

# Logo Use Guidelines



## Standard arrangement

The LVRC corporate mark is made up of two elements; the logotype and the graphic symbol. Both these two elements rely on each other to create the corporate mark and should never be used separately.

## Alternative colour versions

These alternative versions of the corporate mark are to be used when the standard arrangement cannot be used. For example: a single colour or black and white print job, or when the logo is used on a coloured background.

- A** Reversed corporate mark for use on coloured backgrounds or images.
- B** Corporate mark for use on coloured backgrounds or images when the text 'Regional Council' is placed on a light background.
- C** Black and white version to be used on black and white print production.
- D** Reversed corporate mark version on a black background. Note: the black background is NOT part of the corporate logo.



**A**



**B**



**C**



**D**

# Logo Use Guidelines



## How not to use the corporate mark

All the elements of the corporate mark have been carefully considered. To maintain the integrity of the corporate logo under NO circumstance may any of the following changes apply.

Note: If you have any doubts about applying the corporate mark correctly, and your application is not included in these guidelines please contact LVRC.

**A CHANGE COLOUR** – Never change the colour of the corporate mark. Correct colour variations of the logo can be viewed on page 1 ‘Alternative colour versions’.

**B MOVE ELEMENTS** – Never separate, remove or rotate any of the elements of the corporate mark.

**C CHANGE FONT** – Never change the logotype. The logotype has been modified to create its unique look.

**D STRETCH HORIZONTALLY OR VERTICALLY** – Never distort the corporate mark in any way.

**E OUTLINE** – Never create outlines of any of the elements of the corporate mark.

**F OVERLAY ON IMAGE** – Never place the corporate mark over a contrasting image obscuring the legibility and integrity of the logo.



A



D



B



E



C



F