



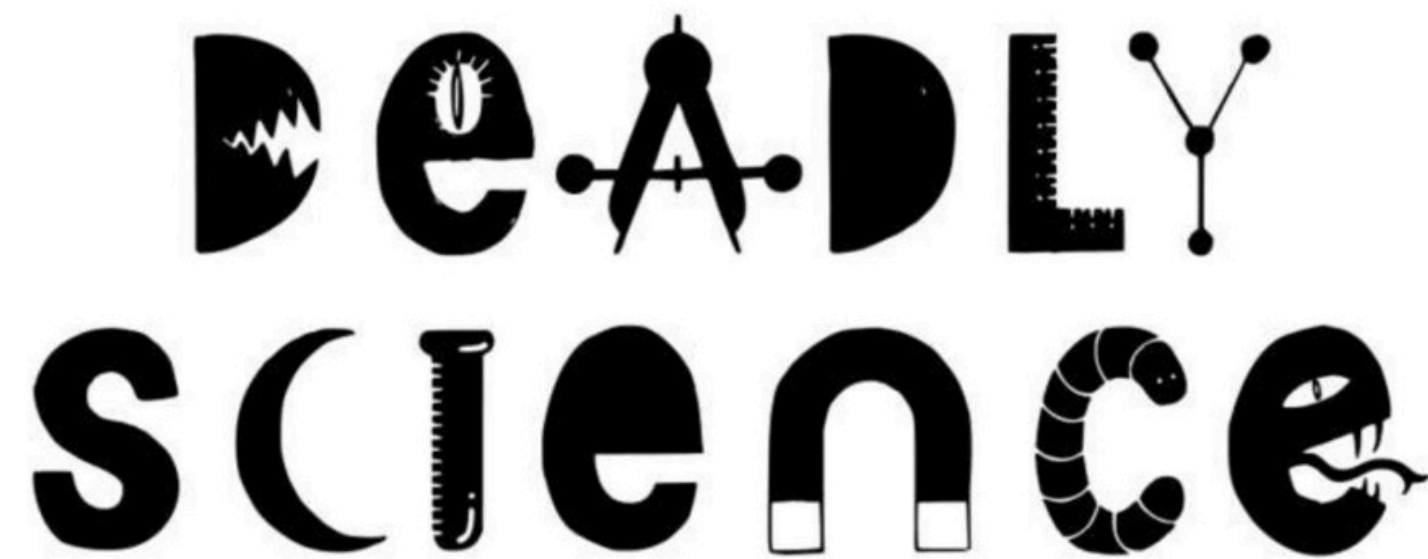
# DEADLY science

Brand Kit and Style Guide 2024



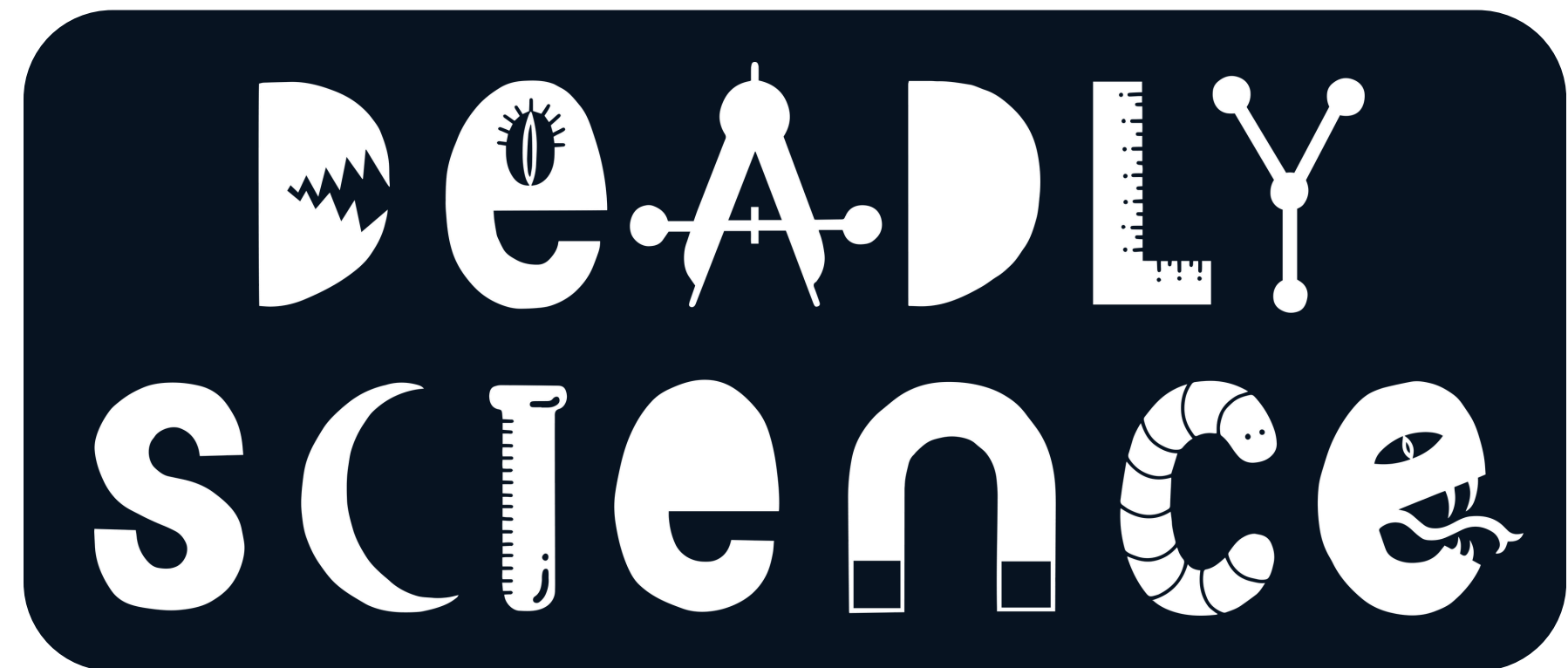
# Logo

## Main Logo Features



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

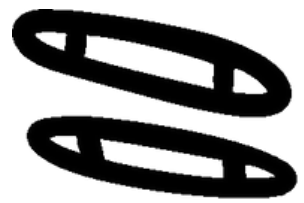
## Secondary Logo



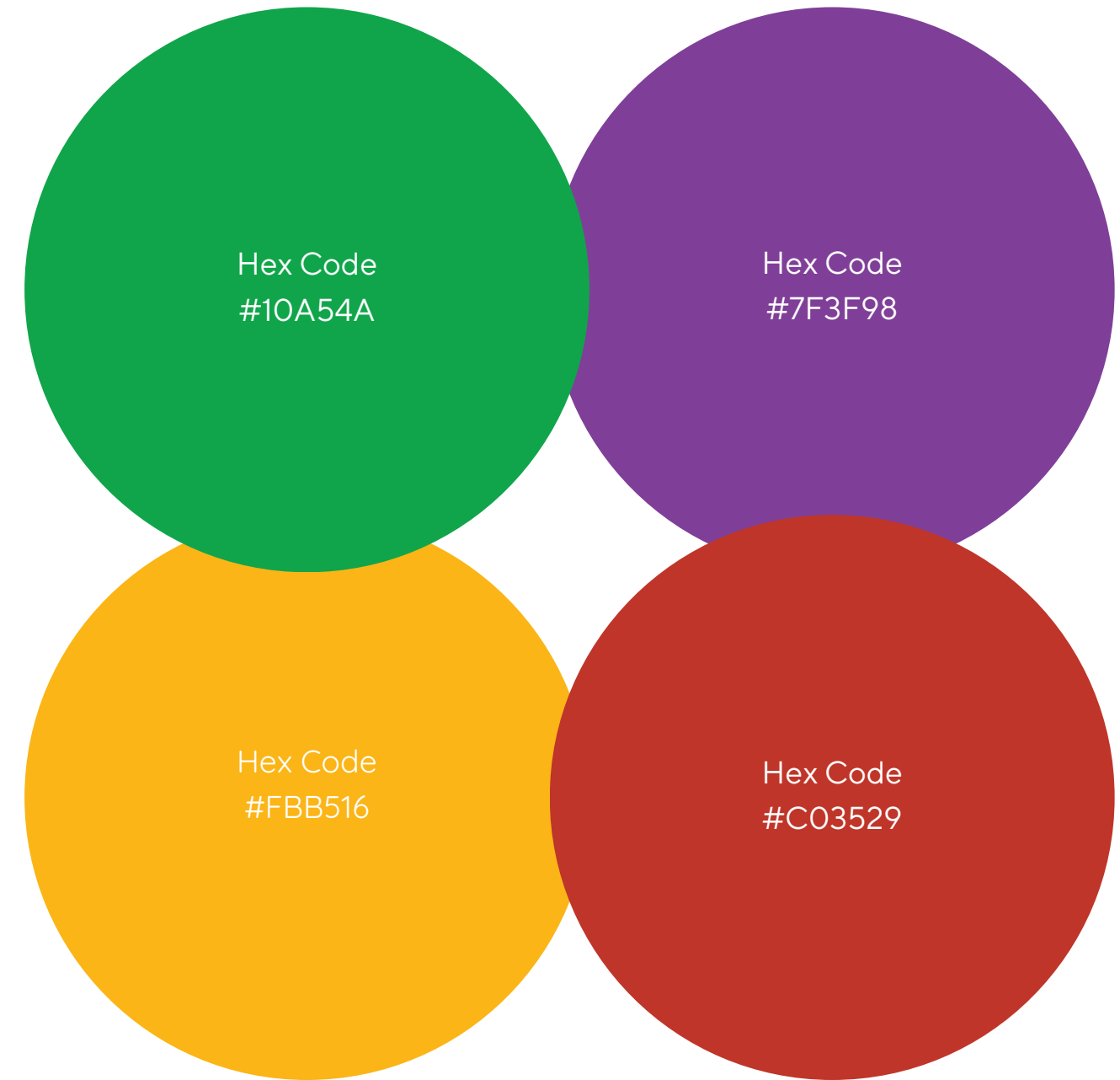
The logo must include: - points on the A - full rounds on the Y -  
tongue of the snake on the E



# Color Palette



These colors reflect our brand's identity and personality



# Font

## Font Overview

### RALEWAY BOLD

For Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Yabcdefghijklmnopqrstuvwxyz1

234567890!@#\$%^&\*()

### Quicksand

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Zabcdefghijklmnopqrstuvwxyz1234

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

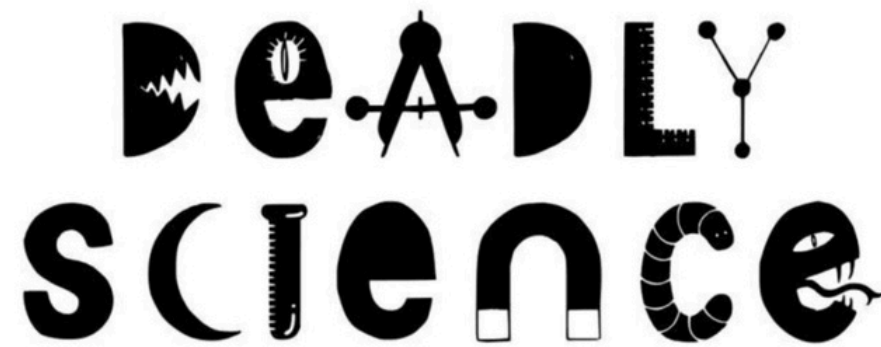
DEADLYFRIENDS

OUR IMPACT  
FOOTPRINT

Creating STEM equity  
for Indigenous  
learners



# Logos and Programs - Rules

The logo consists of the words 'DEADLY' and 'SCIENCE' in a bold, black, sans-serif font. Each letter is uniquely stylized with scientific or biological icons: 'D' has a lightning bolt, 'E' has a cell, 'A' has a compass, 'L' has a test tube, 'S' has a crescent moon, 'C' has a microscope, 'I' has a beaker, 'E' has a beaker, 'N' has a DNA helix, and 'C' has a mouth with a tongue.This is another instance of the 'DEADLY SCIENCE' logo, identical to the one above, featuring stylized letters with various scientific and biological icons.

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

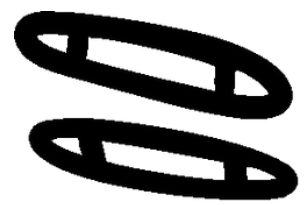
Deadly Resources

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



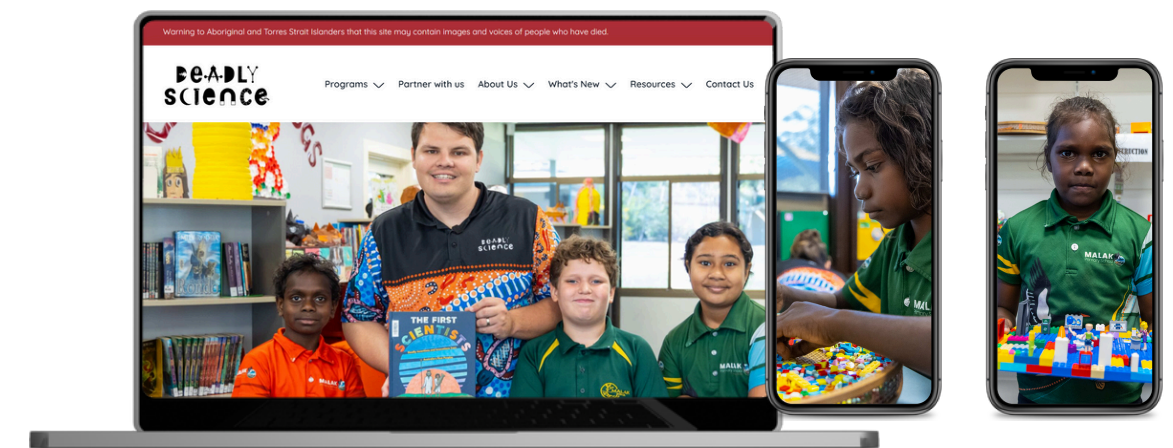
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# Print and Digital Mockups

## Print Mockups



## Digital Mockups





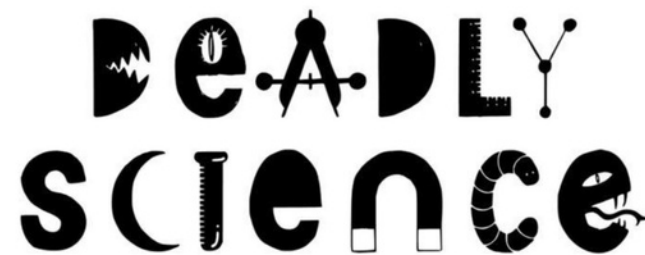
# Copyright and ICIP

## 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)

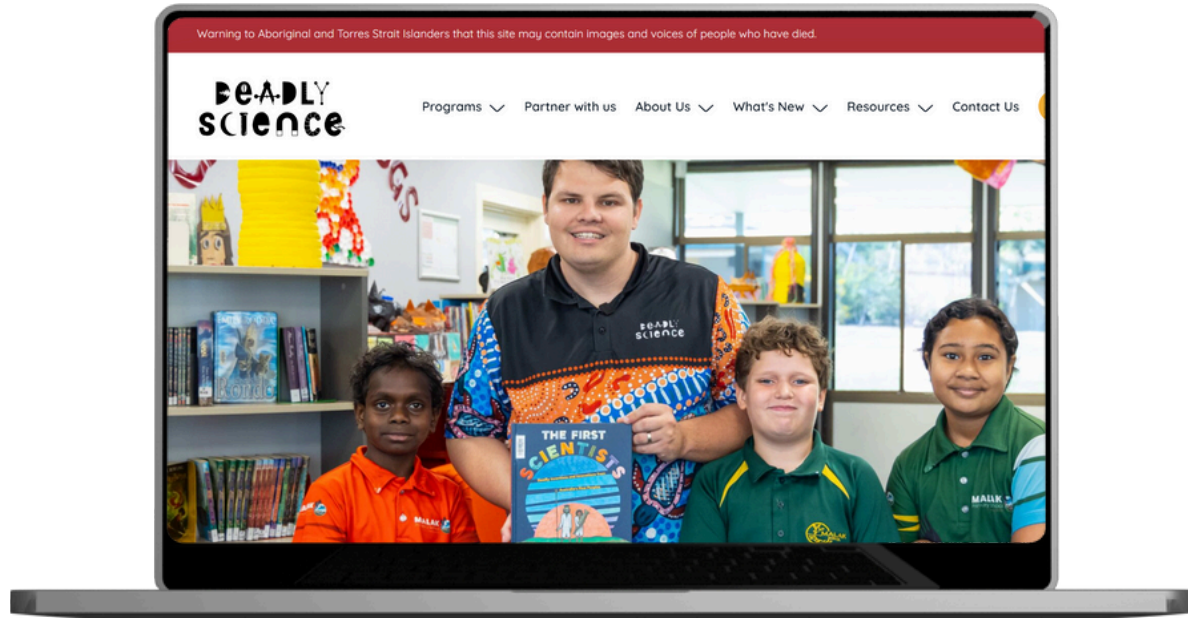
DeadlyScience® acknowledges that the management of Indigenous cultural knowledge based on conventional western parameters and laws has failed to fully or appropriately take into account the intangible and tangible cultural and heritage significance of these items for Aboriginal and Torres Strait Islander 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](http://www.deadlyscience.org.au)

For more assets and information, visit our website:

