



Australian Government



MAJOR FESTIVALS INITIATIVE LOGO GUIDELINES

May 2019

Horizontal logo lock-up

The logo appears in two forms, both as a horizontal lock-up and a vertical lock-up (see page 8).

The horizontal lock-up is the preferred version and should be used whenever possible.

The proportions of these elements are not to be amended or changed in any way.

**Major
Festivals
Initiative**



LOGOS:

SINGLE COLOUR VERSIONS

1.2

Horizontal reversed-out logo



Horizontal mono logo



LOGOS:

SIZE

1.3

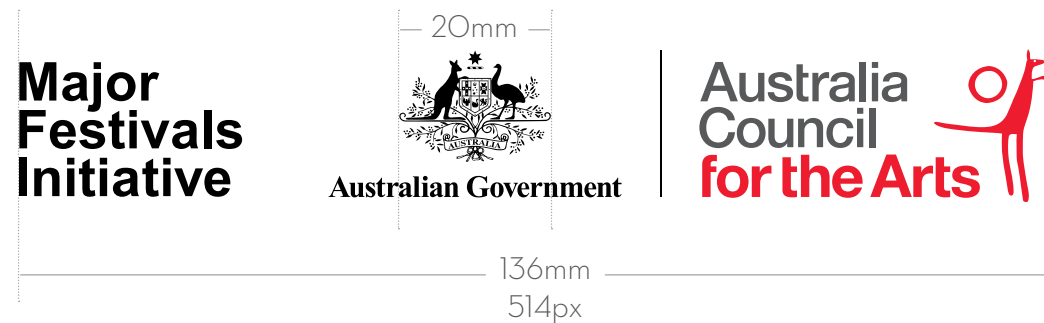
Horizontal logo minimum size

Logo sizes are specified to maintain the clarity of the logo and ensure consistency in reproduction.

Government guidelines rule that the Coat of Arms must not appear smaller than 20mm in width. This has the following implications.

- For the horizontal lock-up, the logo should not appear smaller than 136mm in print, or 514px in a digital setting.

This rule should be adhered to whenever possible, however a few small formats e.g. business cards, are an exception.



Horizontal logo clear space

The clear space denotes the area around the logo in which no other type, graphic or photographic element may encroach.

For the horizontal lock-up, the clear space around the logo is equal to X, where X is equal to the distance from the right extremity of the 't' in 'Government' to the keyline.



Horizontal logo positioning

The logo should appear aligned to the right edge of the layout, and to either the top or bottom edge. Top right is the preferred option.

For the horizontal lock-up, the distance from the edges is equal to $2X$, where X is equal to the distance from the right extremity of the 't' in 'Government' to the keyline.

**Major
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**Australia
Council
for the Arts**

2X

X

Vertical logo lock-up

The logo appears in two forms, both as a horizontal lock-up and a vertical lock-up.

The vertical lock-up should only be used when the space available dictates that the horizontal lock-up usage is not possible.

The proportions of these elements are also not to be amended or changed in any way.

Major Festivals Initiative



Australian Government



Vertical reversed-out logo



Vertical mono logo

**Major
Festivals
Initiative**



Australian Government

**Australia
Council
for the Arts**

The image shows the Australia Council for the Arts logo, rendered in black. It consists of the text "Australia Council for the Arts" and a stylized black figure of a person with arms raised.

Vertical logo minimum size

Logo sizes are specified to maintain the clarity of the logo and ensure consistency in reproduction.

Government guidelines rule that the Coat of Arms must not appear smaller than 20mm in width. This has the following implications.

- For the vertical lock-up, the logo should not appear smaller than 40mm in print, or 149px in a digital setting.

This rule should be adhered to whenever possible, however a few small formats e.g. business cards, are an exception.



Vertical logo clear space

The clear space denotes the area around the logo in which no other type, graphic or photographic element may encroach.

For the vertical lock-up, the clear space around the logo is equal to X, where X is equal to the distance from the bottom of the 'A' in 'Australian' to the keyline.



Vertical logo positioning

The logo should appear aligned to the right edge of the layout, and to either the top or bottom edge. Top right is the preferred option.

For the vertical lock-up, the distance from the edges is equal to $2X$, where X is equal to the distance from the bottom of the 'A' in 'Australian' to the keyline.



LOGOS: MISUSE

1.11

Do not

Alter the lock-up in any way, including but not limited to:

- Distort the logo
- Rotate or crop the logo
- Change the colour of the logo
- Recreate the logo with a different typeface
- Swap the positions of the logos
- Add a drop shadow behind the logo
- Place the colour logo on a colour background
- Place any logo version on a background that makes it illegible.

