

Logo brand guidelines

The purpose of this document is to outline the correct use of the logo so its consistency is maintained across all communication, thereby ensuring its effectiveness communicating the brand and positioning in the market.



AUSTRALIAN CHILDREN'S LAUREATE FOUNDATION

1. Logo clear space

A minimum clear space surrounding the logo has been defined to ensure that it remains uncluttered by additional elements.

The clear space is the width of the word LAUREATE from the logo and is calculated from the outer edge of the logo on all sides

This clear space applies on printed applications as well as online.



2. Logo minimum size

A minimum size for the logo has been determined to maintain legibility.

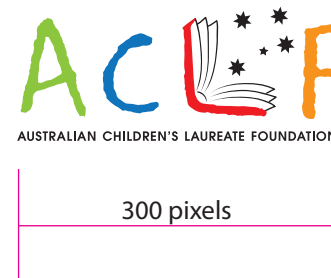
The minimum size is defined by the width of the logo.

Please note, legibility may vary depending on reproduction method.

If in doubt, always get a print test proof prior to final output.

Minimum size print 42 mm

Minimum size screen 300 pixels



3. Logo colour

Where the logo is used in colour it is important that the correct colour breakdown is used for print and screen.

For CMYK printing

A (C-50, M-0, Y-100, K-0)

C (C-85, M-50, Y-0, K-0)

L (C-0, M-100, Y-100, K-0)

F (C-50, M-100, Y-100, K-0)

Name, Southern Cross and book pages (CMY-0, K-100)

For RGB screen

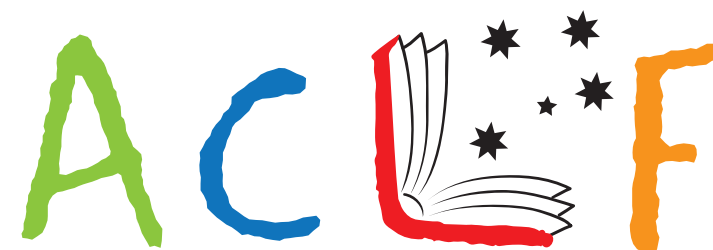
A (R-141, G-198, B-63)

C (R-27, G-117, B-188)

L (R-237, G-28, B-36)

F (R-247, G-148, B-29)

Name, Southern Cross and book pages (R-0, G-0, B-0)



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4. Logo mono

Where there is a limitation on colour usage and it is not possible to use the colour logo, use the mono version.

On white background

A (35% black)

C (50% black)

L (70% black)

F (40% black)

Name, Southern Cross and book pages (100% black)

On black background

All type and elements are white reversed out of black.



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5. Logo incorrect use

Correct and consistent usage of the logo is essential to its integrity. Deviation from these guidelines will result in a diluted and inconsistent visual identity.

Here are some examples of **incorrect** treatments of the logo.

- 1 Do not use unspecified colours
- 2 Do not use on background of unspecified colours
- 3 Do not place logo on busy photographic imagery
- 4 Do not stretch/compress logo
- 5 Do not use other fonts
- 6 Do not add effects to logo

