



AUSTRALIAN
HERITAGE
FESTIVAL



VISUAL IDENTITY GUIDE
AND APPLICATION EXAMPLES



AUSTRALIAN
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Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADLINE Museo Slab 500

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

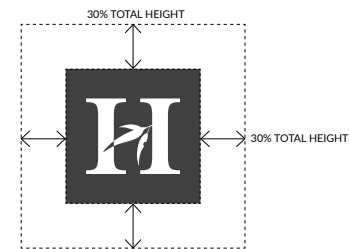
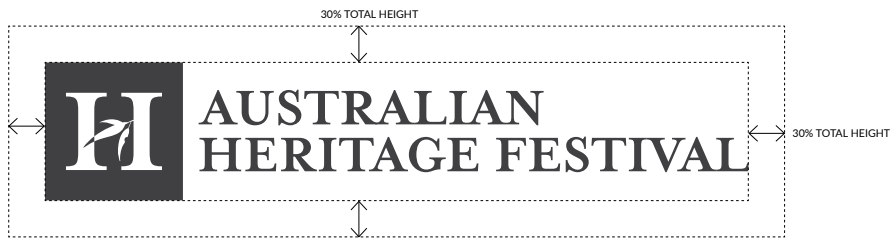
BODY COPY Lato - Medium

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
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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



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NATIONAL
TRUST