



AUSTRALIAN
HERITAGE
FESTIVAL

VISUAL IDENTITY GUIDE
AND APPLICATION EXAMPLES





Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADLINE Museo Slab 500

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

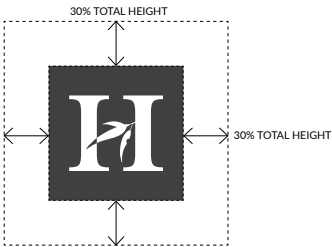
BODY COPY Lato – Medium

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



AUSTRALIAN
HERITAGE
FESTIVAL



NATIONAL
TRUST