



Australian Government

**Australian Centre for
International Agricultural Research**

Publication covers style sheet

A guide to designing covers
for ACIAR publications:

- Impact Assessment Series
- Technical Reports
- Proceedings
- Country Profiles

Sizes

ACIAR publications may be produced in the following sizes:

Impact Assessment Series, A4, 210mm(w) x 297mm(h)

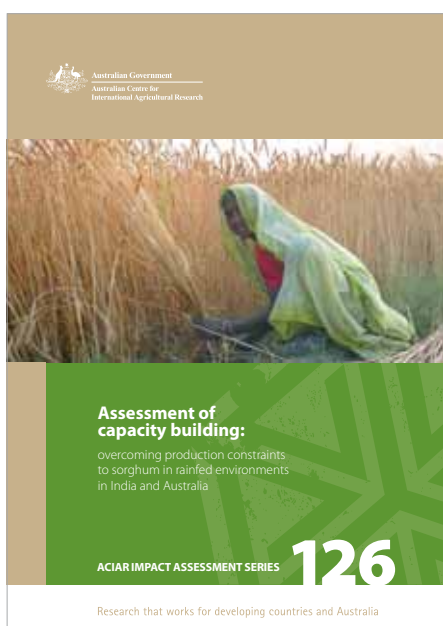
Country Profiles, A4, 210mm(w) x 297mm(h)

Technical Reports, 170mm(w) x 240mm(h)

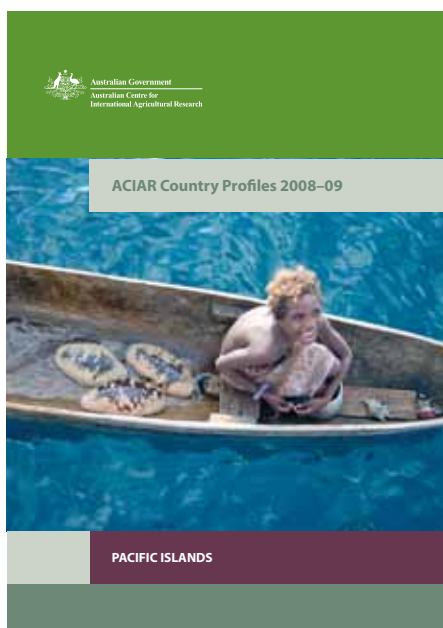
Proceedings, 170mm(w) x 240mm(h)

Template files for publication covers have been set up using InDesign CS3. The flat covers include a positional 10mm spine. Spine width will be determined by document size and should be adjusted accordingly.

If necessary, reduce ACIAR acronym on spine by 20% to fit on smaller spines.



Example of Impact Assessment Series front cover



Example of Country Profiles front cover



Example of Technical Reports front cover



Example of Proceedings front cover

Typeface

The typefaces used are:

Myriad Pro Light

Myriad Pro Bold

Myriad Pro Black

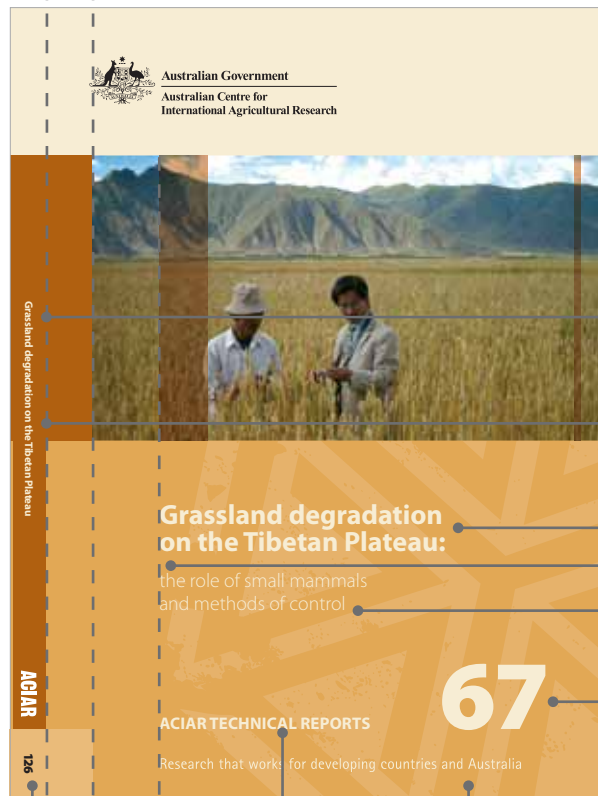
Leading and kerning is left at the default setting unless otherwise specified.

ACIAR Impact Assessment Series, A4 front cover (10mm spine)



Typeface cont'd

ACIAR Technical Reports, 170w x 240h (10mm spine)



Heading should be vertically and horizontally centred within middle section of spine (in this example, top of tan space and beginning of ACIAR acronym). If the length of heading is long, reduce size and tracking –20 to allow for longer heading

Myriad Pro Bold
Size: 9.5pt (tracking –20 to allow for longer heading)

Myriad Pro Bold
Size: 24/22pt

Paragraph space 4mm

Myriad Pro Light
Size: 17/20pt

Myriad Pro Black
Size: 85pt

Myriad Pro Black
Size: 12pt

Myriad Pro Bold
Size: 14.5pt, all caps

The tagline is taken directly from ACIAR's secondary design element and has been outlined

Typeface cont'd

ACIAR Proceedings, 170w x 240h front cover (10mm spine)

Australian Government
Australian Centre for International Agricultural Research

Myriad Pro Bold
 Size: 9.5pt

Heading should be vertically and horizontally centred within top half of spine (in the cream space). If the length of heading is long, reduce size and tracking to fit but maintain legibility

Integrated rural development in East Nusa Tenggara, Indonesia

Myriad Pro Bold
 Size: 24/22pt

ACIAR

ACIAR PROCEEDINGS

126

Myriad Pro Black
 Size: 85pt

126

Myriad Pro Black
 Size: 12pt

Research that works for developing countries and Australia

Myriad Pro Bold
 Size: 14.5pt, all caps

The tagline is taken directly from ACIAR's secondary design element and has been outlined

Typeface cont'd

ACIAR Country Profile, A4 front cover (5mm spine)



Myriad Pro Bold
Size: 9.5pt

Heading should be vertically and horizontally centred alongside the green panel on the front cover.

Myriad Pro Bold
Size: 22/22pt

Country title starts 35mm below green panel on front cover.

Myriad Pro Black
Size: 9.5pt

Myriad Pro Bold
Size: 19pt, all caps

Layout

InDesign CS3 templates have been provided with this guide. They must be used to maintain consistency within ACIAR publications.

Colours

The ACIAR corporate green (PMS 370C) can be used in conjunction with a secondary colour palette chosen at the designer's discretion.

The ACIAR corporate green does not necessarily have to be used. If another green is used, please ensure it is obviously different from the corporate green.

The colours used in the master files supplied provide an example of the shade, hue and contrast that should be maintained over all publications.

Additional colours should aim to complement existing publications but distinguish them from each other.

The size, colour and positioning of the ACIAR Government logo is in accordance with Australian Government guidelines

The width of the crest should be a minimum of 20mm

The logo should appear as solid white on beige for Impact Assessment Series

Where possible images should be high-quality, relevant, engaging, colourful and have reference to people

The ACIAR hexagon is a branding device that can be tightly cropped and used sparingly to add texture to plain backgrounds. Here it appears white at a 10% transparency

Choose one background colour for bottom panel on front and top panel on back to complement the cover image

The number should always bleed off the edge and be the same colour as the bottom strip (for IAS reports, white)



ACIAR's full secondary design element including tagline and website should appear on the back cover of all ACIAR publications
For IAS reports, it should appear as solid white, horizontally and vertically centred within the bottom beige section

The ACIAR acronym and title on spine print white; the report number matches the chosen colour for front and back

The ACIAR tagline is an aspect of the ACIAR secondary design element and prints beige for Impact Assessment Series

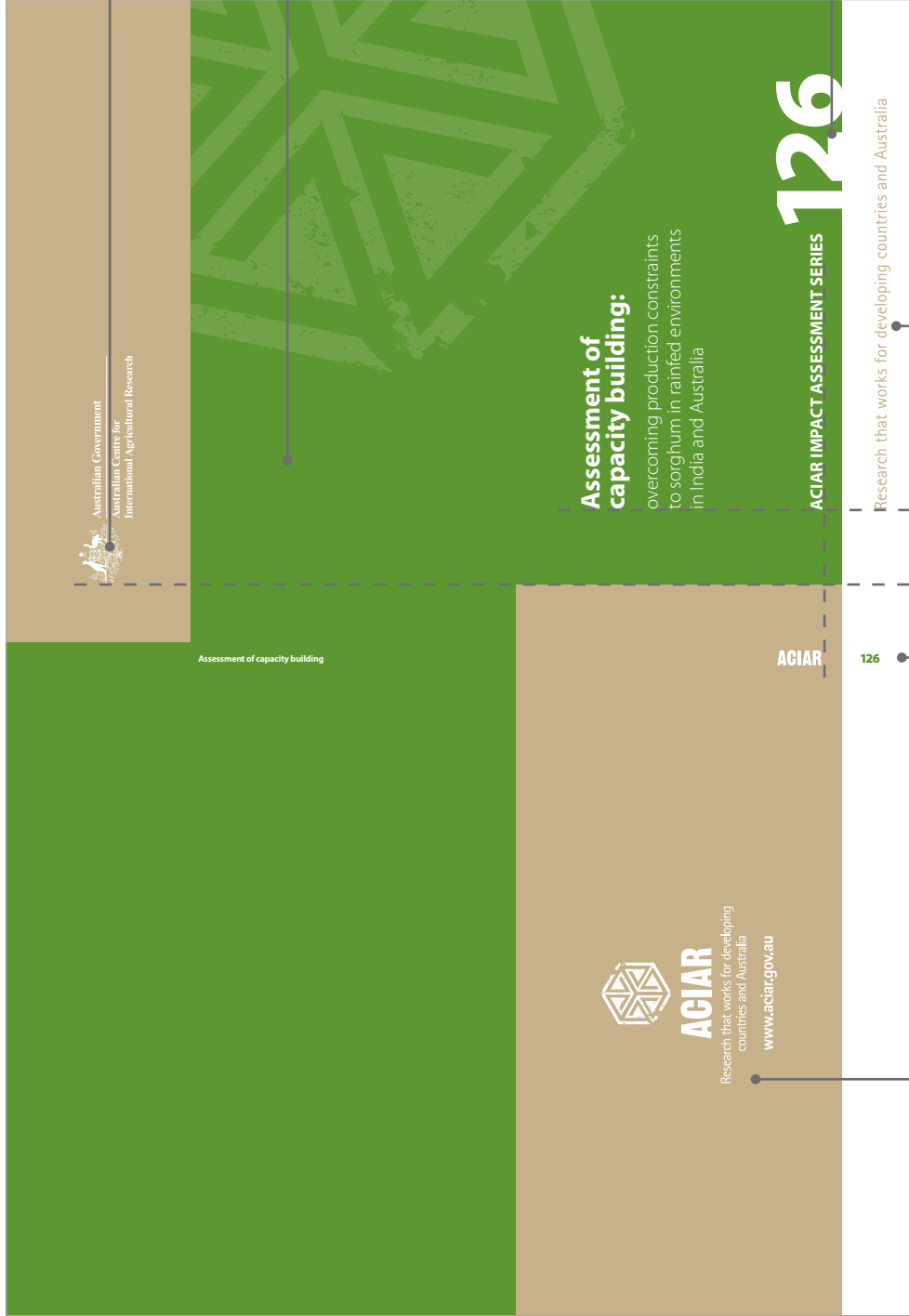
The size, colour and positioning of the ACIAR Government logo is in accordance with Australian Government guidelines

The width of the crest should be a minimum of 20mm

The logo should appear as solid white on beige for Impact Assessment Series

When an image is not available solid colour can be continued to the top and the hexagon device moved to fill the space. All other content remains in the same position

Choose any solid colour that contrasts with previous publications in the series, or is appropriate for the target audience



The number should always bleed off the edge and be the same colour as the bottom strip (for IAS reports, white)

ACIAR's full secondary design element including tagline and website should appear on the back cover of all ACIAR publications. For IAS reports, it should appear as white, horizontally and vertically centred within the bottom beige section

The ACIAR acronym and title on spine print white; the report number matches chosen colour of front and back

The ACIAR tagline is an aspect of the ACIAR secondary design element and prints beige for Impact Assessment Series

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The size, colour and positioning of the ACIAR Government logo is in accordance with Australian Government guidelines

The width of the crest should be a minimum of 20mm

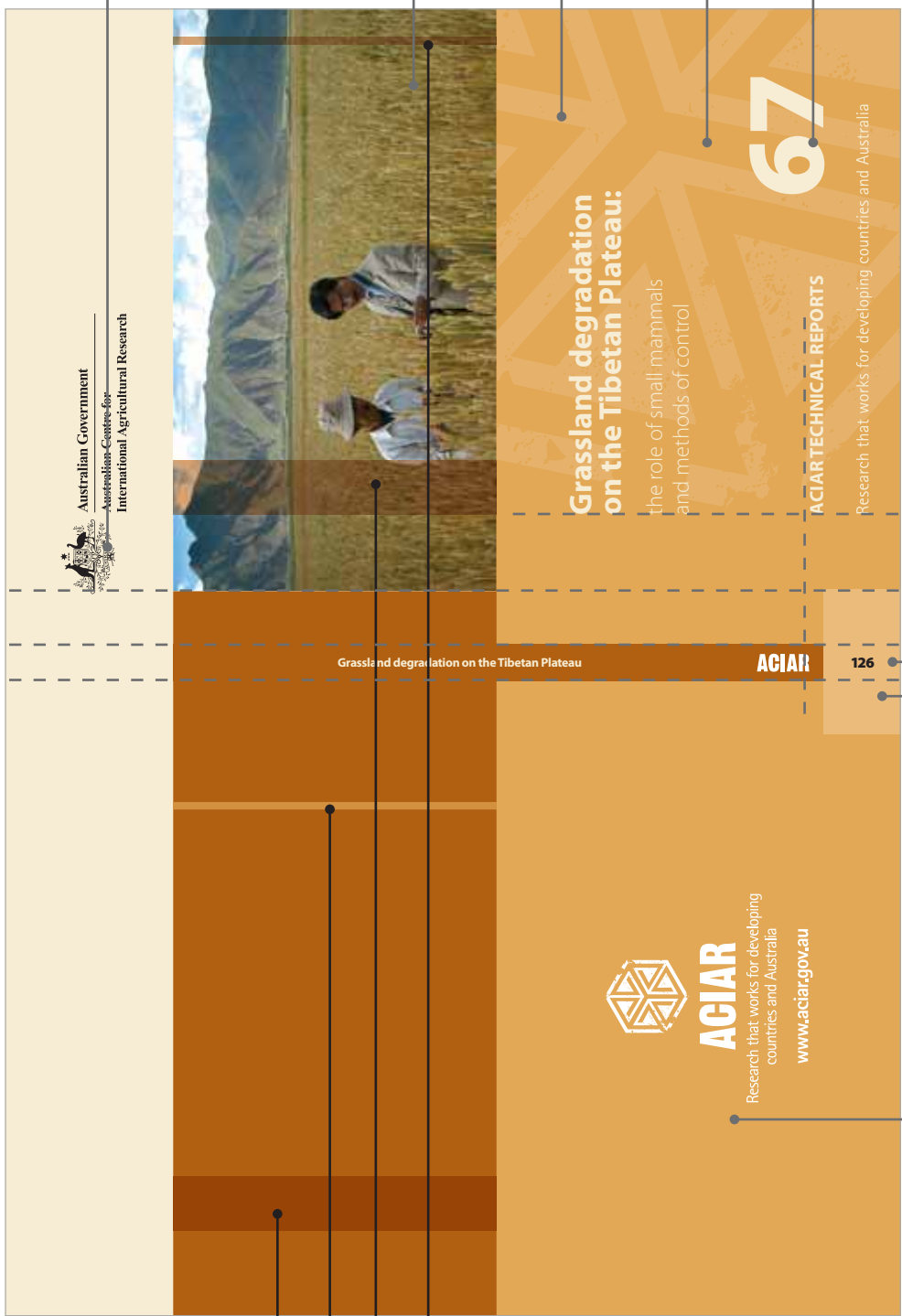
The logo should appear as solid black on cream for Technical Reports

Where possible images should be high-quality, relevant, engaging, colourful and have reference to people

The ACIAR hexagon is a branding device that can be tightly cropped and used sparingly to add texture to plain backgrounds. Here it appears white at a 10% transparency

Choose two compatible colours that complement the image: one for back and front bottom panels, and one for upper back panel and spine

Title, report number and ACIAR tagline print white



Colour bars can be overlaid onto images and solids using a variety of transparencies and tones to suit

- Multiply 50% of upper back panel colour
- Bottom panel colour with 70% opacity
- Multiply 50% of upper back panel colour
- Multiply 50% of upper back panel colour

Please maintain the width variations and positions as supplied on the template files

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ACIAR's full secondary design element including tagline and website should appear on the back cover of all ACIAR publications

The ACIAR logo should appear as solid white, horizontally and vertically centred within the bottom section

The ACIAR acronym and title on spine print white; the report number prints black

Bottom panel colour at 50% with a 50% opacity



The size, colour and positioning of the ACIAR Government logo is in accordance with Australian Government guidelines

The width of the crest should be a minimum of 20mm

The logo should appear as solid black on a cream background

Where possible images should be high-quality, relevant, engaging, colourful and have reference to people

Choose two contrasting colours that complement the image: one for back and front-bottom panels, and one for lower spine

The number should always bleed off the edge and be the same colour as the bottom strip (white for Proceedings)

The ACIAR hexagon is a branding device that can be tightly cropped and used sparingly to add texture to plain backgrounds. For Proceedings it appears as a 15% tint of the background cream colour

ACIAR's full secondary design element including tagline and website should appear on the back cover of all ACIAR publications
For Proceedings, it should appear as solid white, horizontally and vertically centred within the bottom section

Title and report number on spine print same colour as lower panels; the ACIAR acronym prints white

The ACIAR tagline is an aspect of the ACIAR secondary design element and prints the same colour as lower panels



The size, colour and positioning of the ACIAR Government logo is in accordance with Australian Government guidelines

The width of the crest should be a minimum of 20mm

Where possible images should be high-quality, relevant, engaging, colourful and have reference to people

Choose one strong colour for lower strip on front, upper strip on back, and spine, to complement the cover image

ACIAR Country Profiles 2008-09

ACIAR Country Profiles 2008-09

PACIFIC ISLANDS

PACIFIC ISLANDS

ACIAR

ACIAR's full secondary design element including tagline and website should appear on the back cover of all ACIAR publications

For Country Profiles, it should appear as solid white, horizontally and vertically centred within the grey section

Spine type print white

Country title prints white



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ACIAR is an Australian Government Strategy Agency that operates within the portfolio of Foreign Affairs and Trade. ACIAR aims to enhance rural livelihoods, incomes and broader economic growth by investing in international research partnerships that encourage agricultural development, sustainable use of natural resources and capacity building to benefit partner countries and Australia.

ACIAR works collaboratively with AusAID in areas of mutual priority, with both organisations contributing to the whole-of-government emphasis of the aid program.

ACIAR, GPO Box 1571, Canberra, ACT 2617
Tel: +61 2 0217 0500 • Fax: +61 2 0217 0501
Email: aciarr@aciarr.gov.au