



# Engineers Australia brand identity at a glance

View the [EA brand playbook](#) for an in-depth look at the brand.

[engausbrand.org](#)

## Logo

Our logo is instantly recognisable, making it our strongest brand carrier and acts a shorthand for the authority of our organisation.

Our logo is available in four colourways:



Primary



Reversed



Reversed text



Mono

View more logo guidelines in the [brand playbook](#).

## Typography

Engineers Australia uses two typefaces across all communications – Space Grotesk and Lato.

Display typeface:

Space Grotesk Light

Space Grotesk Regular

Space Grotesk Medium

Space Grotesk Bold

Text typeface:

Lato Light

Lato Regular

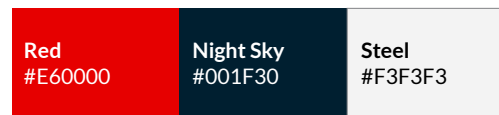
Lato Medium

Lato Bold

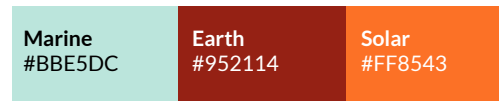
## Colour

Our colours are modern, bold and progressive. They reflect our brand personality and set the tone for our communications.

Primary



Secondary



## Imagery

Our three imagery categories work both in isolation and in combination to bring the brand to life and showcase our human-powered impact, focusing on our members in their professional setting, while they are working and their achievements and innovation.



Members first



Human doing



Inspiring innovation

## Brackets

Brackets can be used to frame and highlight typography and photography. They should be used as a standalone element, and not in combination or composition with any other graphic elements.

[ Innovate ]



## Questions?

Speak to the EA design studio:

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