



AUSTRALIAN
HERITAGE
FESTIVAL

VISUAL IDENTITY GUIDE
AND APPLICATION EXAMPLES



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Far far away, behind the word
mountains, far from the countries
Vokalia and Consonantia, there
live the blind texts.

Caslon Book BE — Medium

Separated they live in Bookmarksgrove right at the coast of the
Semantics, a large language ocean. A small river named Duden
flows by their place and supplies it with the necessary regelialia.
It is a paradisematic country, in which roasted parts of sentences
fly into your mouth.

Caslon Book BE — Regular

Even the all-powerful Pointing has no control about the
blind texts it is an almost unorthographic life One day
however a small line of blind text by the name of Lorem
Ipsum decided to leave for the far World of Grammar.

Lato — Regular

**The Big Oxmox advised her not to do so, because there were
thousands of bad Commas, wild Question Marks and devious
Semikoli, but the Little Blind Text didn't listen. She packed her seven
versalia, put her initial into the belt and made herself on the way.**

Lato — Black

COLOUR PALETTE

R 1 G 166 B 45
01A62D

C 80 M 7 Y 100 K 0
PANTONE 354 C

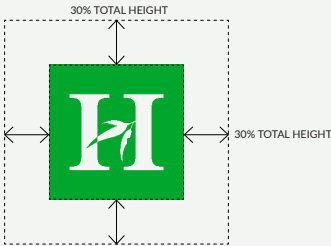
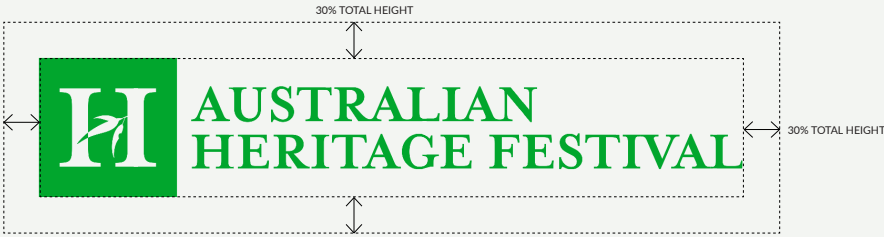
R 31 G 31 B 31
1F1F1F

C 20 M 20 Y 20 K 100
PANTONE BLACK 6 C

R 245 G 245 B 240
F5F5F0

C 3 M 2 Y 5 K 0
PANTONE COOL GRAY 1 C

LOGO ISOLATION ZONE



LOGO MINIMUM SIZES



THE 'H' MUST HAVE A MINIMUM SIZE OF 1CM SQUARE

BLACK AND WHITE LOGOS



ALTERATIONS



DON'T WARP OR
STRETCH THE MARK



DON'T CHANGE THE
MARK'S PROPORTIONS



DON'T CHANGE THE
MARKS COLOUR



DON'T APPLY SHADOWS



DON'T APPLY EFFECTS,
MARKS, GLOWS ETC



DON'T USE THE MARK
ON COLOURS WITH POOR
CONTRAST OR SIMILAR
COLOURS



DON'T ROTATE THE
MARK

GUIDELINES FOR THE USE OF THE GOVERNMENT and NATIONAL TRUST LOGO



Australian Government



NATIONAL TRUST



Australian Government



NATIONAL TRUST

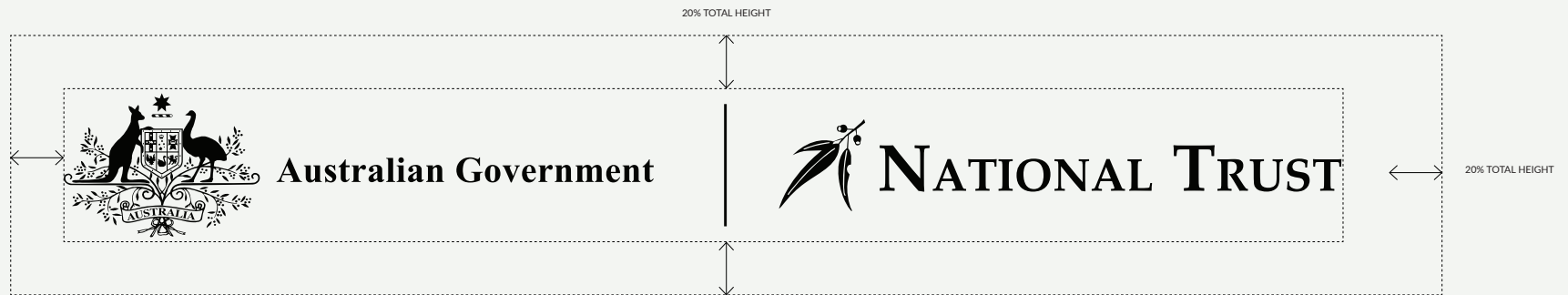


Australian Government



NATIONAL TRUST

COMBINED LOGO MEASUREMENTS

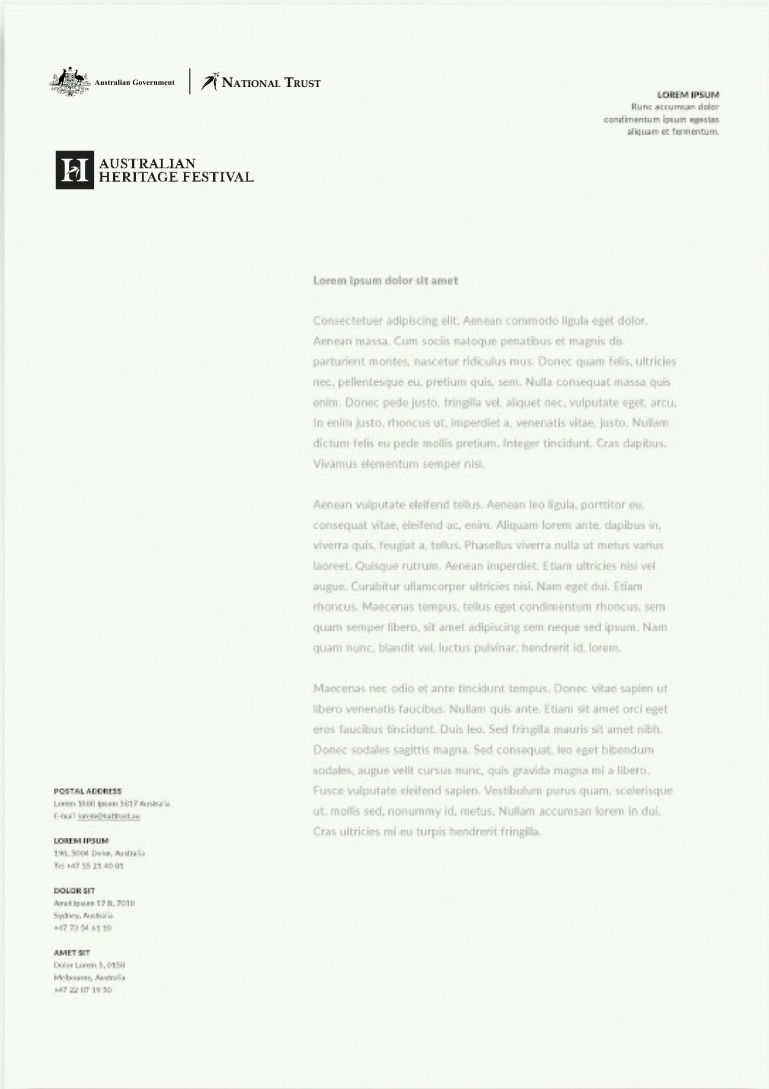


The combined Government/National Trust logo, which must be used in full and cannot be amended in any way, must appear at the top of any published material with nothing appearing either above it or to the left of it.

It must appear in a clear space, not crowded amongst other features and the minimum size of the Government Coat of Arms must be 20mm.



POSTER



LETTER

The preferred colour for the logo is black but it can also be used in green or white (ONLY AS SUPPLIED).

Attention must be paid to contrast, for example, do not place a dark logo against a dark background or position the logo over a busy background. The logo must be clearly visible.



DON'T CHANGE THE
MARKS COLOUR



DON'T APPLY EFFECTS,
MARKS, GLOWS ETC



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MARK



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DON'T USE THE MARK ON COLOURS WITH POOR CON-
TRAST OR SIMILAR COLOURS



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 NATIONAL TRUST