

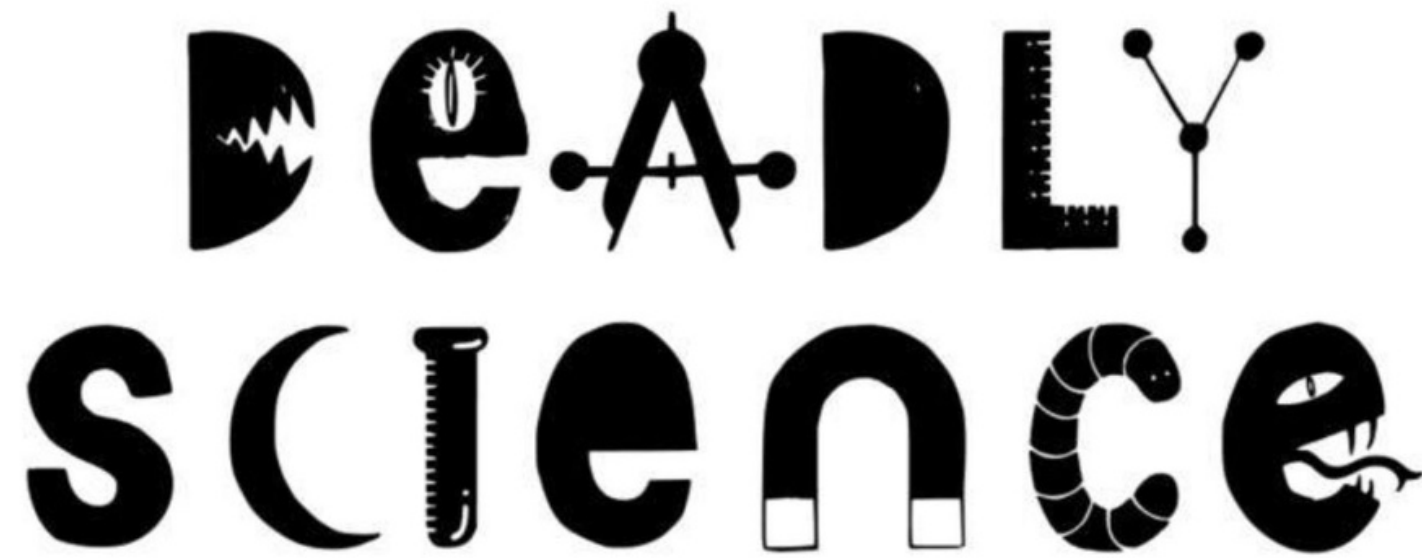
DEADLY SCIENCE

Brand Kit and Style Guide 2024



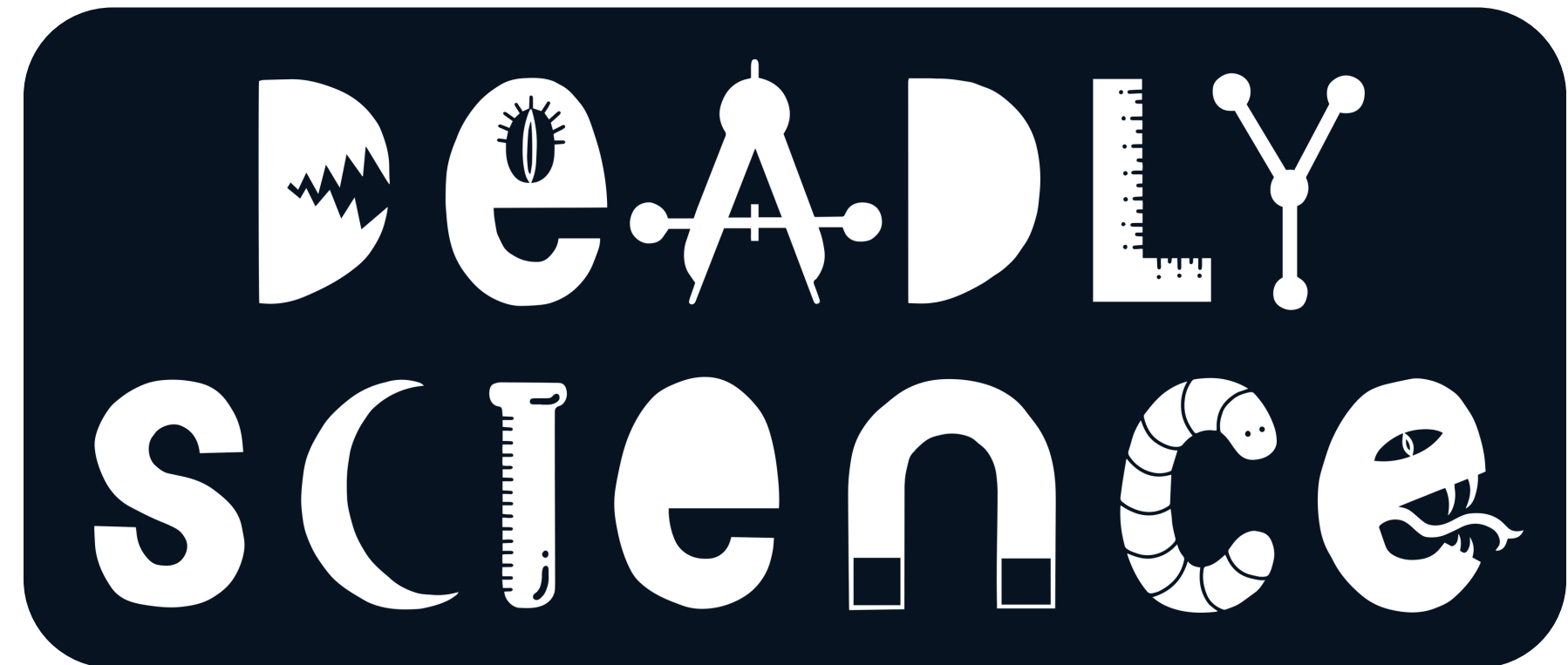
Logo

Main Logo Features



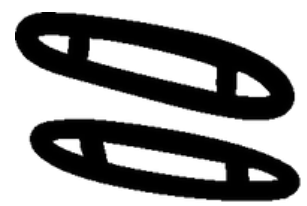
This logo can be used: - black on white - white on black
It can also be used with a translucent background

Secondary Logo

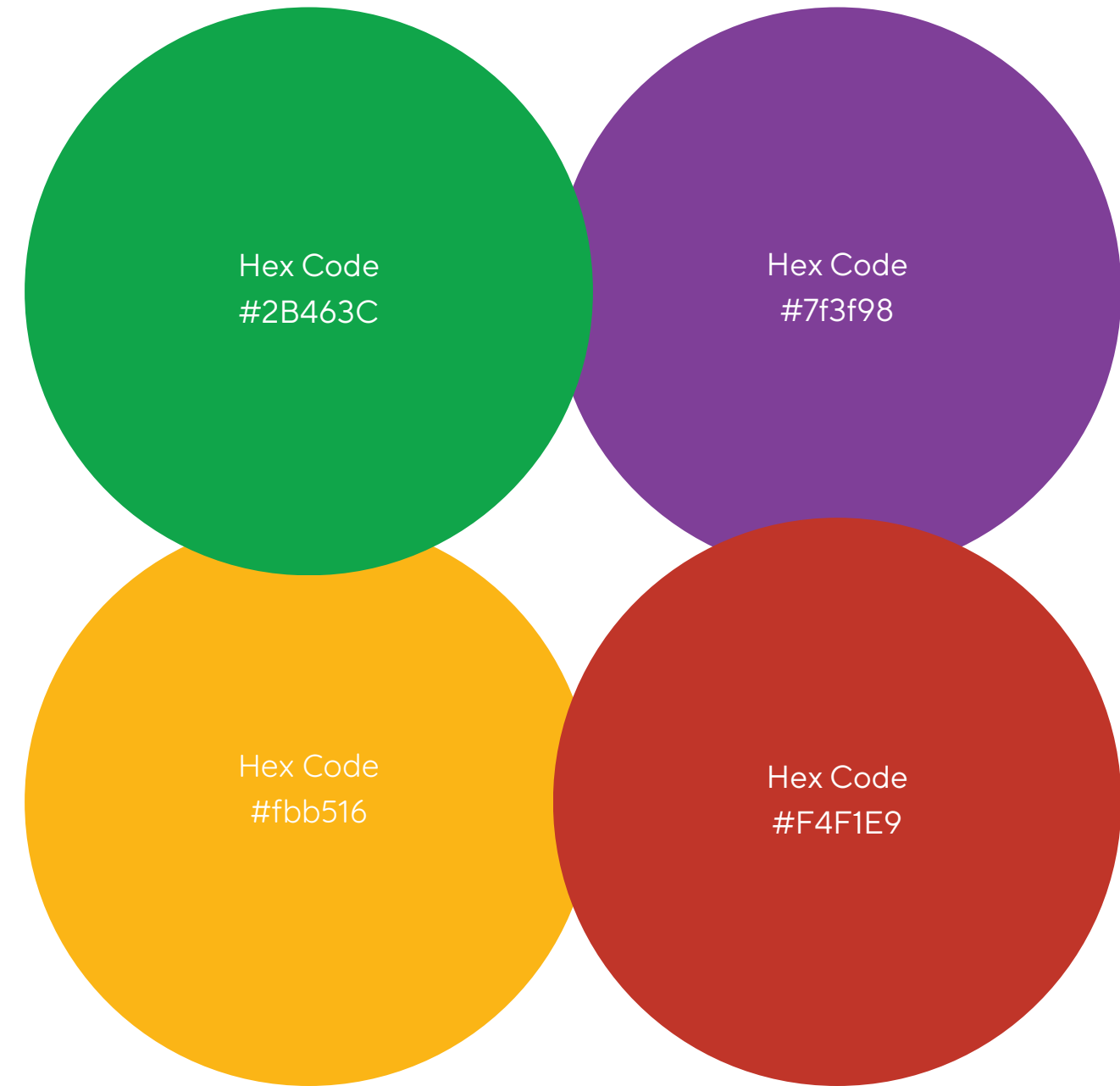


The logo must include: - points on the A - full rounds on the Y -
tongue of the snake on the E

Color Palette



These colors reflect our brand's identity and personality



Font

Font Overview

RALEWAY BOLD

For Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Yzabcdefghijklmnopqrstuvwxy1

234567890!@#%^&*()

Quicksand

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Zabcdefghijklmnopqrstuvwxy1234

567890!@#%^&*()

Font Hierarchy

DEADLY LEARNERS

GET DEADLY
ABOUT STEM

Virtual sessions with a STEM legend to
spark curiosity and inspire

DEADLYSCIENCE

DEADLY LABS

Created in collaboration with the community,
working with Elders and Indigenous leaders
to create solutions to community problems.,

Type Application

DEADLYFRIENDS

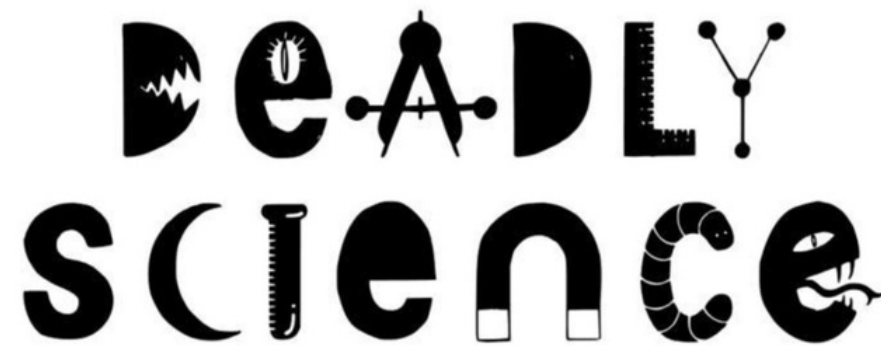
OUR IMPACT
FOOTPRINT

Creating STEM equity
for Indigenous
learners

Logos and Programs - Rules



DEADLY SCIENCE



DEADLY
SCIENCE

Logo is always usually stacked,
however in certain occasions the
Deadly Science can be side by
side

DeadlyScience®

Whenever the logo is written as text it must be written as one word with
no spaces and with the Registered trademark ®

Programs Headings

DeadlyScience Club®

Deadly Learners

Deadly Labs

DeadlyScience STEM in Schools

Deadly Resources

DeadlyScience Awards

DeadlyScience Pathways®

*DeadlyScience Club® and DeadlyScience Pathways® are registered trademarks and
should always include the registered mark (®) when written.

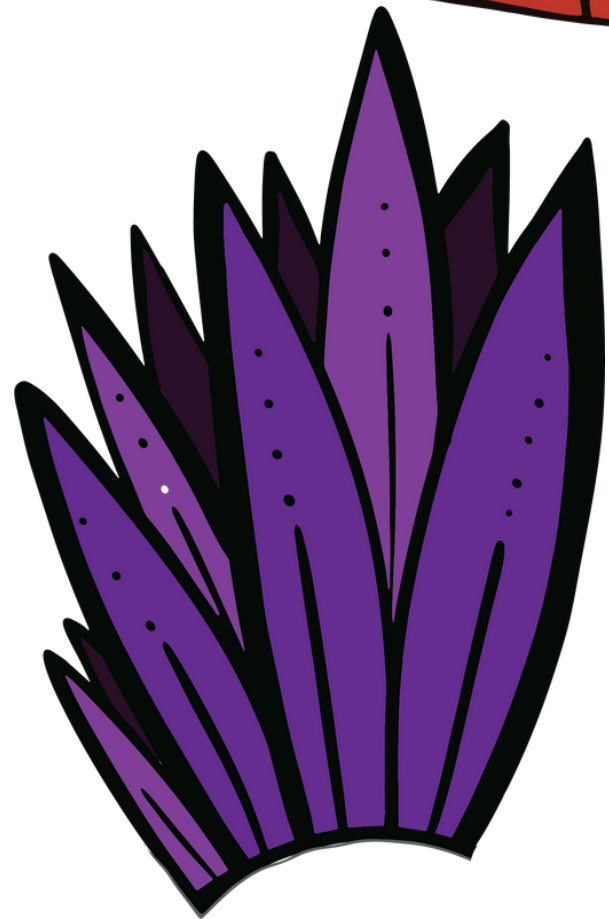
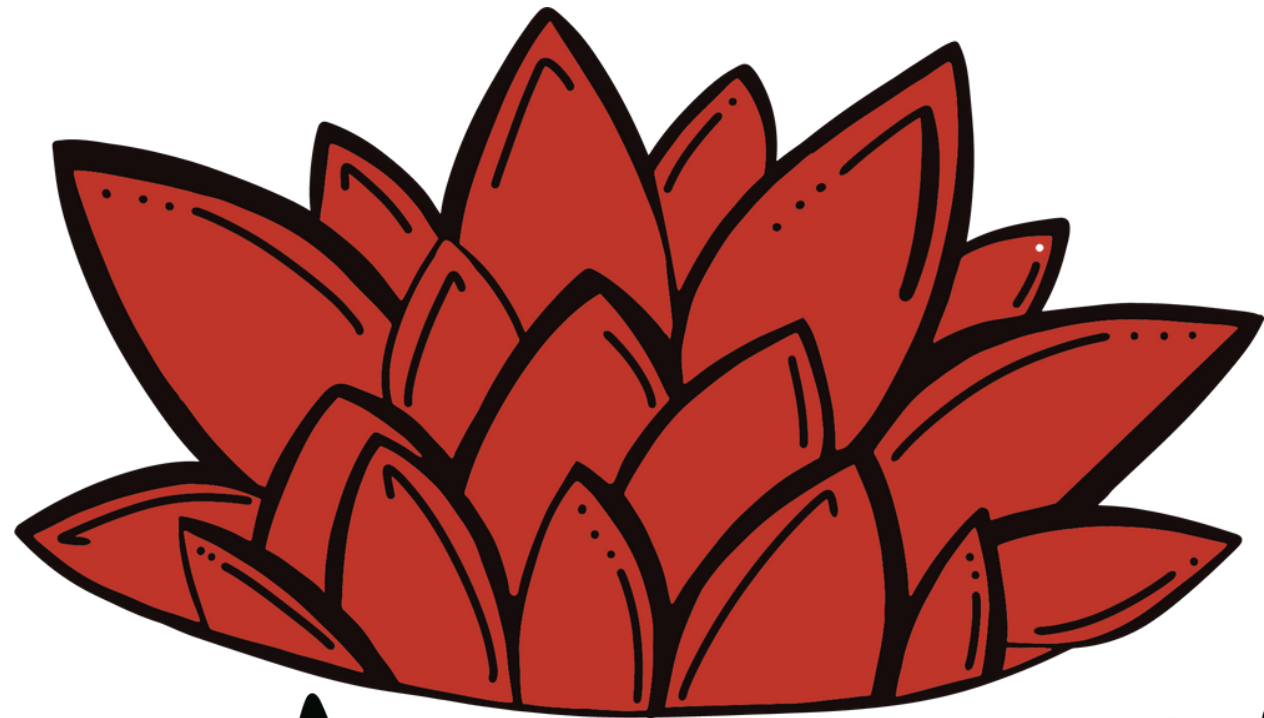
Elements, Shapes, & Illustrations



These symbols were created for
DeadlyScience by InYaDot Art 2024©
All artwork is copyright and not to be
reproduced or used without permission



Images and Graphics



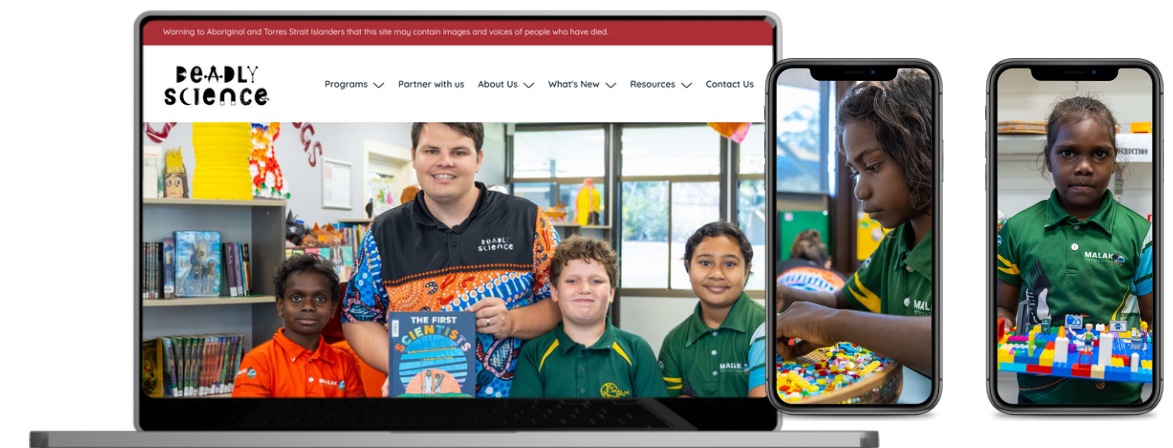
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Print and Digital Mockups

Print Mockups



Digital Mockups



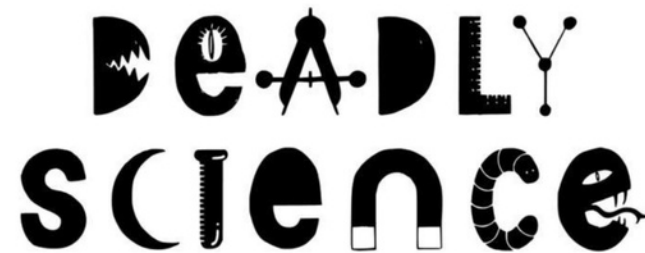
Copyright and ICIP

Copyrights and Trademarks

Our current copyrights and trademarks are:

- DeadlyScience®
 - Trade mark number: 2119325
- DeadlyScience Club®
 - Trade mark number: 2262678
- DeadlyScience Pathways®
 - Trade mark number: 2262676

The DeadlyScience® logo is also trademarked



Any time these titles are used they need to include the ® Registered Trademark Symbol.

Indigenous Cultural Intellectual Property (ICIP)

DeadlyScience® acknowledges that the management of Indigenous cultural knowledge based on conventional western parameters and laws has failed to fully or appropriately take into account the intangible and tangible cultural and heritage significance of these items for Aboriginal and Torres Strait Islander peoples.

DeadlyScience® acknowledges our collective, individual and moral responsibilities to ensure that management and access to these intellectual properties is culturally informed and respectful. This includes recognition and protection of the ongoing, communal nature of Indigenous Cultural and Intellectual Property (ICIP) rights.

ICIP Rights Include:

- To be consulted about how others use your Indigenous Knowledge.
- To own, manage and control your intellectual property.
- To be recognised as the primary guardians and interpreters of your culture.
- To give or withhold consent around the use of your intellectual property.
- To make self determined decisions.
- To be recognised as the primary guardians and interpreters of your culture.
- To authorise or refuse to authorise the commercial use of your ICIP.
- To be given full and proper attribution for sharing your cultural heritage.
- To have self determination over the recording of Indigenous Cultural Expressions.



Information and QR Codes

ABN: 71 640 734 390



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www.deadlyscience.org.au

For more assets and information, visit our website:

