style:

Column 1 Header	Column 2 Header	Column 3 Header
Some Data	Some Data	Some Data
Some Data	Some Data	Some Data
Some Data	Some Data	Some Data

Where a row header is required, use the “Koala Corporation Row” table style:

Row 1 Header	Some Data	Some Data	Some Data
Row 2 Header	Some Data	Some Data	Some Data
Row 3 Header	Some Data	Some Data	Some Data



Logo

Logo can be used in one of four coloured styles. Two further black and white styles are permitted where black and white print is used. No other styles are permitted.

Logo plus title full

Logo only





Acronym only

CBSA

Title only

Koala Corporation

BW Logo plus full title



Style Guide



BW Logo only



Document layout

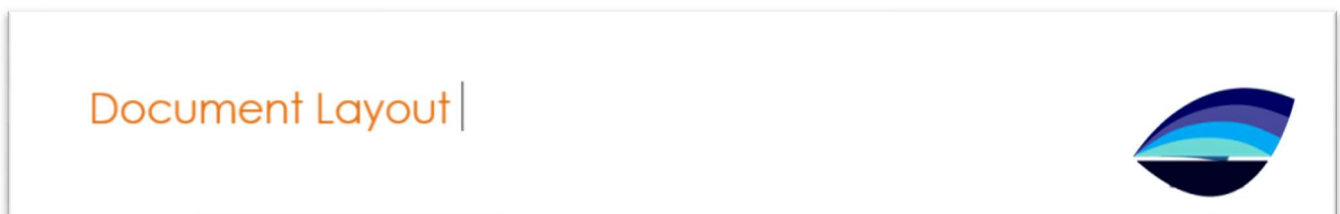
Headers and footers

Documents should be laid out

- With a different first page
- No different odd and even pages

The first page should contain no header, and no version code

Each page after the first page should have the logo right aligned in the header. An example is provided below.



Each page after the first page should have the page count centred in the footer. An example is provided below.

Page 2		
Name: Koala Corporation <<document Name>>	Version: V2.0	Last Reviewed: Sep 2019



Title page

If a document requires a front title page, then the first page should form a title page as follows:



Note that the word "Title:" should be replaced with the documents title.