

Traditional Owner Acknowledgement Brand

the  
**power**of  
humanity





Red Cross acknowledges  
the Traditional Owners of  
this land, their ancestors  
and Elders, past and present.

## Brand Symbolism

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### Symbolism background

Throughout the Country the Smoking or Warming Ceremony is an ancient custom that involves burning of native plants to produce smoke and in some parts of country the warming of people who enter country with water, generally poured over the head.

Both have cleansing properties and have the ability to ward off evil spirits and are an important parts of bring someone new to Country.

Using leaves from Emu Bush, which is one of the most widely employed plants for such smoking ceremonies or water from surrounding areas these ceremonies are still in practice through the Country today.

In most cases these Green leaves from plants are are placed on a small fire. The smoke is used to cover the participants' bodies, ridding them of what is not needed. It also cleanses the area.

Following a smoking or warming ceremony it ends with individual being able to walk that Country without fear and pays respects to the land, waters and ancestors of that area.

### Symbolism in Recognition Brand

Through the use of contemporary imagery this brand is symbolic of these ancient culture practice through the Country and the inherent ties that we have to country yet the respect we must give when entering other Country.

This this basic right of passage to entering different mobs Country it pay respect to our ancient culture and our ancestors and those of other mobs.

As much as possible I have tried to stay away from the overuse of imagery that is symbolic of any particular region, such as the ise of dots that are traditional to the people of the Central and Western deserts of the North Territory.

As a designer it is important to reflect this and use appropriate imagery in modern delivery of messaging.



## Brand Breakdown

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The clean use of motifs within this brand are contemporary versions of age old design elements.

Symbolic of x-ray art commonly found throughout the Country this image represents the Emu Bush, which is commonly used for smoking ceremonies. This image also has stylise motifs of Aboriginal and Torres Strait Islander figures throughout.

The image define the our ties to Country and embedded within our ancestors. The overall shape of the logo is a shield used throughout the country and traditional includes imagery of clan groupings.



Aboriginal

Symbolic of freshwater and saltwater which is sometimes used for warming ceremonies in locations throughout the Country. This element is broken into two distinct areas defining aboriginal and Torres Strait cultures.



Torres Strait Islander



## Colour Palette

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The Red Cross Traditional Owner Acknowledgment brand colour palette consists predominantly of one ochre and two blues, teal a light blue.



### CMYK

Cyan 18  
Magenta 95  
Yellow 95  
Black 8

### Pantone

Pantone 7620 C

### RGB

R 189  
G 46  
B 43

The major colour in the palette is Burnt Ochre.

The acknowledgment blues are used together. Teal, is used as an accent in conjunction with light Blue.



Cyan 85  
Magenta 30  
Yellow 38  
Black 3

Pantone 321 C

R 0  
G 137  
B 150

Grey, and tints thereof, is used across all collateral as a background and supporting colour. Full strength Grey may be used as a text colour for on-screen use.



Cyan 89  
Magenta 23  
Yellow 16  
Black 0

Pantone 7703 C

G 154  
B 191

Care should be taken with font size if Grey is used as a font colour in print collateral. At small sizes, 50% Black may be used instead.

## Brand extensions

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The Acknowledgement logo has been designed in such a way that it is possible to reverse it out of a solid background colour.

This allows greater flexibility when designing project collateral, as a colour can be chosen to suit the dominant colour in the imagery or project palette, bringing the piece to life.

All other rules must be observed, such as clearspace and minimum sizes.

The logo should never be used as on system colour other than grey or black to keep the integrity of the brand.



## Brand extensions

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In order to accurately reproduce the identity, it must adhere to certain size standards.

The logo has different size specifications for use with and without the statement.

The same sizing constraints apply to any reverse colour logos as does the logos shown here.



Red Cross acknowledges the Traditional Owners of this land, their ancestors and Elders, past and present.

55mm



15mm

