



stronger smarter  
institute

# Stronger Smarter Logo Style Guide



# Stronger Smarter logo

Our Stronger Smarter logo represents who we are as a First Nations-led organisation and the values we stand for.

You are welcome to use the logo in stories or materials about the Stronger Smarter Institute, our programs, or our work, as long as you use the official version and keep it unchanged (no stretching, recolouring or remixing, borders or change of position).

Please ensure the logo is not used in a way that suggests endorsement of anything we haven't formally approved.

If you're unsure about use, feel free to get in touch.





# Master logo

## Logo colours

Our logo colours are

- orange (with either black or white text)
- charcoal
- white (reversed).

## Logo Story

Our logo carries the story of our organisation and embodies our vision and mission.

The eagle soars high towards a new horizon, towards a new era for Indigenous education – where we move beyond hope through High-Expectations Relationships to positive outcomes and great achievements for First Nations children.



SSI\_Master\_Logo\_RevText



SSI\_Master\_Logo\_Charcoal



SSI\_Master\_Logo\_Reversed



# Inline Logos



SSI\_Inline\_Logo\_FullColour



SSI\_Inline\_Logo\_RevText



SSI\_Inline\_Logo\_Charcoal



SSI\_Inline\_Logo\_Reversed





# Landscape Logo



SSI\_Inline\_Logo\_FullColour



SSI\_Inline\_Logo\_RevText

The landscape logo set should be used only when the Master and Inline logos are not appropriate.





# Minimum Size



This shows the minimum size for each logo type.

The minimum size has been set to ensure that the Stronger Smarter Institute text remains legible.



# Logo Placement



When the logo is used on photography or coloured backgrounds, ensure it has suitable contrast and is clearly legible.

Choose the logo which will have the best contrast with the environment on which it is to be placed.

Choose backgrounds and colours that enhance the logo and do not diminish its visibility.