



STYLE GUIDE

VICTORIAN SAFE COMMUNITIES NETWORK INC

introduction

Victorian Safe Communities Network Inc Corporate Logo embodies our image. It is therefore critical that the corporate logo is always presented correctly, whether used in printed material or on signs. This document is designed to help you protect our logo. It provides detailed guidelines for its use, and outlines errors to avoid.

type component

The corporate logo consists of the corporate symbol and type combined. The type style has been customised to work in balance with the symbol. It must never be adjusted or re-proportioned. These two elements should always appear together, to form the complete corporate logo. Only together do they form the official identity for Victorian Safe Communities Network Inc.

complete corporate logo



colours

The correct corporate colours are critical to creating a professional, consistent image for the organisation. In time, the colour will be as recognisable as the logo itself. The two colours chosen as our corporate colours are: Lime Green (PMS 369) and Deep Navy Blue (PMS 295). Wherever possible, the logo should appear in these corporate colours. Please follow the CMYK conversion when converting the logo to 4 colour process. A full coloured logo must always appear on a white background. In the event of a coloured background, the logo can be coloured in only by reversing the Logo to white and black. For any further information regarding the Victorian Safe Communities Network Inc Corporate Logo Please contact Courtney Colour Graphics on 03 9735 5811.

NOTE: The colours displayed on this style guide are for reference only. Accuracy of the PMS colours can be found in a Pantone colour matching book.

colour swatches

