VICSCREEN

LOGO GUIDELINES
FOR EXTERNAL USE ONLY
MARCH 2022

1.1 LOGO

The VicScreen logo should always be reproduced using the supplied artwork files, so that it is always presented in a consistent and clear manner.

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1.2 LOGO LOCKUP

The VicScreen logo can be locked up with the Victorian Government logo using a thin black line to separate each logo. The logos have visually equal weighting, ensuring one does not dominate the other.

1.3 CLEAR SPACE

The height of the VicScreen logo (shown here as 'x') should be used to create clear space around the logo.

1.4 MINIMUM SIZE

To ensure legibility, the logo must be shown no smaller than 25mm wide on printed collateral and no smaller than 100 pixels wide on digital assets.

PRINT

25mm

VICSCREEN

DIGITAL

100px

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PRINT

43mm

VICTORIA State Government | VICSCREEN

DIGITAL

173px

VICTORIA State Government | VICSCREEN

1.5 INCORRECT USE

The logo should never be distorted, rotated or modified. 'Vic' and 'Screen' should never be separated. When used on top of an image or a flat colour, it is important to ensure that the logo remains legible.

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If you have any questions about these logo guidelines,
please contact marketing@vicscreen.vic.gov.au