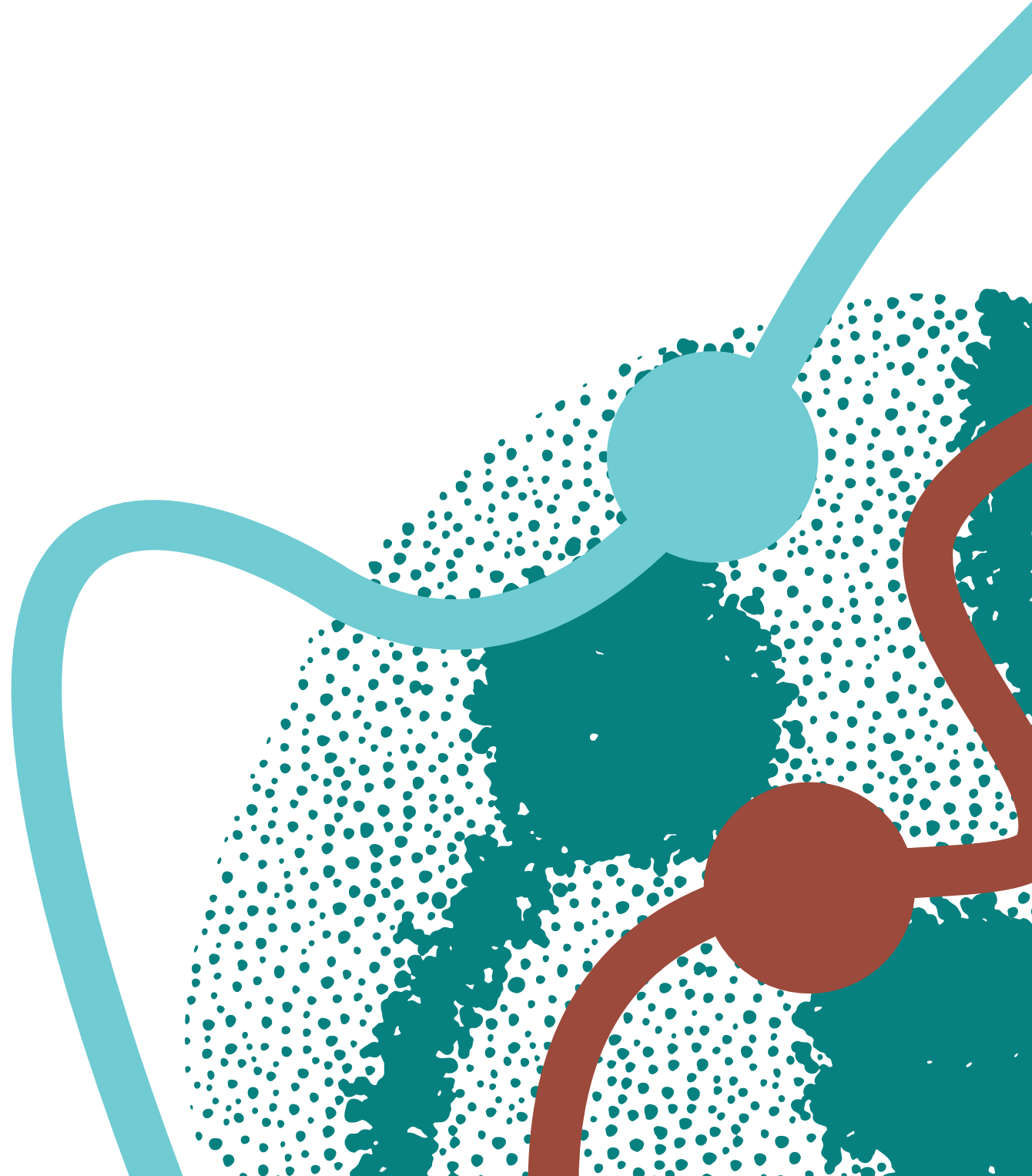




ATSILS

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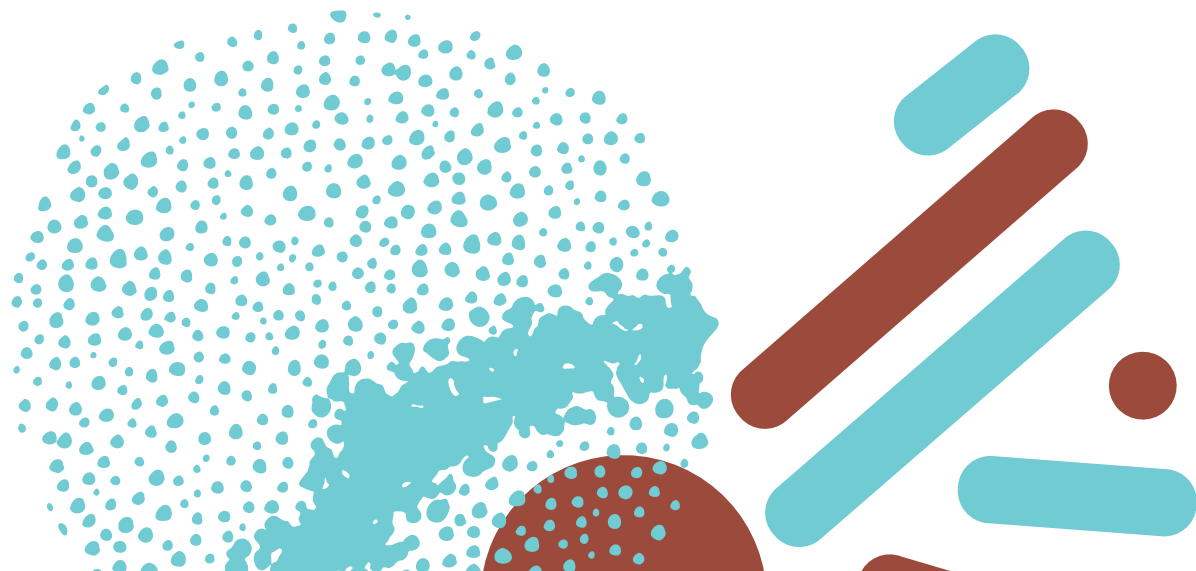


Acknowledging Traditional Custodians and Elders – past, present and future.

ATSILS respectfully acknowledges the Traditional Custodians of the lands on which we live and work. We pay the deepest respects to Elders, past, present and emerging. Our growth and development would not have been possible without the support of the diverse and culturally rich communities we service.

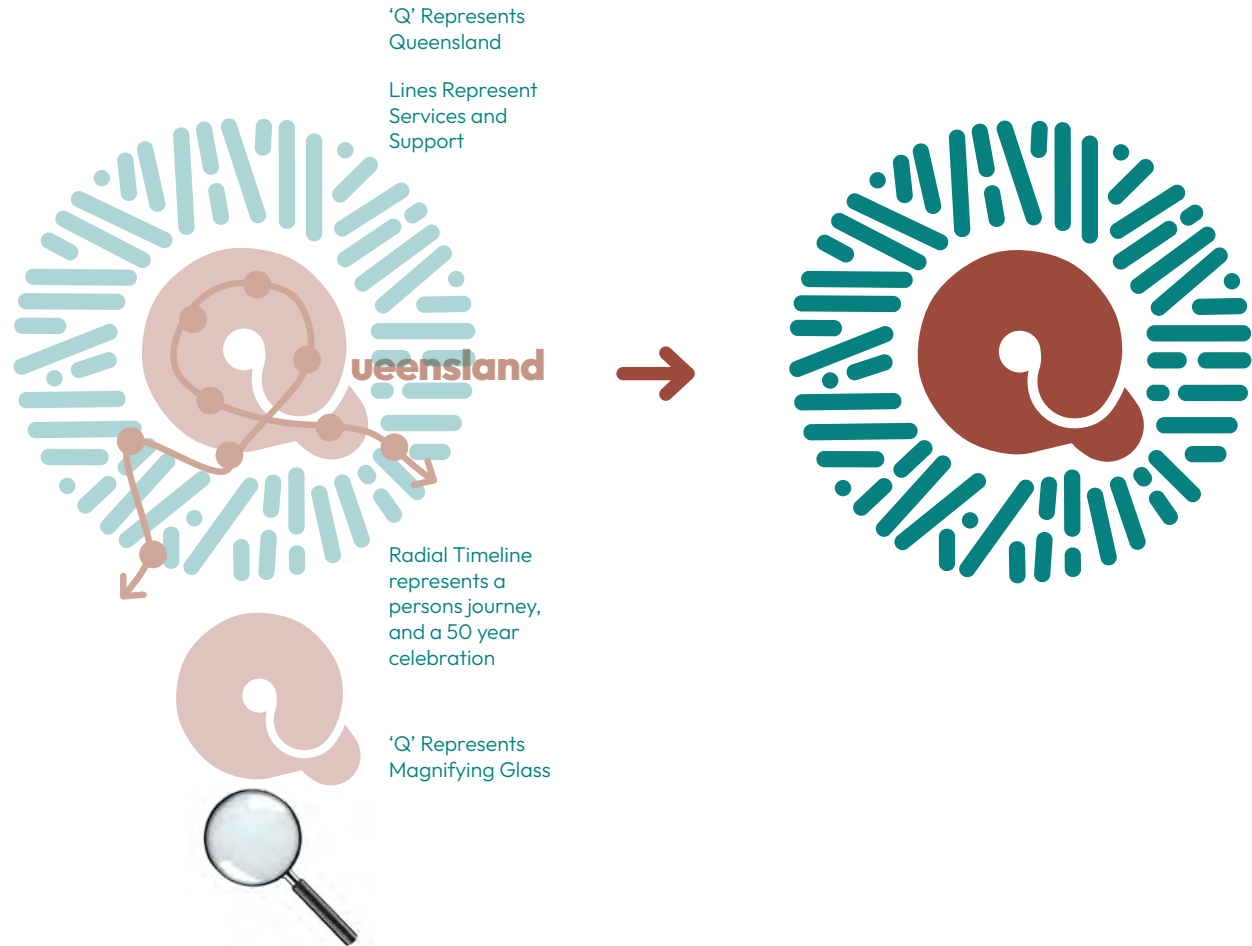


The ATSILS branding identity and this style guide were produced by Relative Creative.



Design Intent

The ATSILS brandmark represents radial convergence, a map or journey as one makes their way through legal service support and/or collaboration with ATSILS. In this way, the brandmark also celebrates the 50 year journey of ATSILS. The concept very subtly makes the form of a 'Q'. The 'Q' is a person embarking on a journey, in a non linear, radial timeline way, into the legal system. The 'Q' also represents a magnifying glass keeping a close eye on the legal system for the benefit of Aboriginal and Torres Strait Islander people. The lines surrounding the 'Q' represent the services and support existing as a network for the benefit of Aboriginal and Torres Strait Islander people, both inside and outside ATSILS. The colour palette makes use of contemporary colours of teal for the Torres Strait Island community and deep ochre or maroon for the Queensland First Nations community, catering to both Aboriginal and Torres Strait Islander people.



Logos

PRIMARY HORIZONTAL-COL



PRIMARY VERTICAL SIMPLE-COL



PRIMARY HORIZONTAL-MONO

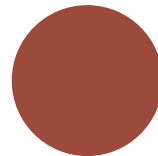


PRIMARY VERTICAL SIMPLE-MONO



Colour

The colour palette makes use of contemporary colours of teal for the Torres Strait Island community and deep ochre or maroon for the Queensland First Nations community, catering to both Aboriginal and Torres Strait Islander people.



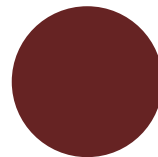
Ochre Maroon
RGB 156 74 59
CMYK 28 78 78 20
#9c4a3b



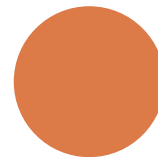
Sea Teal
RGB 1129 129
CMYK 86 31 49 8
#018181



Cloud White
RGB 245 244 240
CMYK 3 2 4 0
#f5f4f0



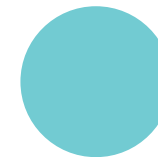
Dk Ochre Maroon
RGB 102 35 35
CMYK 36 88 78 49
#662323



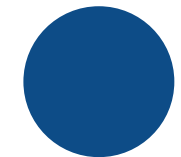
Ochre Orange
RGB 220 122 72
CMYK 10 62 79 1
#dc7948



Ochre Yellow
RGB 251 200 84
CMYK 1 22 78 0
#fbc854



Shore Teal
RGB 114 204 210
CMYK 52 0 19 0
#72ccd2



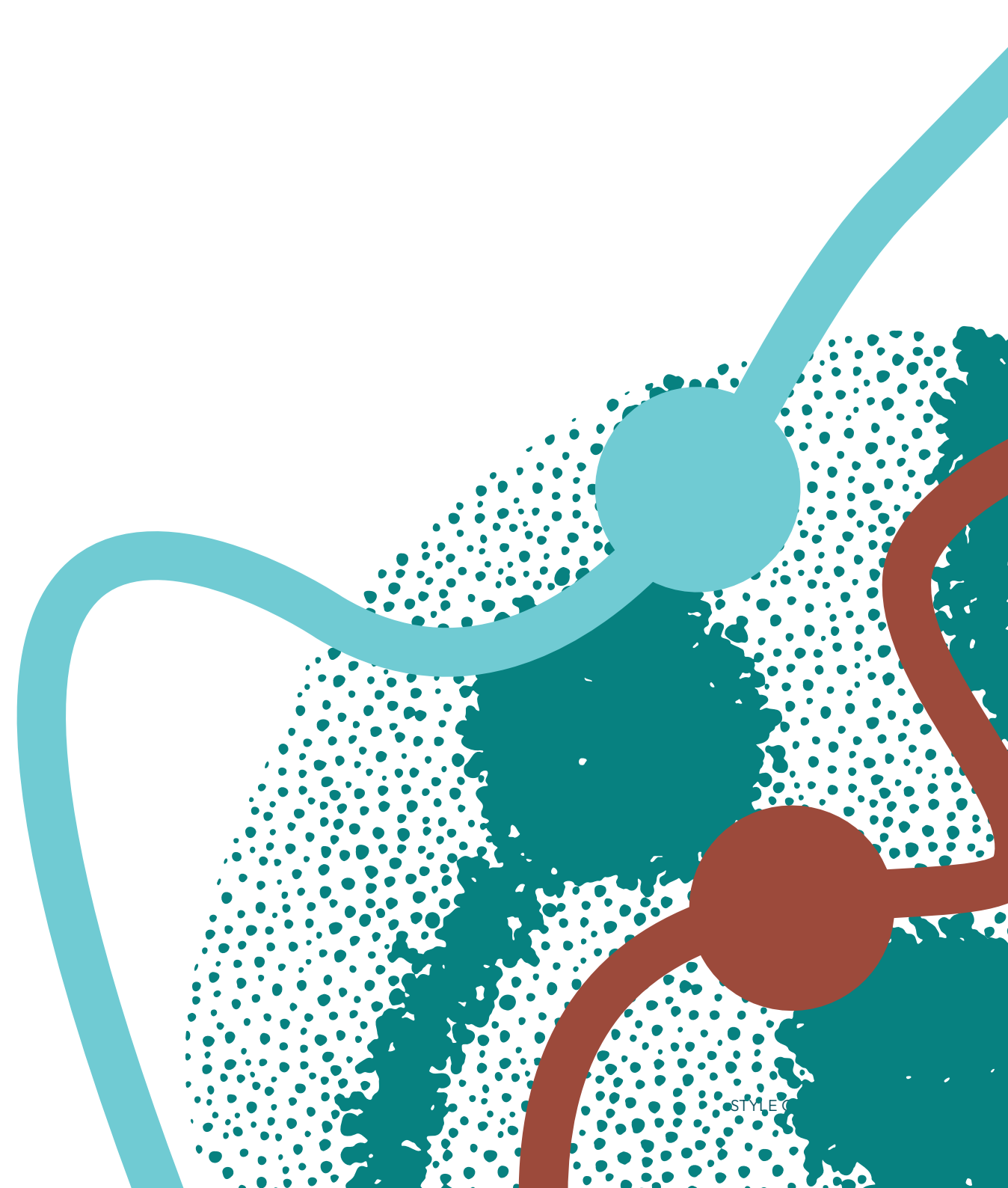
Sea Blue
RGB 13 76 135
CMYK 100 78 20 5
#0d4c87

ATSILS Country Lines

The ATSILS Country Lines artwork pack represents the land, sea and sky Country that ATSILS Journey Lines respect and traverse. It is also in the overall form of the ATSILS 'Q'.

They suggest that in the brandmark there are deeper layers of meaning, just as in relational worldviews of Aboriginal and Torres Strait Islander peoples. They represent tracks weaving through these deeper layers of meaning. The crisp vector tracks (lines with circle nodes), represent how the relational tracks intersect with Western laws and legal systems. The device helps soften the vector lines of the brand, appealing to a wider audience. The graphic devices are to be used as oversized elements throughout the brand, suggesting that these Country Lines weave through everything ATSILS does. Part of the Country Lines device also always travels with the Journey Lines device.

MONO COLOUR
COUNTRY LINES
GRAPHIC ELEMENTS



STYLE C

ATSILS Specialty Artwork

A piece by Goreng Goreng artist Rachael Sarra has been commissioned to be used in addition to the core brand.

Use of the artwork is outlined in the brand matrix and examples provided on following pages. Artwork is not to be used in branding its entirety as seen here.

Artist Statement:

As the longest continuing culture in the world, our connection to place runs deep through our history. Each colour presents the diversity of our people and the interlinking texture represents our combined responsibility to care for our land and for our people as we walk and exist within and between worlds.

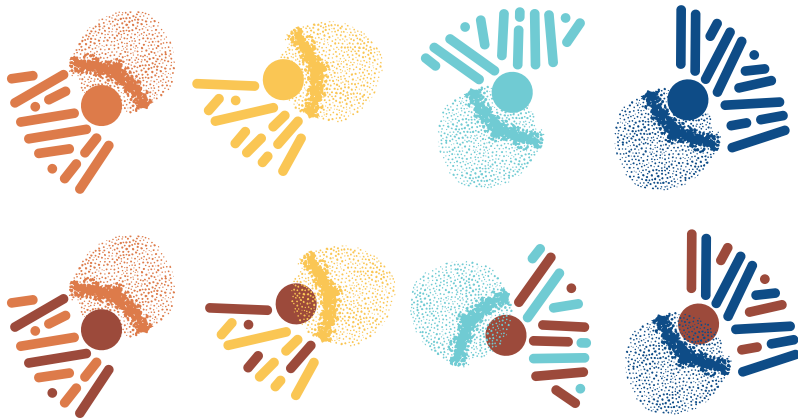


ATSILS Journey Lines

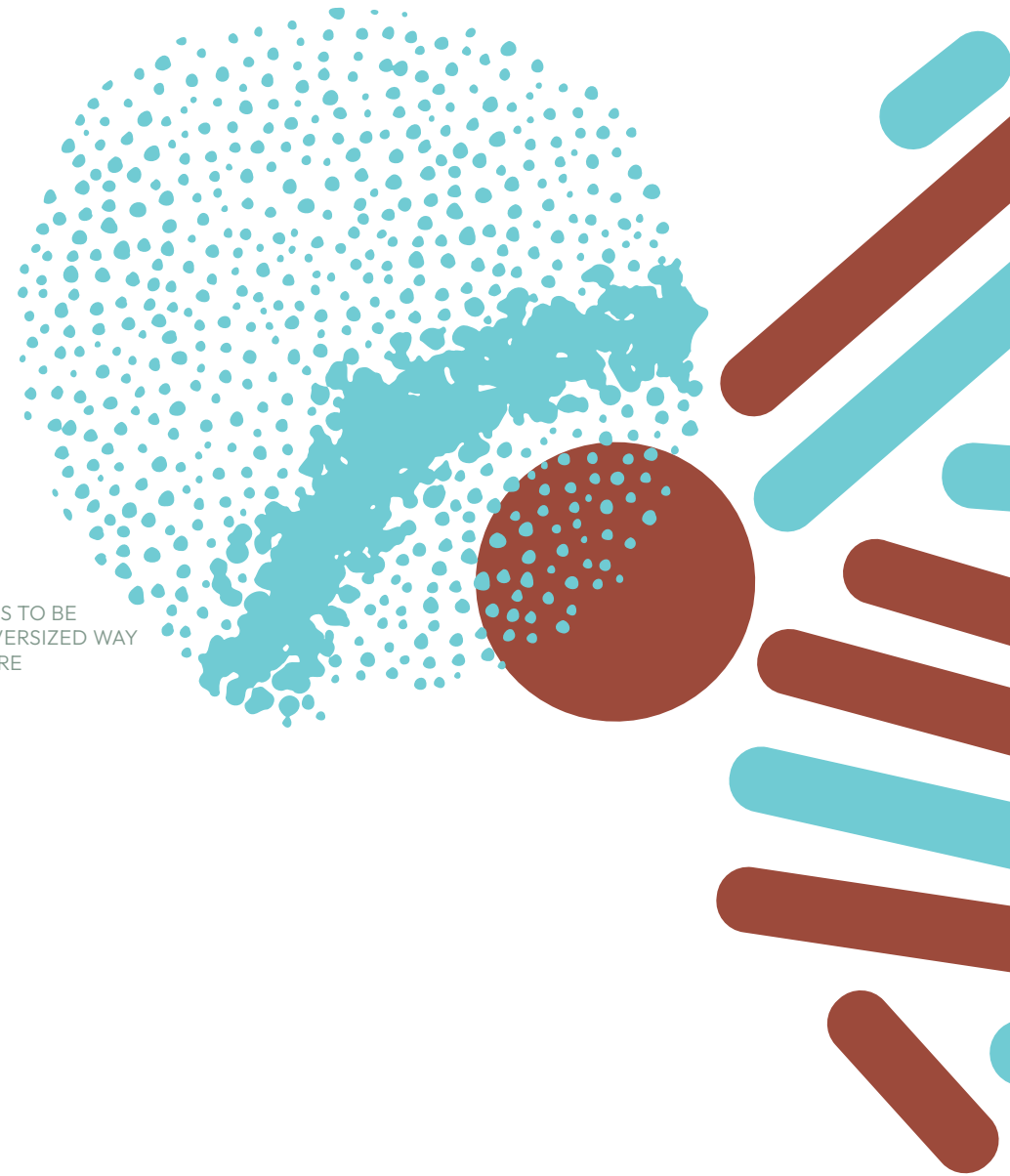
The ATSILS Journey Lines elements derive from the ATSILS landmark lines.

They suggest that all journey lines, as parts, make up the whole of ATSILS. Together all journey lines can work holistically, supporting one another. The graphic devices are to be used as oversized elements throughout the brand, suggesting that these journey lines weave through everything ATSILS does.

JOURNEY LINES VARIATIONS



JOURNEY LINES TO BE USED IN AN OVERSIZED WAY AS SHOWN HERE





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