



AUSTRALIAN
HERITAGE
FESTIVAL

VISUAL IDENTITY GUIDE
AND APPLICATION EXAMPLES





Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADLINE Museo Slab 500

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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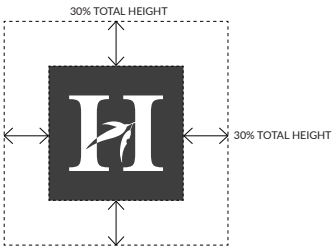
BODY COPY Lato – Medium

COLOUR PALETTE

C 0 **#38353c**
M 0 **R** 56
Y 0 **G** 53
K 90 **B** 60

C 90 **#10693a**
M 33 **R** 16
Y 100 **G** 106
K 26 **B** 58

LOGO ISOLATION ZONE



LOGO MINIMUM SIZES



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

ALTERATIONS



AUSTRALIAN
HERITAGE
FESTIVAL

DON'T WARP OR
STRETCH THE MARK



AUSTRALIAN
HERITAGE
FESTIVAL

DON'T CHANGE THE
MARK'S PROPORTIONS



AUSTRALIAN
HERITAGE
FESTIVAL

DON'T CHANGE THE
MARKS COLOUR



AUSTRALIAN
HERITAGE
FESTIVAL

DON'T APPLY SHAD-
OWS



AUSTRALIAN
HERITAGE
FESTIVAL

DON'T APPLY EFFECTS,
MARKS, GLOWS ETC



AUSTRALIAN
HERITAGE
FESTIVAL

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



DON'T ROTATE THE
MARK



POSTER



INSTAGRAM

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



Local Walking Tours

Much of Victoria's most celebrated heritage is easy to miss and it takes the valuable knowledge of a local or historian to reveal the hidden secrets of our streets and communities. Here, experts will guide you along arcades and laneways, through towns and regions to discover obscure accounts, unique architecture, and local legends. See your community through a different lens.

as you walk, ride, bus, or sail in the footsteps of some of Victoria's infamous, and lesser known, characters. These tours explore the historical threads of migration, poverty, industry, commerce, and affluence and the impact that has on shaping the character of suburbs and towns as reflected in architecture and streetscapes.

Photo: Melbourne Central Unlocked Tours, by Simon Scheuerle on Unsplash.

Monuments and Sites in Bendigo

Bendigo Historical Society

In recognition of the International Day for Monuments and Sites this walking tour will look at historic buildings and sites in View Street, Bendigo before moving into the adjoining Rosalind Park. A guide will be on hand to share stories and the history of these significant sites.

WED 18 APRIL 2-3PM
View Street and Rosalind Park Bendigo,
50 View Street, Bendigo
Bookings: specimencottage@gmail.com

ADULT \$5

SHAC Art Walk 2018

Soldiers Hill Artist Collective (SHAC)

Take a self-guided tour past heritage buildings through the historic streets of Ballarat's oldest surveyed suburb, whilst viewing contemporary art produced by artists living in Soldiers Hill. Visitors can use the Art Walk Map, available at local businesses, to explore these iconic sites. Art in venues other than the private studios can be viewed from the footpath throughout the festival.

18 APRIL - 20 MAY, PRIVATE STUDIOS & RESIDENCES
OPEN SAT & SUN 19-20 MAY 10AM-4PM

At a variety of different venues in Soldiers Hill, Lyndal St North, Macarthur St, Armstrong St North and others. Soldiers Hill

FREE EVENT

Step Back in Time—Williamstown Guided Walking Tour

Hobsons Bay City Council

Journey back in time and unlock the secrets of Williamstown, with guided heritage tours. The tours will explore the area's waterfront and seaport as guides recount stories and the history of places, people, buildings, and landmarks of one of Melbourne's most iconic suburbs.

TUES & FRI 18 APRIL - 20 MAY 11.45AM-12.45PM
Hobsons Bay Visitor Information Centre,
1 Syme Street, Williamstown
Bookings: hobsonsbaytickets.com.au, (03) 9932 4310

FREE EVENT

Ghosts of the Old City Williamstown

Lantern Ghost Tours

Armed with only a lamp light, come and explore King William's Town, the original capital of Victoria. Steeped in a history of alleyways, beer, and apparitions of convicts, sailors, and locals, people can experience a once thriving town as they delve into hidden laneways and burial sites.

FRI & SAT 18 APRIL - 20 MAY 8.30PM-10.30PM
Walking Street tour in Williamstown, begins at Hobsons Bay Visitor Information Centre, Williamstown
Bookings: lanternghosttours.zealy.com/85279/ghosts-of-the-old-city-williamstown-victoria

ADULT \$36 FAMILY \$89 (CHILD 12+ ONLY)

Heritage Architecture Tour at Abbotsford Convent

Abbotsford Convent Foundation

Discover the Abbotsford Convent's rich architectural history on this guided walking tour of one of the largest intact monastic complexes in the world. Guided by the convent's resident architect, the detailed and unique architectural history of its buildings will be on full display for all visitors.

THURS 19 APRIL 12-1.30PM
Abbotsford Convent, St Heliers Street, Abbotsford
Bookings: community@abbotsfordconvent.com.au

ADULT \$15 CONC \$13

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



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NATIONAL
TRUST