



THE THERAPEUTIC
INNOVATION
— AUSTRALIA —



Logo Usage Guidelines

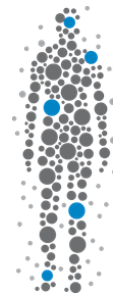
Version 1.0 | April 2026

About These Guidelines

These guidelines are intended to support the consistent and appropriate use of the Therapeutic Innovation Australia (TIA) logo across publications, presentations, events, websites, social media, and partner communications.

Consistent use of the TIA brand helps improve visibility of the national research infrastructure and ensures clear recognition of TIA's contribution to Australia's therapeutic innovation ecosystem.

These guidelines apply to all staff, facilities, collaborators, funded researchers, partners, and external organisations using the TIA logo.



THERAPEUTIC
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Approved Logo versions

Only approved TIA logo files should be used.

The primary full-colour logo should be used wherever possible.

File formats

- PNG — presentations, websites, Word documents
- SVG/EPS — professional printing and large-format applications
- JPG — limited use where transparency is not required
- PDF — print-ready documents

Access to logo files

For access to approved logo files, please click on the link below or contact:

f.peters@therapeuticinnovation.com.au



Primary full color logo



White reversed logo



Black logo



Square logo



Clear Space and Minimum Size

Clear space

To maintain visibility and legibility, sufficient clear space must be maintained around the logo at all times.

No text, graphics, or other logos should appear within this area.

The minimum clear space should be equal to the height of the “T” in the logo (shown here as X).

Minimum size

The logo should always remain clear and legible.

Minimum recommended sizes

- Print: 20 mm wide
- Digital: 75 px wide

The logo should not be reproduced smaller than these sizes. This is the minimum size, not the desired size.

Primary logo clear space



Primary logo minimum size



20mm /75px wide



20mm /75px wide

Logo Placement and Backgrounds

Use the full-colour logo on:

- A. White backgrounds
- B. Light neutral backgrounds

Use the white logo on:

- C. Dark backgrounds
- D. Dark photography

Avoid:

- E. Busy or cluttered backgrounds
- F. Low contrast placement
- G. Overlaying the logo on detailed imagery

A.



B.



C.



D.



E.



F.



G.



Incorrect logo usage

To maintain consistency, the TIA logo must not be altered or modified.

The following treatments are not permitted:

- A. Do not stretch or distort the logo
- B. Do not change logo colours
- C. Do not rotate the logo
- D. Do not add shadows, outlines, or effects
- E. Do not crop the logo
- F. Do not rearrange logo elements
- G. Do not recreate the logo

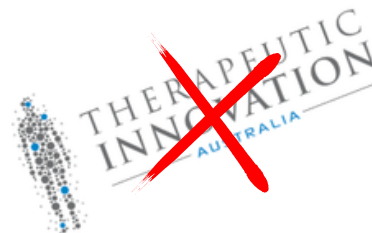
A.



B.



C.



D.



E.



F.



G.



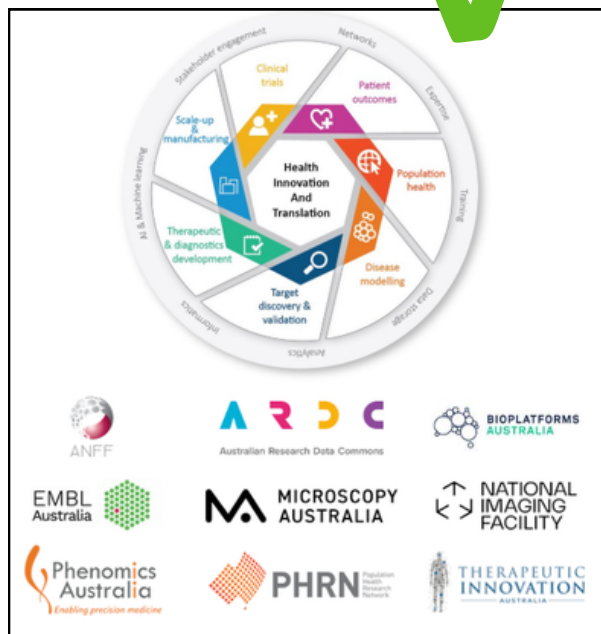
Co-branding and Partner Logos

Co-branding guidance

TIA frequently collaborates with universities, research institutes, facilities, government organisations, and industry partners.

When displayed alongside partner logos:

- Logos should appear proportionate in size
- Adequate spacing should be maintained between logos
- The TIA logo should not appear visually crowded
- Logos should align consistently where possible



Capability Icons

The TIA capability icons are used to visually represent TIA's national capabilities, facilities, and areas of expertise across communications materials.

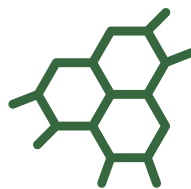
Consistent use of these icons helps create a clear and recognisable visual language across presentations, publications, digital content, event materials, and promotional assets.



Cell & Gene
#9f1d21
159, 29, 33



RNA Products
#004b75
0, 75, 117



Small Molecules
#36673e
54, 103, 62



Biologics & Vaccines
#7030a3
112, 48, 163

TIA brand colours

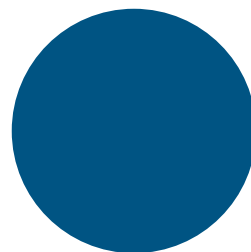
The TIA colour palette helps maintain a consistent and recognisable visual identity across all communications.

TIA Blue is TIA's identifying colour and should always lead. The primary palette should be used wherever possible.

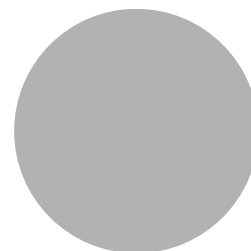
*TIA Orange should be used sparingly so it doesn't dominate and serves as an emphasis colour only.

Secondary colours are TIA's capabilities colours and may be used to support layouts, infographics, digital content, and supporting graphic elements.

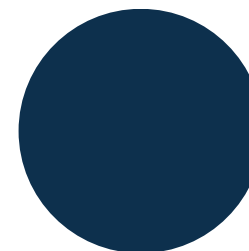
Primary colours



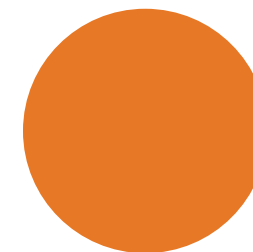
TIA Blue
#005483
0,84,131



TIA Grey
#b2b2b2
178,178,178

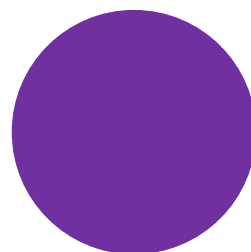


TIA Dark blue
#0d304d
13, 48, 77

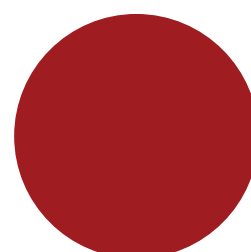


TIA Orange*
#e77825
231, 120, 37

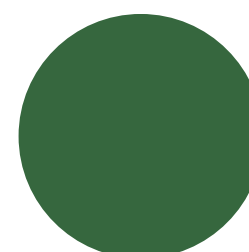
Secondary colours



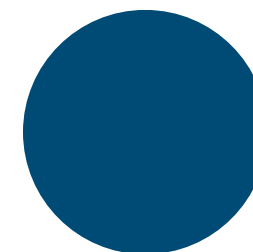
Biologics & Vaccines
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112, 48, 163



Cell & Gene
#9f1d21
159, 29, 33



Small Molecules
#36673e
54, 103, 62



RNA Products
#004b75
0, 75, 117

Use in Publications and Presentations

Publications, posters, and presentations

The TIA logo may be used in:

- Scientific posters
- Conference presentations
- Publications
- Media releases
- Event materials

where TIA facilities, expertise, or infrastructure have contributed to the work.

Recommended use

- Include the TIA logo on acknowledgement slides
- Include acknowledgement wording where appropriate
- Use approved logo files only

Commercial and promotional use

The TIA logo must not be used:

- To imply endorsement of commercial products or services
- In third-party advertising without approval
- In modified or adapted forms

Please contact TIA for approval regarding external promotional or commercial use.

Digital and Social Media Use

Digital communications

The logo may be used across:

- Websites
- Email banners
- Digital reports
- Social media graphics

Best practice

- Maintain adequate clear space
- Ensure logo readability on mobile devices
- Avoid placing text too close to the logo
- Use high-resolution files

Contact and Support

For:

- Approved logo files
- Questions regarding logo usage
- Co-branding advice
- Approval requests

Please contact:

Fanny Peters

Impact and Communications Manager

f.peters@therapeuticinnovation.com.au

or

info@therapeuticinnovation.com.au