AUSTRALIAN HERITAGE FESTIVAL

VISUAL IDENTITY GUIDE
AND APPLICATION EXAMPLES

PRIMARY LOGO

AUSTRALIAN
HERITAGE FESTIVAL

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Museo Slab 500

ABCEDFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz

HEADLINE Museo Slab 500

Lato

ABCEDFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwxyz

BODY COPY Lato – Medium

COLOUR PALETTE

C 0
M 0
Y 0
K 90

#38353c

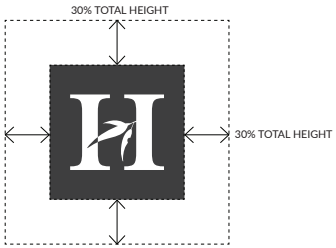
R 56
G 53
B 60

C 90
M 33
Y 100
K 26

#10693a

R 16
G 106
B 58

LOGO ISOLATION ZONE



LOGO MINIMUM SIZES

THE ‘H’ MUST HAVE A MINIMUM SIZE OF 1CM SQUARE

ALTERATIONS

DON'T WARP OR
STRETCH THE MARK

DON'T CHANGE THE
MARK'S PROPORTIONS

DON'T CHANGE THE
MARKS COLOUR

DON'T APPLY SHAD-
OWS

DON'T APPLY EFFECTS,
MARKS, GLOWS ETC

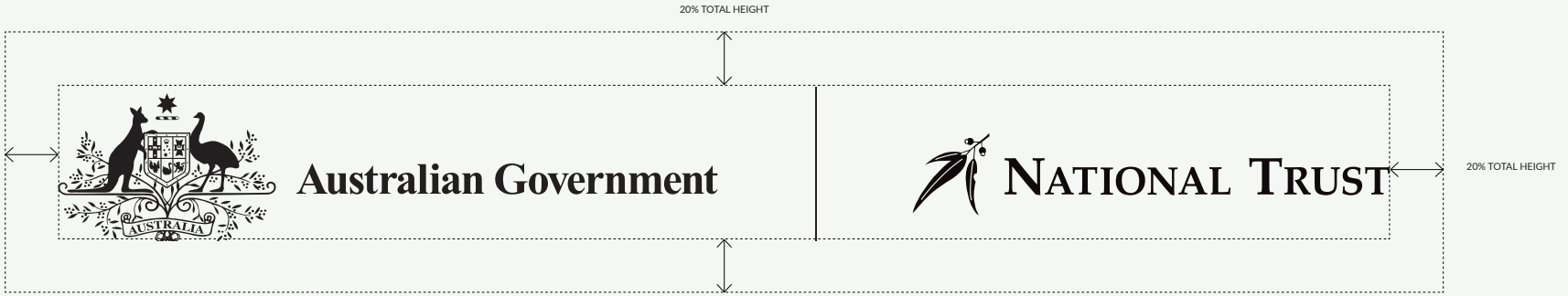
DON'T USE THE MARK ON
COLOURS WITH POOR
CONTRAST OR SIMILAR
COLOURS

DON'T ROTATE THE
MARK

GUIDELINES FOR THE USE OF THE GOVERNMENT and NATIONAL TRUST LOGO

COMBINED LOGO

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

INSTAGRAM

A suite of these and other digital elements can be supplied by contacting the NSW Festival Coordinator

A InDesign file of this can be obtained by contacting the NSW Festival Coordinator

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 APPLY EFFECTS, MARKS, GLOWS ETC

DON'T CHANGE THE MARKS COLOUR

DON'T ROTATE THE MARK

DON'T CHANGE THE MARK'S PROPORTIONS

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

DON'T WARP OR STRETCH THE MARK

DON'T APPLY SHAD-OWS

AUSTRALIAN HERITAGE FESTIVAL

NATIONAL TRUST