Australian Electric Vehicle Association

This brand guide is designed to help Australian Electric Vehicle Association (AEVA) national, state and territory branches apply consistent branding to their communication products.

Consistent branding across our network of organisations will improve brand recognition and assist with member attraction and retention, including transfers of membership upon interstate moves.

Logo variations

Australian Electric Vehicle Association

Australian Electric Vehicle Association
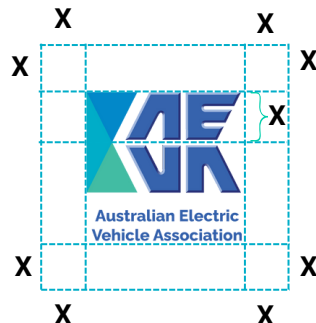
Submark logos

Pale background

Dark background

Ensure clear space the height of a main logo letter around the image.

A main logo should be included on all AEVA products, with the submark used where a logo will not fit in the space or has already been used (such as pages 2+ in documents or presentations).

Typefaces

Headings: Raleway

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z

Note: Raleway is a free font but is not standard in Canva. It can be uploaded with a Canva Pro account (free for NFPs).
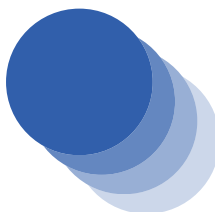
Body: Roboto

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
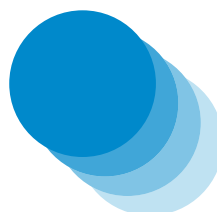a b c d e f g h i j k l m n o p q
r s t u v w x y z

Colours

These are the main AEVA colours used in our logo. Branches may choose to supplement with other complementary colours. It is recommended to use no more than six colours in total.
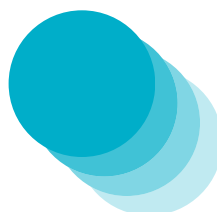
Note: Bold codes are for the main colour, with subsequent being for 75%, 50% and 25% transparency variations.
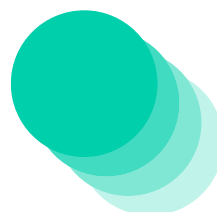
#315FAB
#6587C0
#98AFD5
#CCD7EA

#0089CB
#40A7D8
#80C4E5
#BFE2F2

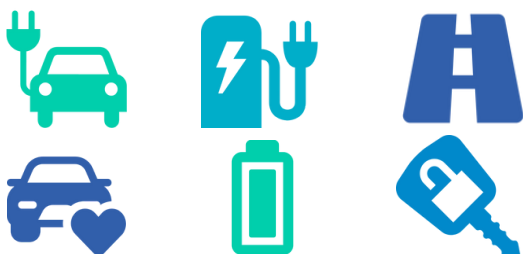**#00AEC9**
#40C2D7
#80D7E4
#BFEBF2

#00CFAC
#40DBC1
#80E7D6
#BFF3EA

Icons

Simple icon graphics can help users find content while adding visual interest. They should use AEVA's main colours with white for contrast, and have a consistent drawing style.

For example:

Photos

Photos should be high-resolution, clean and crisp, preferably with a pale background. Where possible, include people and demonstrate action or use of vehicles.

For example: