



Area9

Style Guide

March 2022

Contents

Logo	2
Colours	3
Product Categories	3
Icons	4
Typography	5
Examples	6

Logo

With a strong and striking logo, Area9 stands out as a reliable and bold IT services provider. The high contrast colour palette allows Area9 well to differentiate itself from the competition, giving the brand an exciting and memorable presence.

Correct Logo Use

- Use the Area9 primary logo whenever possible and only use the Area9 Reversed logo on dark backgrounds where legibility would otherwise be compromised.
- Do not edit the colours of the logo.
- Do not distort or edit the logo in any way.
- The Area9 logo can be used in all black or all white if black and white printing is a necessity. This should not be used if colour is an output option.
- Always ensure adequate clear space is kept around the logo itself. This will ensure it is never hard to read or recognise.
- If presented with other partner logos ensure that these are presented in a way that represents the nature of this relationship. For instance, for equal partnerships ensure that logos appear visually balanced and if the collateral is led by Area9 that their logo is the most prominent overall.

Primary Logo



Reversed Logo



Minimum Clear Space Example



Colours

Area9 has a strong and bold colour palette that adds a sense of authority to their representation and market presence. The Area9 red is a bold and striking addition that ensures this brand stands out from the sea of blue often found in the IT space.

The following colours represent the primary colour palette for the Area9 brand. Please note that for product categories a secondary palette is also available and should be used within their designated product categories only.



Red

RGB 203, 69, 64
HEX #cb4540
CMYK 15, 86, 79, 4



Black

RGB 0, 0, 0
HEX #000000
CMYK 60, 40, 40, 100



Light Grey

RGB 244, 244, 244
HEX #f4f4f4
CMYK 3, 2, 2, 0



Blue

RGB 92, 171, 184
HEX #5cabb8
CMYK 63, 16, 26, 0



Grey

RGB 63, 63, 64
HEX #3f3f40
CMYK 68, 61, 59, 47



White

RGB 255, 255, 255
HEX #ffffff
CMYK 0, 0, 0, 0

Product Categories

To ensure there is clear distinction between product/service categories the following colour schemes and icons should be adopted across the site and future marketing collateral.

This palette has been extended from the previously used colours to include a yellow and a more vibrant purple. The colours have also been reallocated to ensure that the meaning behind the section corresponds with the colour is uses (for instance, red for security, yellow for hardware and so on).

When using icons within each product category these should be coloured to match their given category (IT Security icons will always be red, Enterprise Business Services orange and so on).



Cloud & Infrastructure

92, 171, 184
#5cabb8
63, 16, 26, 0



IT Security

203, 69, 64
#cb4540
15, 86, 79, 4



Enterprise Business Services

218, 129, 53
#da7835
11, 62, 93, 1



Communications & Networking

7, 94, 160
#615ea0
72, 70, 7, 1



IT Support & Services

102, 198, 191
#66c6b5
57, 0, 36, 0



Hardware & Software

232, 176, 97
#e8b061
9, 32, 72, 0

Icons

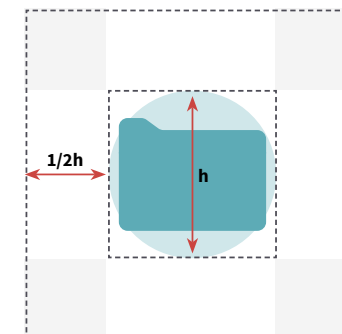
Where necessary, simple, contemporary icons should be used to portray Area9's offering. For standard icons across the site the Area9 blue should be used, and for icons within product/service specific sections these can be coloured to suit the offering (see Product Categories for additional guidance).

Correct Icon Use

- Always ensure that icons remain in brand colours supplied.
- Icon shapes should be simple and solid, with no more than 3 elements.
- Do not oversize the icons - these are made to highlight areas and features not to be used as graphic illustrations.
- Ensure consistency with sizing on the given medium on which they are used. If you have a line of icons on a landing page ensure all icons on that page use the same dimensions.
- Do not distort the icons.
- Always allow adequate clear space around icons when used. As a rule, keep a square of $\frac{1}{2}$ the height of the icon circle as clear space around the icon when used (see example right).
- Colour of icons can only be changed to match the product/service section within which it resides. These are not interchangeable.



Minimum Clear Space Example



Typography

Area9 uses Source Sans Pro as the primary typeface across all collateral. A clear hierarchy using this font and its weights should be established to ensure consistency for all Area9 document and communication pieces.

For optimal legibility, the colours and weights selected here are bolder than those previously used by Area9. This should ensure that all collateral is easy to read and follow at all sizes.

H1

Source Sans Pro Regular

H2

Source Sans Pro Bold

H3

Source Sans Pro Bold

H4

Source Sans Pro Bold

Body

Source Sans Pro Regular



Black

RGB 0, 0, 0
HEX #000000
CMYK 60, 40, 40, 100

Use for:
All headings



Grey

RGB 63, 63, 64
HEX #3f3f40
CMYK 68, 61, 59, 47

Use for:
Body copy

Examples

Area9

Malala Health Services Aboriginal Corporation CASE STUDY

Delivering vital health care services to remote indigenous communities requires a dedicated team and the best available use of resources. One organisation who provides Primary Health Care services is Malala Health Services Aboriginal Corporation, who provide health services to Maningrida and surrounding areas in North East Arnhem Land.

Maningrida is a remote indigenous community in Arnhem Land Northern Territory, 520 km east of Darwin and 200km north east of Jabiru, with a population in excess of 3000 making it the largest remote Aboriginal community in the NT.

Malala Health Service has provided funding to the Maningrida Health Centre to deliver primary health services to the community such as GPs, pharmacists and vaccination programs. Having recently taken over service delivery from the Northern Territory Government, Malala needed to ensure the smooth implementation of a critical IT system known as Communicare.

Communicare helps streamline and improve operational efficiencies in Australian healthcare organisations by recording and creating a single source of patient information to improve service delivery, reporting, and decision making.

"For our clients in the Maningrida community, not having this system in place could put us in a very serious situation. If something went wrong, and we had no records we could default to, we could be compromising the health of individuals. This is why it's so important that this transition from the previous system to Communicare happened as seamlessly as possible."

Ray Matthews, CEO - Malala Health Services Aboriginal Corporation

Delivering this system in a remote community with very limited available WAN (Wide Area Network) bandwidth would be a challenge for any organisation. Malala also has a small team with minimal infrastructure expertise and a limited budget as a not-for-profit community organisation. Additionally, the geographical constraints are unique, as getting on-site support is difficult with their main office in a remote location that is often inaccessible by road.

Malala staff need high availability of access to Communicare, from any location, as this system is vital for meeting the health care needs of the Maningrida community. For this reason, Malala turned to their long term IT partner Area9 for advice on the best avenue for delivering Communicare within their technical constraints and budget.

A hosted solution to deliver much needed reliability

After consulting with Area9, Ray and the team at Malala asked for a range of options based on their existing services and relationship. The best path forward was deemed to be hosting the Communicare system in Area9's datacentre which offered a range of benefits including:

- high-availability access from all Malala offices from a hosted server
- using Remote Desktop Services (RDS) to minimise WAN bandwidth requirements
- 24/7 uptime for guaranteed reliability of the system

Case Studies

Area9

WE'RE NOW AN AMAZON WEB SERVICES PARTNER!

Area9 **Amazon Web Services Consulting Partner**

Area9 **veeam**

Offsite backups are essential for protecting your business **LEARN MORE**

Social Posts

Area9

Capability Statement

Company Overview

As a nationally renowned provider of ICT products, managed infrastructure, application services, and cloud solutions, since 2007, Area9 has been leading technology solutions to thousands of clients across Australia.

Org

Full List

Area9
ACN: 123
ABN: 123

Recent

- 2020
- 2020
- 2019
- 2018
- 2017

Vendors

Area9
Local
our client

Area9

Capability Statement 2021

"Alex has helped me numerous times over the last four days - he is always professional and courteous."

Heidi Clements - Hospital Health Board Aboriginal Corporation

Capability Statement