

Brand design guidelines



Variants



There are two variations of the logo. A pattern version and a full colour.

Pattern

The pattern logo should always be considered first for placement. The primary navy (Pantone 2765 C) is strictly the only colour to be used for the pattern logo. The above percentages of the navy must be adhered to.

No other colours from the Business Victoria palette or elsewhere should be applied to the pattern logo.



Single colour

The single colour logo can be used in place of the pattern logo when is not legible due to contrast and/or colour. Any primary colour from the Business Victoria palette can be applied. For guidance refer to page 6 of the guidelines.

Clear space and minimum size



Print

Screen



Clear space and minimum size requirements are the same for all versions of the logo.

Clear space

To maintain the clarity and integrity of the logo, a minimum 'clear space' must be observed in all applications.

Clear space creates an invisible frame, a minimum area surrounding the logo that must remain free of any conflicting visual element. Wherever possible, apply additional clear space beyond the minimum requirement.

Minimum size

Minimum size specifications are provided to ensure the logo is reproduced effectively at a small size.

Minimum size specifications must be observed in all applications. Where there is a question of the quality of reproduction, the logo must be used at a size larger than the minimum size.

Correct applications of the logo



Apply primary colours to the logo only.



Apply colour on colour, adhere to colour palette.



Apply reversed (white), adhere to colour palette.



Apply to photography.

It may be best to avoid the pattern logo in these applications because of the shading. The photo might not have enough contrast or be too detailed.

It is important that the logo is applied consistently across all communications.

When applying the logo to collateral refer to the brand execution samples section of the guidelines when beginning a new design.

Incorrect applications of the logo



Don't switch or adjust the pattern navy percentages.



Don't apply colour on colour with low contrast.



Don't apply colours outside the brand.



Don't apply multiple colours to the logo.



Don't place an image or an unbranded pattern inside the logo.



Don't skew or distort the logo.



Don't apply effects to the logo.



Don't apply to low contrast or busy photography.



Don't omit any elements from the logo.

The logo should never be redrawn, digitally manipulated or altered in any way. It should never be obscured, distorted, rotated or cropped. It should always be legible.



Don't rotate or flip the logo.



Incorrect contrast colours for the light pattern logo.



Incorrect contrast colours for the dark pattern logo.

Correct applications of the logo relationship

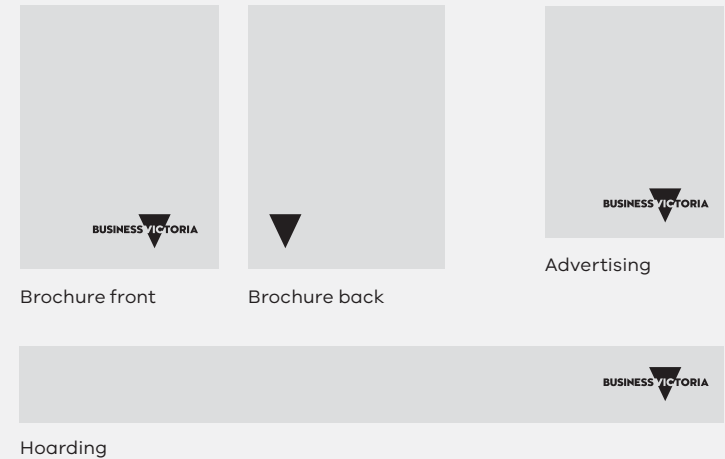
This is a Brand Victoria guideline specific to the application of two or more 'triangle' logos.

A good size for the ratio of logo to the artwork is approximately 10 per cent of the artwork's width.

Print

Two or more 'triangle' logos should never appear together on the same leading visual e.g. cover, pull-up banner, flyer and business card. Lead logo on the front and endorsement/supporting logo on the back.

When the communication only has a front, then only the Business Victoria logo is applied e.g. Advertising and hoarding.



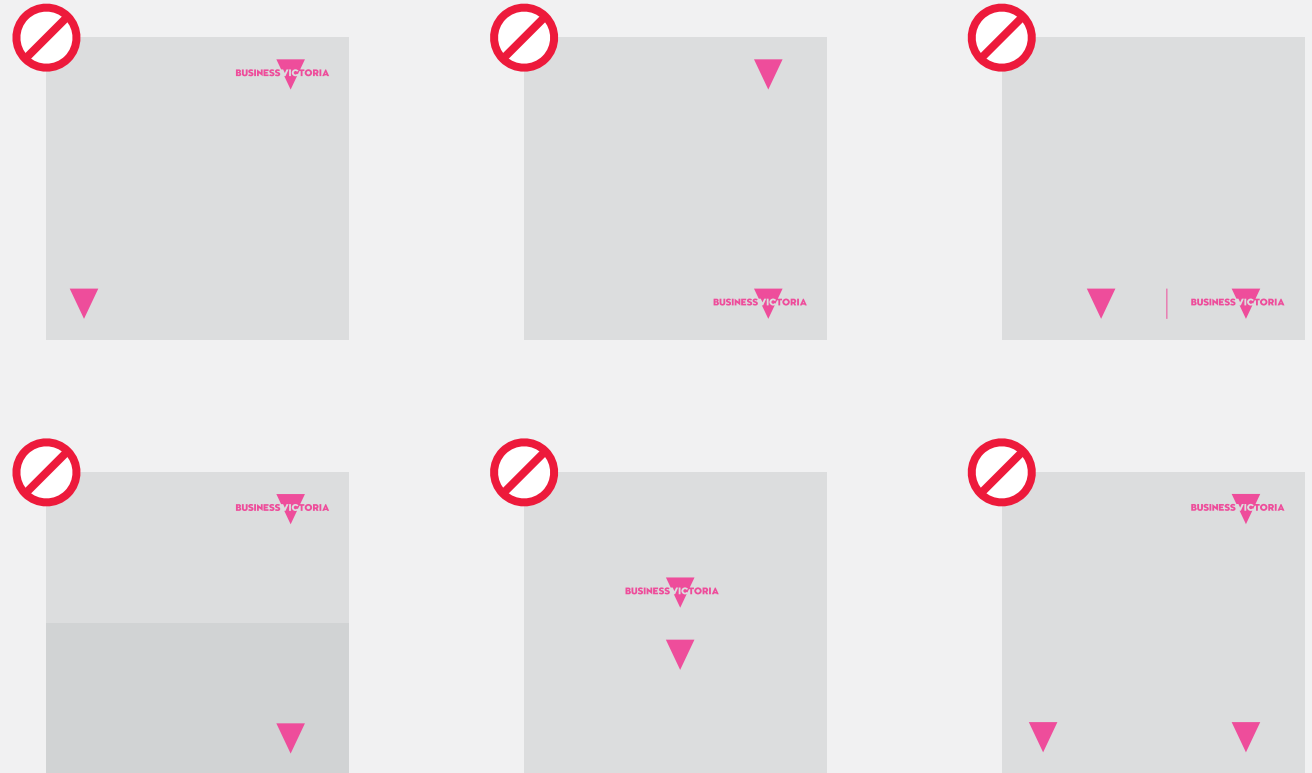
Screen

The rules are the same as print except for websites. Web pages should lead with the appropriate logo (the logo that represents the website address).

The endorsement/supporting logo, if required, should follow in the footer.



Incorrect applications of the logo relationship



Two or more 'triangle' logos should never appear together on the same leading visual.

Logo information for sponsorships, partners, grants and procured arrangements

Pages 8, 9, 11 and 12 contain instructions on when and how to apply the Business Victoria logo correctly with other entities. Careful consideration must be given to size and position of all logos.

Sponsorships and partners

Sponsorship is the right to associate Business Victoria with a sponsor's name, product, events or services in return for agreed benefits, such as cash, in-kind or promotional support usually to external organisations.

Sponsorship Agreements involve a negotiated exchange of benefits and should result in measurable and tangible benefits to the Entity (and its core economic growth objectives) from the association.

Grants

A grant is money given to organisations or individuals for a specified purpose to help achieve Business Victoria's policy objectives.

A grant may be part of a wider program initiative with a defined funding source(s) or may be one-off funding for a specific purpose.

The term 'grant' is more generally used to include any funding arrangement where a recipient is selected on merit against a set of criteria. Grant processes can take a variety of forms, including ad hoc payments, competitive assessment or measurement against specified criteria.

When Business Victoria is providing sponsorship or grants, it must ensure that the sponsored organisation or the grant recipient provides public acknowledgment of Business Victoria's support.

The forms of acknowledgment should be negotiated in advance and documented in the written agreement. Where appropriate, the relevant Minister should be given the opportunity to announce the government's support.

The acknowledgment should:

- be commensurate with the value of sponsorship provided, and comply with the Brand Victoria Guidelines
- clearly indicate government support for, rather than ownership of, the sponsored activity.

Procurement of Goods and Services

Victorian State Government procurement process is required by legislation when engaging suppliers for goods and services. The Victorian procurement process involves planning your procurement, preparing documentation, sourcing the supplier, managing the contract and taking steps to close and review the contract. The contract must stipulate the how the branding will be addressed and who takes the lead on material being developed.

The following rules must be followed when using any Business Victoria logo in a partnership, sponsorship or grant context. Refer to page **XX** of these Guidelines for some visual examples.

Logo application for sponsorships, partners, grants and procured services

Sponsorships and partners

If the organisation that Business Victoria is sponsoring or partnering with is leading the communication piece, the organisation's logo should appear first at all times.

The Business Victoria logo then appears in the lower section of the communication, indicating a supporting role.

When a supplier is developing material on behalf of Business Victoria

The Business Victoria logo and branding should take the lead in any material developed by the supplier, with the supplier's branding appearing secondary.

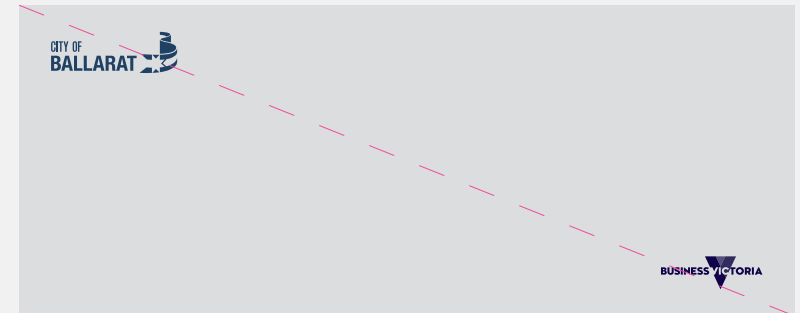
Grant recipients

Where Business Victoria has approved a grant for an organisation and that organisation is leading the communication piece, their logo should appear first at all times.

The Business Victoria logo then appears in the lower section of the communication, indicating a supporting role.

Ideally, the two logos would be positioned separately depending on who is taking the lead in the communication piece. However in some instances, for example when there are multiple organisations in a supporting role, there may be a need to place the supporting logos side by side. This is permitted, but the size of all logos should appear visually balanced. Ensure that minimum size and clear space guidelines are followed for all logos involved.

sponsors, partners, grant recipients or stakeholders taking the lead with Business Victoria logo supporting.

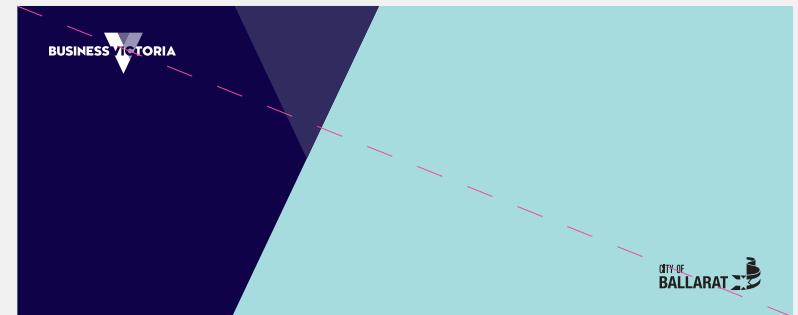


Multiple organisations recognised as partners or sponsors inclusive of Business Victoria supporting.

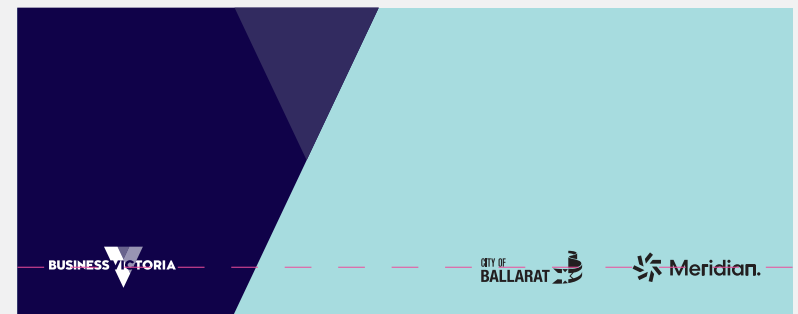


Logo application for sponsorships, partners, grants and procured services

Business Victoria taking the lead with supplier logo supporting.



Business Victoria with multiple suppliers supporting.



Use of the logo when engaging a supplier to develop/deliver goods and services

When Business Victoria procures services through the department's goods and services procurement process, the Business Victoria logo and branding should take the lead in any material developed by the supplier, with the supplier's branding to appear secondary.



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