



NATIONAL TRUST

AUSTRALIAN
HERITAGE
FESTIVAL

VISUAL IDENTITY GUIDE
AND APPLICATION EXAMPLES



NATIONAL TRUST
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Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADLINE Museo Slab 500

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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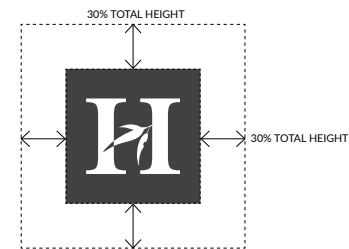
BODY COPY Lato - Medium

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



NATIONAL TRUST
AUSTRALIAN
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DON'T WARP OR
STRETCH THE MARK



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DON'T CHANGE THE
MARK'S PROPORTIONS



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DON'T CHANGE THE
MARKS COLOUR



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DON'T APPLY SHAD-
OWS



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DON'T APPLY EFFECTS,
MARKS, GLOWS ETC



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



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DON'T ROTATE THE
MARK

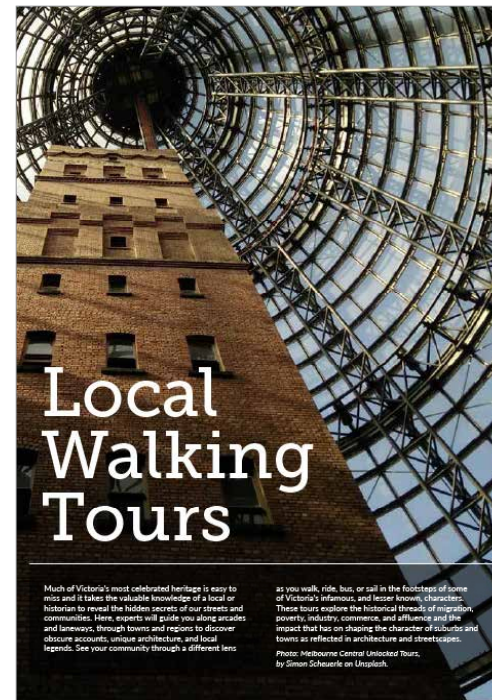


POSTER



INSTAGRAM

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



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 Scheufler 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 Hosford 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 Hosford Park Bendigo,
 320 View Street, Bendigo
 Bookings: openhousebendigo@gmail.com

ADULT \$5
 ♻️

SHAC Art Walk 2018
Soldiers Hill Artful Collective (SHAC)
 Take a self-guided tour past heritage buildings through the historic streets of Ballarat's oldest commercial suburb, which viewing contemporary art combined with walking in Soldiers Hill. Visitors can see the Art Walk Plus, available at local businesses. Inquire about local sites. Art is everywhere other than the art studios can be viewed from the footpath throughout the festival.

18 APRIL - 20 MAY, PRIVATE STREETS & BENDIGONS OPEN 10AM-5PM 18-20 MAY 10AM-4PM
 At a variety of different venues in Soldiers Hill, Eastland St North, Mansfield St, Ararat St, St Mark and others, Ballarat 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 support its guides around stories and the history of places, people, buildings, and landmarks of one of Melbourne's most iconic suburbs.

TUES & FRI 18 APRIL - 20 MAY 11:05AM - 12:45PM
 Hobsons Bay Visitor Information Centre,
 1 Spence Street, Williamstown
 Bookings: info@hobsonsbay.vic.tas.gov.au, (03) 9982 4330

FREE EVENT
 ♻️

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ADULT \$5
 ♻️

Churches of the Old City Williamtown
Lecture Church Tours
 Armed with only a lamp light, come and explore King William's Town, the original capital of Victoria's Shire of Williamstown, the original capital of Victoria's Shire of Williamstown, the original capital of Victoria's Shire of Williamstown. A history of churches, houses, and architecture of churches, houses, and local people can experience a once thriving town as they delve into hidden histories and local sites.

FRI & SAT 18 APRIL - 20 MAY 8:30PM - 10:30PM
 Walking Street tour in Williamstown, lectures at Hobsons Bay Visitor Information Centre, Williamstown
 Bookings: hobsonsbaytourism.com.au, (03) 9982 4330

ADULT \$26 FAMILY \$89 (3 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 women's residences 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, 11 Holmes Street, Abbotsford
 Bookings: conventcity@abbotsfordconvent.com.au

ADULT \$15 CONCESSION \$13
 ♻️

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

