FILM VICTORIA LOGO GUIDELINES

FOR EXTERNAL USE ONLY

VICTORIA State Government | FILM VICTORIA AUSTRALIA

THE LOGO

The Film Victoria logo consists of three brand elements:

1. Victorian State Government logo

2. A divider line

3. The Film Victoria brandmark

It is a specifically drawn artwork and should not be redrawn or altered in any way. It should always be reproduced using the artwork files supplied.
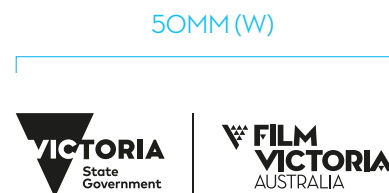
MONO

REVERSED

MINIMUM SIZE

PRINT

To ensure maximum clarity and legibility at small sizes, a minimum size has been determined for the logo.

It must be shown no smaller than 50mm in width on printed collateral.

DIGITAL

On-screen the logo must be shown no smaller than 230 pixels wide.

50MM (W)

230PX (W)

CLEAR SPACE

To ensure prominence and legibility, the logo is surrounded by a clear space. The clear space area is illustrated by the rectangular box, which remains free of all other elements, such as other logos, type and imagery. The clearspace is measured by the height of 2 x capital 'A' in VICTORIA (taken from the Victorian State Government logo).

The clear space area indicates the minimum area and should be increased wherever possible.

CLEAR SPACE AREA

COLOUR

The colour used for the logo is black. To ensure consistent colour reproduction use the given values for the appropriate mode of production. Remember to check whether printed work will use a coated or an uncoated stock and use the appropriate colour.

FILM VICTORIA - BLACK

Pantone Black C
Pantone Black U
C=0 M=0 Y=0 K=100
B=0 G=0 B=0
#000000

WHAT **NOT** TO DO

To maintain a unified appearance, the logo must always appear clearly and consistently.

Never put the Film Victoria brandmark first

Never stretch the logo

Never slant or distort the logo

Never use colour

Never rotate or angle the logo

Never place the logo on a background colour that conflicts with legibility

Never place the logo on a busy background that compromises legibility