

# Brand Victoria Guidelines

**VICTORIA**

Version 2 | 2018



# Introduction

*Brand Victoria exists to unify and amplify all that is great about our state.*

We are Victoria. A state of natural wonders, Australian leaders, artists, innovators and global culture. We are passionate and proud of what we have to offer: from ski to surf, fine dining to food trucks, booming business to burgeoning start-ups, Formula One to AFL, Australia's best universities and hospitals; truly the best of everything. It's at the intersection of these eclectic contrasts that exist in Victoria where incredible things happen.

We are competing on a global stage, now more than ever, and it's time to share our story with the world.

Victoria is a compilation of complementary and contrasting forces that is uplifting and energising. Brand Victoria exists to shine a light on these intersections and tell our story as a diverse, enterprising destination that's focused on the future. A singular voice that drives us forward, unifies and amplifies what we say. We are a people and place of action and Brand Victoria captures the inimitable spirit of Victorians that makes this place alive with energy. An essence that is magnetic, intoxicating, infectious and impossible to part with.

This document provides resources, guidance and information on using Brand Victoria. From the brand architecture, through to detailed design assets and principles, logo marks, colours and typography - it is the essential reference point, ensuring we always represent the best our state has to offer, in a cohesive and compelling manner - whether here at home, around Australia or around the world.



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# 1. What these guidelines will help you achieve

- 1.1 Brand Architecture – How the various logos work with the Primary logo
- 1.2 Decision Tree – Deciding if a logo needs to be developed under Brand Victoria
- 1.3 Brand Governance - Role of Department of Premier and Cabinet and departments
- 1.4 Which logo do I use?

# 1.1 Brand Architecture – The primary logos

The Brand Victoria architecture is a system that governs the overarching brand and all of its parts. It's a map that clearly articulates the hierarchy and relationships between the primary logo, various other logos and endorsements.

Brand Victoria logos can be categorised as the group of logos that sit at the very top of the brand architecture and operate as the heart of Brand Victoria. The two main variations consist of the triangle with the word 'Victoria' or the triangle with the word 'Melbourne'. Below are the local and domestic variations of the primary Victoria and Melbourne logo. All other logos within these guidelines originate from the primary Victoria logo.

## Victoria logo

The Victoria logo is the unifying primary logo that sits at the heart of Brand Victoria.

To be used when promoting Victoria, inclusive of regional Victoria, to a domestic audience.

## Victoria Australia logo

The Victoria logo with Australia descriptor is to be used for international applications when specifically promoting Victoria, inclusive of Regional Victoria, and intentionally not Melbourne.

## Melbourne logo

The Melbourne logo suite is to be used when promoting metro activities to a domestic audience, including High-Profile events or brand campaign messaging.

## Melbourne Australia logo

The Melbourne logo with Australia descriptor is to be used exclusively to promote metro activities in international markets that are solely focused on Melbourne.

## Melbourne Victoria Australia logo

The Melbourne logo with Victoria Australia descriptor is to be used exclusively to promote the state internationally.

Victoria logo



Victoria Australia logo



Melbourne logo



Melbourne Australia logo



Melbourne Victoria Australia logo



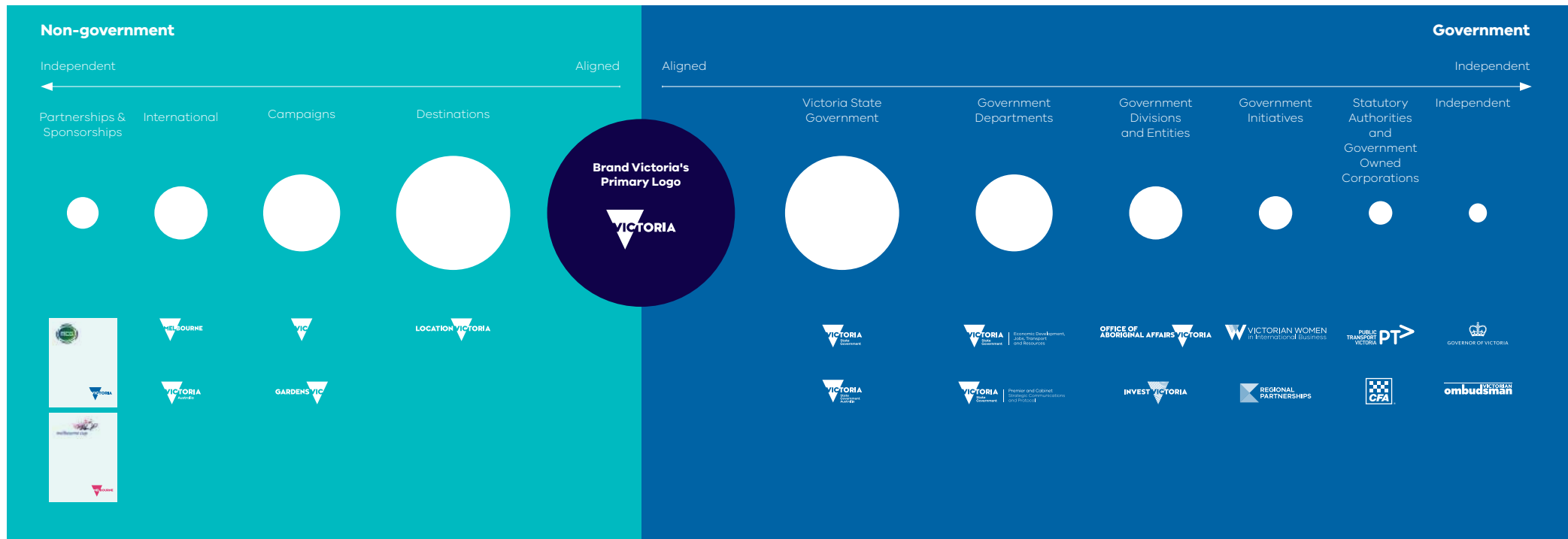
## 1.2 Brand Architecture – How the various logos work with Brand Victoria's primary logo

The brand architecture is organised with an 'outside-in' approach, where logos are structured by public perception not by internal organisational structure.

The brand architecture also guides the structure of this document and makes it easier to choose which logo to use. The Brand Victoria architecture uses a 'solar system' approach with the Victoria primary logo as the sun at its centre. More closely aligned logos are positioned in near proximity and those with an independent relationship positioned distantly.

The first step to using the Brand Victoria architecture is evaluating whether the logo is publicly perceived as having a formal association with the Victorian State Government. If the logo has a clear perceived link to government, then it sits on the right side. Logos that are perceived as independent from government sit on the left side.

Victoria logo - Primary logo



# 1.2 Brand Architecture – How the various logos work with Brand Victoria's primary logo (continued)

Below is a guide to the relationships each brand has with Brand Victoria's primary logo. These destinations, campaigns, international and third party logos are publicly perceived as being created independent of the Victorian State Government, regardless of whether the government has an official sponsorship or partnership relationship.

Independent

Aligned

Aligned

## Partnerships & Sponsorships



All third party events, locations and organisations that promote the State of Victoria use the Victoria primary logo, or the Melbourne logo for international audiences.

- Events**  
e.g. Formula One
- Locations**  
e.g. MCG
- Organisations**  
e.g. Life Saving Victoria



## International



**International logos**  
All international promotional messages are to be publicly perceived as being created independent of the Victorian State Government. These messages use the Melbourne logo.



The Melbourne logo can be used to create a sub-set of international Melbourne logos when promoting high-profile events or campaign messages to an international audience.



The Victoria primary logo with the Australia descriptor is to be used for international applications when specifically promoting Victoria and regions and not Melbourne specifically.



## Campaigns



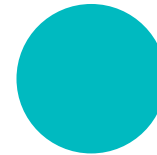
**Campaign logo**  
A Campaign logo can be created to promote experiences and activities within Victoria using the Vic logo.

All promotional messages are to be publicly perceived as being created independent of the Victorian State Government and have the descriptor followed by the Vic logo.

- Experiences**  
e.g. Dine Vic
- Activities**  
e.g. Ski Vic



## Destinations



**Destination logo**  
A Destination logo can be created and is used to promote a city, region or tourist attraction using the Victoria logo.

All destination logos are to be publicly perceived as being created independent of the Victorian State Government and have the descriptor followed by the Victoria primary logo.

- City**  
e.g. Geelong
- Region**  
e.g. Gippsland
- Tourist**  
e.g. 12 Apostles



**Victoria logo**  
The Victoria logo (Primary logo) can be used in a variety of colours as outlined on pages 24-25.



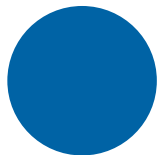


# 1.2 Brand Architecture – How the various logos work with Brand Victoria's primary logo (continued)

Below is a guide to the relationships government brands have with Brand Victoria's primary logo, the Victoria logo. The closer a logo is to the primary logo, the stronger the link between them. The terminology is important when using this guide as it has been developed to capture select groups within the Victorian Government. Please compare your organisation to the list below to place it accurately.

Independent →

## Victoria State Government



### Victoria State Government logo

The Victoria State Government logo is available and can be used on official communications from the whole of the Victorian State Government, inclusive of when two or more departments collaborate on a message to a domestic audience.

It is made up of the Victoria primary logo with the descriptor 'State Government' below 'TORIA' in the triangle logo.



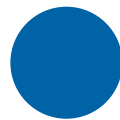
### Victoria State Government Australia logo

The Victoria State Government Australia logo is available and can be used on official communications from the whole of the Victorian State Government, inclusive of when two or more departments collaborate on a message to an international audience.

It is made up of the Victoria primary logo with the descriptor 'State Government Australia' below 'TORIA' in the triangle logo.



## Government Departments and Divisions



### Victoria State Government Department logo

The Victoria State Government logo followed by departmental descriptor is available and can be used on internal and external communications specifically from a department.



### Victoria State Government Department Division logo

The Victoria State Government logo followed by departmental descriptor and division can be created.

Divisions strongly linked to their departments are led by the Victoria State Government logo followed by department and division descriptor.



## High-Profile Entity Divisions and Government Customer Facing



### Government Customer Facing Division logos

These logos are for divisions strongly linked to their departments that interact with the public and offer services to the public.

They can be created. They have the division descriptor on the left of the Victoria master logo and are endorsed by the Victoria State Government logo but not on the same page.



### High-Profile Entity/Division logos

These logos are for well known government organisations/divisions subsidiary to their department. They allow the use of individual colour pattern to represent the division's function. The logo and brand focus on an external, customer-facing audience.

They can be created and have the division descriptor on the left of the Victoria master logo with unique colours and patterns purpose built for the entity. They are endorsed by the Victoria State Government logo but not on the same page.



## Government Initiatives



### Endorsed Initiative logos

These logos are for short or medium term government groups, programs or projects with mandated goals.

New government initiative logos may need to be created. They can be unique and relevant to the initiative or program, but must borrow heavily from Brand Victoria's visual cues, including colour, typography, and intersection device angle. They are endorsed by the Victoria State Government logo.

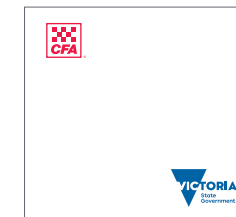


## Statutory Authorities and Government owned Corporations



### Government Endorsed Statutory Authorities and Government owned Corporations

Statutory authorities have no visual link with the Victoria State Government or the Victoria logos. Instead they are endorsed by using the Victoria State Government logo.

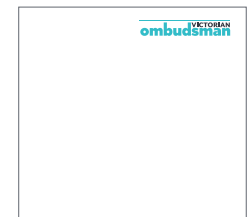
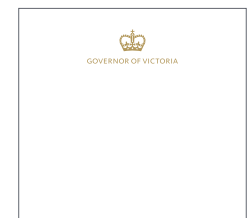


## Independent



### Independent logos

Logos for bodies created by government, but designed to operate independently, have no visual link with the Victoria State Government or the Victoria logo.



# 1.3 Decision Tree – Deciding if a logo needs to be developed under Brand Victoria

Below is a guide to determine what type of logo you need to create if required. Refer to Section 4 – Brand Victoria logos – How to use and/or create them, for clear guidance on how to create a specific logo.

## Definitions

### Promoting:

actively raising awareness and profile.

### Perceived formal association:

viewed by the public as having an official relationship.

### Permanent entity of government:

a long-term organisation/division working within government.

### Government divisions:

entities subsidiary to their overseeing government department.

### High-profile entity/division:

well known government organisations/ divisions subsidiary to their department.

### Government customer facing division:

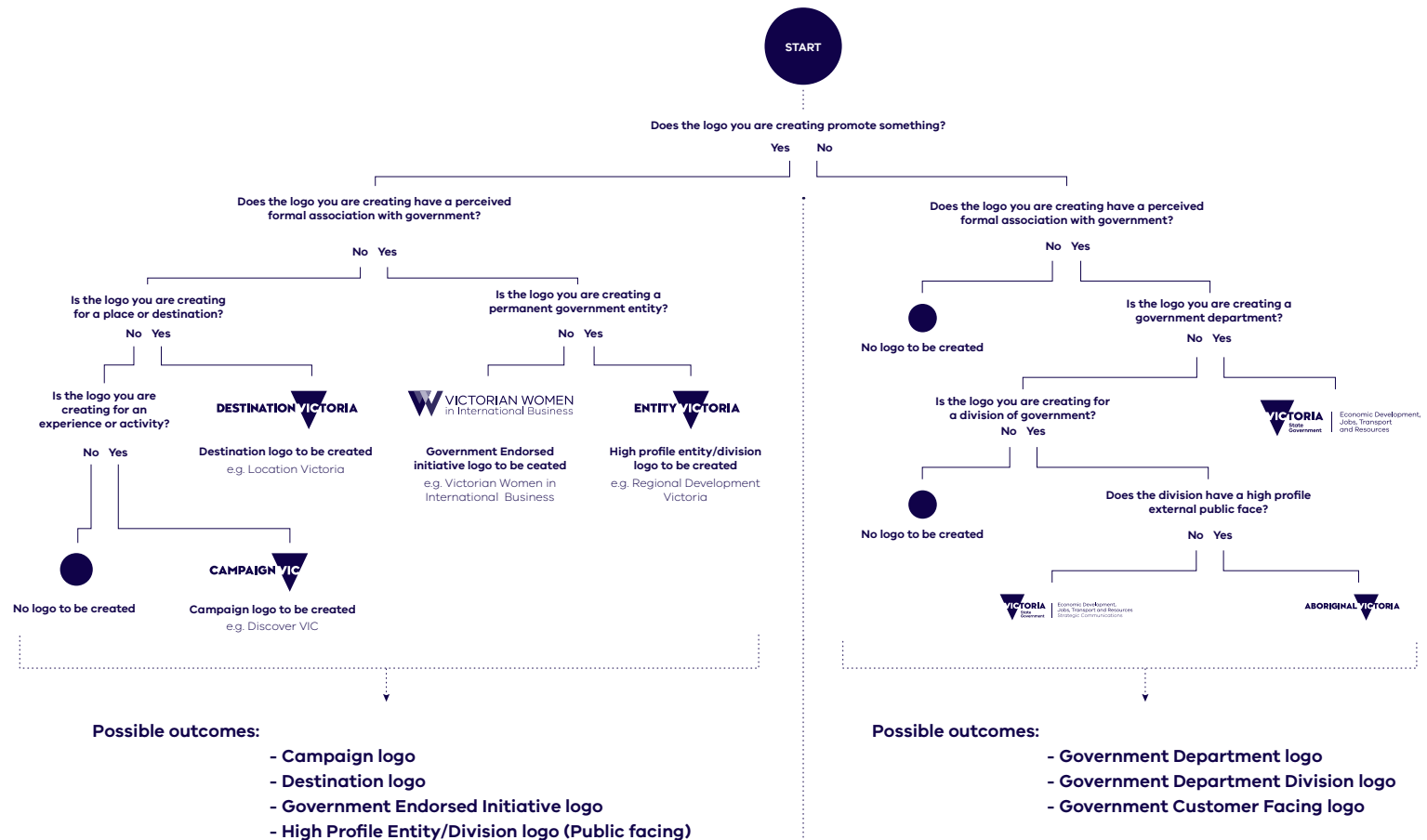
divisions within departments that interact with the public and offer services to the public.

### Endorsed initiative:

a short or medium term government group, program or project with mandated goals.

### Destination:

promotes cities, regions and tourist locations within Victoria.



## 1.4 Brand Governance – Role of Department of Premier and Cabinet and other departments

The Department of Premier and Cabinet (DPC) Strategic Communication, Engagement and Protocol Branch approves:

- The creation/development of all new logos
- Any exemptions to the Brand Victoria guidelines.

Each department is responsible for developing all new logos related to their respective portfolios, and making sure new logos are created in accordance with the Brand Victoria guidelines.

All departments need to refer to the Decision Tree on page 10 to first decide whether a logo should be created in the first instance.

If a new logo is required, all departments need to refer to the Brand Architecture on page 7 (with further guidance on page 9) to decide what type of logo to use or create:

- Government department logo
- Government Customer Facing and High-Profile Entity Divisions
- Government initiative logo
- Statutory authority/government corporation logo
- Independent logo.

When creating or using one of the logos specified above, please consider:

- Placement of the logo with others (page 20)
- Which colours should be used (pages 24-25)
- Correct typography (pages 29-32)
- How it's placed with the intersection device (page 33).

DPC approval for a new logo will take up to five business days.

Departments are welcome to seek an 'approved approach' for a new logo from DPC (after first liaising with their respective Strategic Communication area), prior to submitting a formal request, seeking DPC's endorsement for a new logo.

Contact DPC's Strategic Communication, Engagement and Protocol Branch through your department's Strategic Communication area, or by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

## 1.5 Which logo do I use?

### Victoria and Melbourne logos: Non-government representation

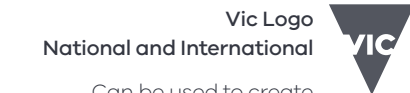
These logos should be used to promote destinations or support campaigns to a domestic or international audience. They can also be used with partnership and sponsorship branding. These logos are publicly perceived as independent from the Victorian State Government, regardless of whether the government has an official sponsorship or partnership relationship.



To be used when promoting Victoria, inclusive of regional Victoria, to a domestic audience.



To be used when promoting Victoria, inclusive of regional Victoria, to an international audience.



Can be used to create campaign logos that promote Victoria to a domestic and international audience.

Can also be used for small digital applications eg. web tiles.



To be used when promoting metro activities to a domestic audience.



To be used when promoting regional and metro activities to an international audience.



To be used when promoting metro activities to an international audience.

### Partnership and Sponsorship use of the Victoria and Melbourne Logo

When endorsing a high-profile event or organisation, the Victoria or Melbourne logo should be used.

The Victoria logo should be used for a domestic audience.



The Melbourne logo should be used for an international audience.



### Melbourne Extreme Format exception



Large format signage over two metres wide for a high-profile international event, can default to the word Melbourne for better visibility and clarity.

## 1.5 Which logo do I use? (continued)

### Victoria and Melbourne Logos: Non-government representation

These are examples of how the logos above can be applied to promote destination, campaign and international messages. The logos must be approved by DPC before proceeding.

#### Destination Victoria logo

The Victoria logo can be used to create a destination logo to promote a city, region or tourist attraction. The development of new logos must be approved by DPC.



#### Campaign Vic Logo

The Vic logo can be used to create a campaign logo to promote experiences and activities within Victoria. The development of new logos must be approved by DPC.



#### International Melbourne Logo

The Melbourne logo can be used to create an international logo when promoting high-profile events or campaign messages to an international audience. The development of new logos must be approved by DPC.



## 1.5 Which logo do I use? (continued)

### Victoria State Government logos: Government representation

These logos should be used on official communications from the government and to communicate a publicly perceived formal association with the Victorian Government. Variations of the Victoria State Government logo are led by the Victoria symbol with State Government wording and can be accessed by contacting DPC.

#### Victoria State Government logo

To be used on official communications from the whole of Victoria State Government, including when two or more departments collaborate on a message to a domestic audience.



#### Victoria State Government logo – International

To be used on official communications from the whole of Victoria State Government, including when two or more departments collaborate on a message to an international audience.



#### Victoria State Government Department logo

To be used on internal and external communications, specifically from a department.



Economic Development,  
Jobs, Transport  
and Resources

## 1.5 Which logo do I use? (continued)

### Victoria State Government logos: Government representation examples

These logos should be used on official communications from the government and to communicate a publicly perceived formal association with the Victorian Government. They are created by either using the Victoria logo or are heavily inspired by the Brand Victoria brand elements.

#### Government Customer Facing Division logo



Government Customer Facing Divisions are often divisions within departments that interact with the public a majority of the time and offer services.

These divisions can create a logo using the Victoria logo.

The name of a Government Customer Facing Division must always be placed to the left of the Victoria symbol and always represented in the Victoria State Government colour palette on page 59.

#### High-Profile Entity/Division logo



High-Profile Entity/Divisions are often divisions within departments that work with multiple agencies or private corporations to achieve government goals and activities.

These entities can create a logo using the Victoria logo. The name of a High-Profile Entity/Division must always be placed to the left of the Victoria symbol while using individual colour and a purpose-built designed pattern. A set of mini guidelines are often created to support their individual look, while still adhering to Brand Victoria.

#### Endorsed Initiative logo



Government initiatives are long and short-term initiatives that promote government projects. These initiatives can create a unique logo where the brand elements are heavily inspired by Brand Victoria's visual cues (colour, typography, and intersection device), but still have capacity to have a different look and feel.

## 1.5 Which logo do I use? (continued)

### Victoria State Government logos: Government endorsed representation

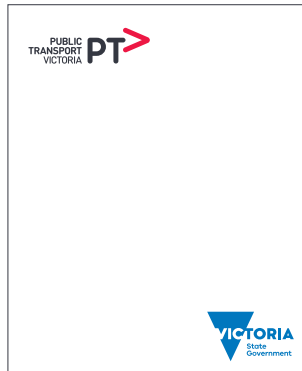
These logos can be used on communications led by statutory authorities and government owned corporations that are endorsed by the government. They communicate a publicly perceived formal association with the Victorian Government. Variations of the Victorian State Government logo are led by the Victoria symbol with State Government wording.

#### Statutory authorities and government owned corporation logos

Statutory authorities and government owned corporations use their own brand assets and are endorsed by the State Government.

##### Size relationship

When using the Victoria State Government logo as a third-party endorsement, careful consideration must be given to sizing and balance. The size relationship of the logo and the organisation to be endorsed must be visually balanced.

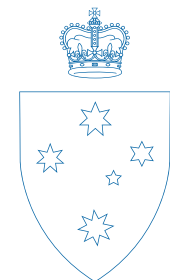


#### Victorian Coat of Arms and the State Badge of Victoria

The Victorian Coat of Arms and the State Badge of Victoria are the most prestigious branding devices available to the Victorian State Government and, as such, have restrictions on their use and reproduction.

The Victorian Coat of Arms may also be referred to as the Victorian Crest.

Please refer to Section 5.1 for further information or alternatively go to the **Victorian Government Insignia Guidelines** on the DPC website.





## 2. Brand Victoria elements

- 2.1 Brand Victoria logos
- 2.2 Brand Victoria logo placement
- 2.3 Brand Victoria logo placement don'ts
- 2.4 Brand Victoria primary logo usage do's
- 2.5 Brand Victoria primary logo usage don'ts
- 2.6 Brand Victoria colour palette
- 2.7 Brand Victoria accessible colour palette
- 2.8 Brand Victoria colour palette combination don'ts
- 2.9 Brand Victoria Typography – Primary fonts
- 2.10 Brand Victoria Typography – Display fonts
- 2.11 Brand Victoria Typography – Alternative fonts
- 2.12 Brand Victoria Typography – Logo development fonts
- 2.13 Intersection device
- 2.14 Intersection device usage do's and don'ts
- 2.15 Photography
- 2.16 Photography combinations
- 2.17 Photography combination don'ts
- 2.18 Accessibility

## 2.1 Brand Victoria logos

Brand Victoria logos can be categorised as the group of logos that sit at the very top of the brand architecture and operate as the heart of Brand Victoria. The two main variations consist of the triangle with the word 'Victoria' and the triangle with the word 'Melbourne'. Below are the local and domestic variations of the primary Victoria and Melbourne logos. All other logos within these guidelines originate from the primary Victoria logo.

### Victoria logo

The Victoria logo is the unifying primary logo that sits at the heart of Brand Victoria.

It is to be used when promoting Victoria, inclusive of regional Victoria, to a domestic audience.

### Victoria Australia logo

The Victoria logo with Australia descriptor is to be used for international applications when specifically promoting Victoria, inclusive of Regional Victoria, and intentionally not Melbourne.

### Melbourne logo

The Melbourne logo suite is to be used when promoting metro activities to a domestic audience, including high-profile events or brand campaign messaging.

### Melbourne Australia logo

The Melbourne logo with Australia descriptor is to be used exclusively to promote metro activities in international markets that are solely focused on Melbourne.

### Melbourne Victoria Australia logo

The Melbourne logo with Victoria Australia descriptor is to be used exclusively to promote the state internationally.

Victoria logo



Victoria Australia logo



Melbourne logo



Melbourne Australia logo



Melbourne Victoria Australia logo



## 2.1 Brand Victoria logos (continued)

### Melbourne Australia large format logo

In certain instances, international events held in Melbourne may require a 'Melbourne' extreme format logo.

The Melbourne wordmark and 'V' MEL are used when this is required. This extreme format exception may only be used for events such as:

- Formula 1 Australian Grand Prix
- Australian Open

You must get approval to use this format. Please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

When using the Melbourne extreme format, all elements must be consistent with the size relationship as shown below. It is important that Melbourne is the main focus, then Australia.

Melbourne logo Extreme Format Horizontal Example



Melbourne logo Extreme Format Vertical Example



## 2.2 Brand Victoria logo placement

When using Brand Victoria logos, it is important not to use two or more triangle logos per application. Please refer to the brand architecture (pages 7, 8 and 9) to use endorsements appropriately.

It is important that a lead brand is decided upon and its logo should be representative of the communication.

### As a general set of rules:

- Two to three triangle logos should not be viewed on the same face of any application.
- One lead brand should be decided upon.

**Digital** - Websites should lead with the appropriate logo (the logo that represents the website address) and the endorsement/supporting brand, if required, should follow in the footer.

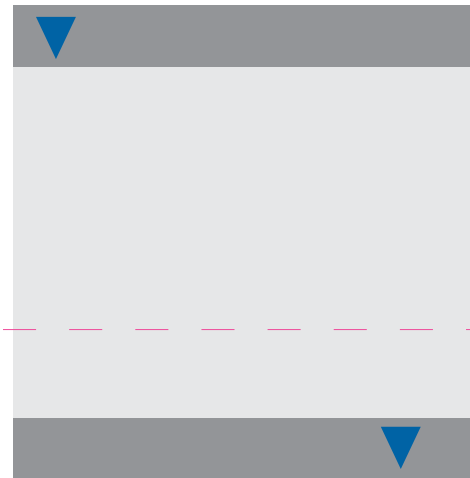
**Print** - Lead logo – front. Endorsement/supporting logo – back.

**Advertising** - Lead logo only.

**Hoarding** - Lead logo only.

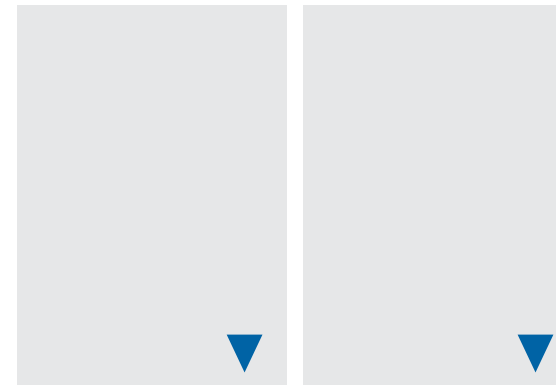
If you are unsure which logo to lead with, please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

### Websites



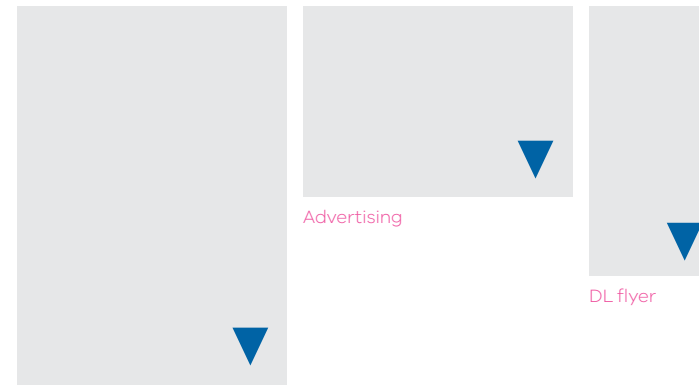
Footer

### Print



Brochure front

Brochure back



Full page advertising

Advertising

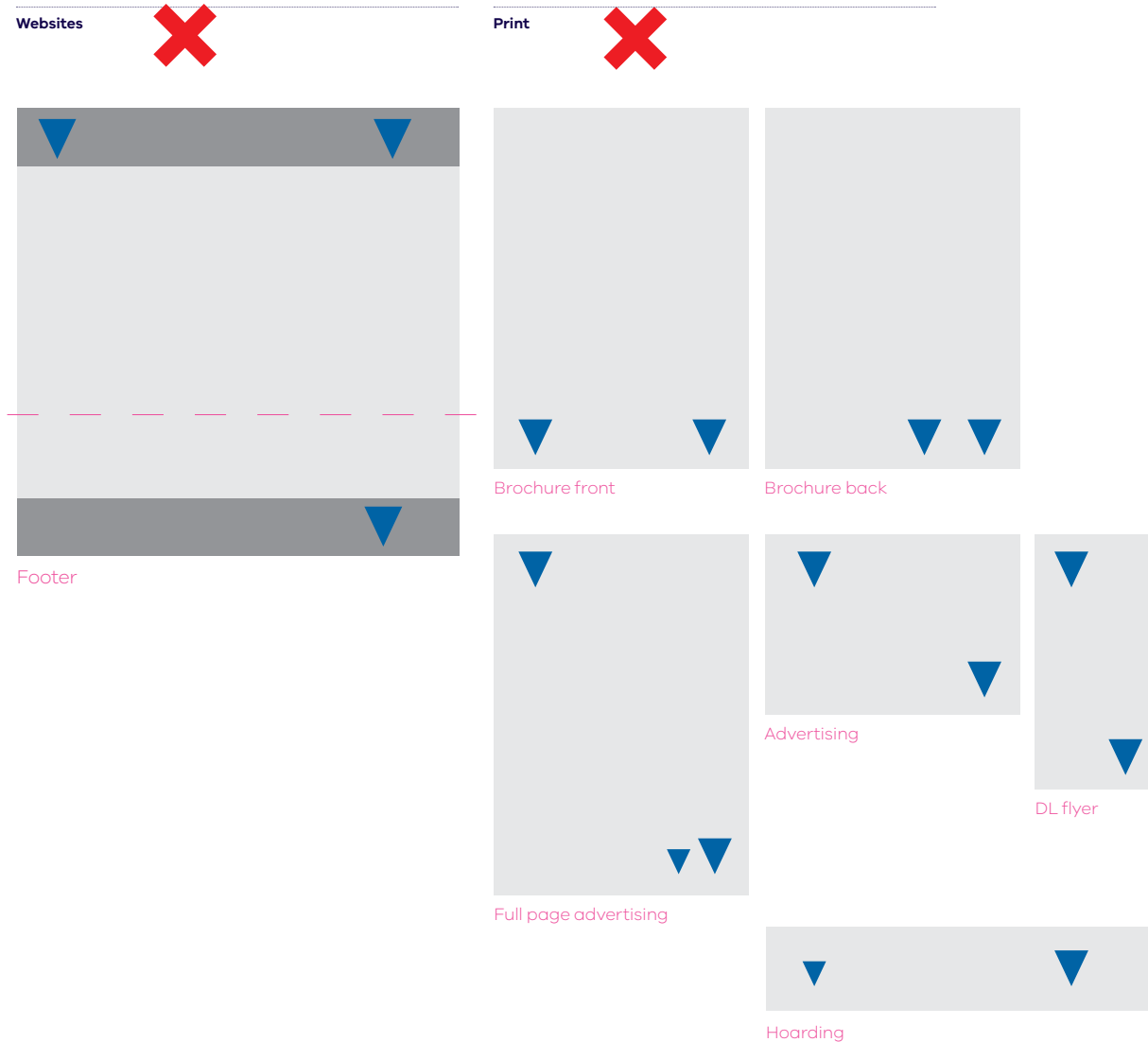
DL flyer

Hoarding

## 2.3 Brand Victoria logo placement don'ts

### Don't overuse logos

Please choose the appropriate lead brand/logo and supporting/endorsement logo (if required). Refer to Brand Victoria architecture pages 8-9 for guidance.



## 2.4 Brand Victoria primary logo usage do's

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

It should not be redrawn, digitally manipulated or altered in any way.

The logo should never be obscured, distorted, rotated or cropped.

For instructions on how to lock up the primary logo with the intersection device, see page 33.



**Do** use brand colours. Please use primary colour palette.



**Do** use brand colours. Please use secondary colour palette.



**Do** reverse white out. Please adhere to colour palettes.



**Do** use colour on colour. Please adhere to colour palettes.



**Do** use multiple colours. Please adhere to colour palettes and lock up instructions.



**Do** use multiple colours. Please adhere to colour palettes and lock up instructions.



**Do** use multiple colours. Please adhere to colour palettes and lock up instructions.



**Do** use the brand with photography. Please adhere to colour palettes and lock up instructions.



**Do** use the brand with photography. Please adhere to colour palettes and lock up instructions.

## 2.5 Brand Victoria primary logo usage don'ts



**Don't** use non brand colours. Please adhere to brand colour palettes.



**Don't** apply to a busy background. Must be able to read logo.



**Don't** rotate. Please keep horizontal.



**Don't** skew. Don't distort or alter logo.



**Don't** apply multiple colours within the primary logo. Don't separate objects that create the primary logo.



**Don't** image mask. Don't place image/pattern inside logo.



**Don't** block the logo. Never house logo in additional shapes.



**Don't** apply effects. Never alter the appearance of the logo.



**Don't** apply logo to weak images. Logo needs to be legible.

## 2.6 Brand Victoria colour palette

The Brand Victoria colour palette is the overarching palette for Brand Victoria. The array of colours allows the user the flexibility to combine colours and create other palettes for sub brands. The palette can be used on Brand Victoria primary logos, as well as the intersection device and is predominantly used when developing:

- High-Profile Entity logos and brand development (Government)
- Campaign logos and brand development
- Destination logos and brand development
- Government Initiative logos and brand development.

### Primary

The Brand Victoria colour palette consists of ten primary colours. For consistency, only use the exact colour specifications outlined here.

For printed material, use the spot colour (Pantone) or 4-colour process (CMYK) breakdown for each colour. For on screen applications (e.g. web and PowerPoint), use the RGB or HEX breakdown.

### Logos the palette can be applied to



### Secondary

Incorporating the primary colour palette, the Brand Victoria secondary colour palette is designed to accommodate the great range of applications across all sectors of the brand.

The palette has been categorised in 10 colour groups, from navy to pink, but the colours do not have to be used in these sets. Any colour can appear next to another, as long as its use follows guidelines and the colours are a harmonious colour combination.

### Tints

Tints of the primary and secondary colour palettes can be used, but only a percentage of the exact colour breakdown can be used.

### Primary



PMS 2765 C  
C 100 M 100 Y 9 K 57  
R 32 G 21 B 71  
WEBSAFE # 330033  
HEX # 201547



PMS 326 C  
C 74 M 0 Y 29 K 0  
R 0 G 178 B 169  
WEBSAFE # 009999  
HEX # 00b2a9



PMS 2945 C  
C 100 M 50 Y 0 K 15  
R 0 G 76 B 151  
WEBSAFE # 003399  
HEX # 004c97



PMS COOL GREY11 C  
C 44 M 34 Y 22 K 77  
R 83 G 86 B 90  
WEBSAFE # 666666  
HEX # 53565a



BLACK  
C 0 M 0 Y 0 K 100  
R 0 G 0 B 0  
WEBSAFE # cccccc  
HEX # 000000



PMS 1375 C  
C 0 M 48 Y 99 K 0  
R 255 G 158 B 27  
WEBSAFE # ff9933  
HEX # ff9e1b



PMS 1805 C  
C 5 M 96 Y 80 K 22  
R 175 G 39 B 47  
WEBSAFE # 993333  
HEX # af272f



PMS 2602 C  
C 65 M 100 Y 0 K 0  
R 135 G 24 B 157  
WEBSAFE # 990099  
HEX # 87189d



PMS COOL GREY1 C  
C 4 M 2 Y 4 K 8  
R 217 G 217 B 214  
WEBSAFE # cccccc  
HEX # d9d9d6



WHITE  
C 0 M 0 Y 0 K 0  
R 255 G 255 B 255  
WEBSAFE # cccccc  
HEX # ffffff



## 2.6 Brand Victoria colour palette (continued)

### Secondary



PMS 2765 C  
C 100 M 100 Y 9 K 57  
R 32 G 21 B 71  
WEBSAFE # 330033  
HEX # 201547



PMS 2193 C  
C 92 M 24 Y 0 K 0  
R 0 G 144 B 218  
WEBSAFE # 0099cc  
HEX # 0090da



PMS 320 C  
C 96 M 0 Y 31 K 2  
R 0 G 156 B 166  
WEBSAFE # 009999  
HEX # 009ca6



PMS 7484 C  
C 91 M 14 Y 78 K 60  
R 0 G 87 B 63  
WEBSAFE # 006633  
HEX # 00573f



PMS 368 C  
C 65 M 0 Y 100 K 0  
R 120 G 190 B 32  
WEBSAFE # 66cc33  
HEX # 78be20



PMS 2945 C  
C 100 M 50 Y 0 K 15  
R 0 G 76 B 151  
WEBSAFE # 003399  
HEX # 004c97



PMS 2995 C  
C 92 M 24 Y 0 K 0  
R 0 G 169 B 224  
WEBSAFE # 0099cc  
HEX # 00a9e0



PMS 326 C  
C 74 M 0 Y 29 K 0  
R 0 G 178 B 169  
WEBSAFE # 009999  
HEX # 00b2a9



PMS 7726 C  
C 100 M 0 Y 93 K 29  
R 0 G 123 B 75  
WEBSAFE # 006633  
HEX # 007b4b



PMS 381 C  
C 25 M 0 Y 98 K 0  
R 206 G 220 B 0  
WEBSAFE # cccc00  
HEX # cedc00



PMS 285 C  
C 90 M 48 Y 0 K 0  
R 0 G 114 B 206  
WEBSAFE # 0066cc  
HEX # 0072ce



PMS 297 C  
C 92 M 24 Y 0 K 0  
R 113 G 197 B 232  
WEBSAFE # 66ccff  
HEX # 71c5e8



PMS 318 C  
C 40 M 0 Y 14 K 0  
R 136 G 219 B 223  
WEBSAFE # 99cccc  
HEX # 88dbdf



PMS 354 C  
C 81 M 0 Y 92 K 0  
R 0 G 177 B 64  
WEBSAFE # 009933  
HEX # 00b140



PMS 3945 C  
C 3 M 0 Y 90 K 0  
R 243 G 229 B 0  
WEBSAFE # ffcc00  
HEX # f3e500



PMS 7408 C  
C 0 M 29 Y 100 K 0  
R 246 G 190 B 0  
WEBSAFE # ffcc00  
HEX # f6be00



PMS 166 C  
C 0 M 76 Y 100 K 0  
R 227 G 82 B 5  
WEBSAFE # cc6600  
HEX # e35205



PMS 7623 C  
C 0 M 97 Y 87 K 53  
R 138 G 42 B 43  
WEBSAFE # 993333  
HEX # 8a2a2b



PMS 2607 C  
C 83 M 99 Y 0 K 2  
R 80 G 7 B 120  
WEBSAFE # 660066  
HEX # 500778



PMS 7635 C  
C 0 M 90 Y 25 K 8  
R 198 G 54 B 99  
WEBSAFE # cc3366  
HEX # c63663



PMS 115 C  
C 0 M 6 Y 87 K 0  
R 253 G 218 B 36  
WEBSAFE # ffcc33  
HEX # fdda24



PMS 152 C  
C 0 M 66 Y 100 K 0  
R 229 G 114 B 0  
WEBSAFE # cc6600  
HEX # e57200



PMS 1805 C  
C 5 M 96 Y 80 K 22  
R 175 G 39 B 47  
WEBSAFE # 993333  
HEX # af272f



PMS 260 C  
C 66 M 100 Y 8 K 27  
R 100 G 38 B 103  
WEBSAFE # 663366  
HEX # 642667



PMS 1915 C  
C 0 M 75 Y 21 K 0  
R 239 G 74 B 129  
WEBSAFE # ff3399  
HEX # ef4a81



PMS 107 C  
C 0 M 0 Y 92 K 0  
R 251 G 225 B 34  
WEBSAFE # ffcc33  
HEX # fbe122



PMS 1375 C  
C 0 M 48 Y 99 K 0  
R 255 G 158 B 27  
WEBSAFE # ff9933  
HEX # ff9e1b



PMS 199 C  
C 0 M 100 Y 72 K 0  
R 213 G 0 B 50  
WEBSAFE # cc0033  
HEX # d50032



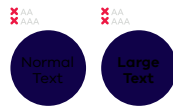
PMS 2602 C  
C 65 M 100 Y 0 K 0  
R 135 G 24 B 157  
WEBSAFE # 990099  
HEX # 87189d



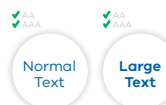
PMS 197 C  
C 0 M 46 Y 12 K 0  
R 232 G 156 B 174  
WEBSAFE # ff9999  
HEX # e89cae

## 2.7 Brand Victoria accessible colour palette

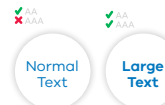
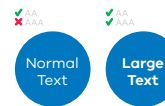
PMS 2765 C  
C 100 M 100 Y 9 K 57  
R 32 G 21 B 71  
WEBSAFE # 330033  
HEX # 201547



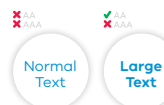
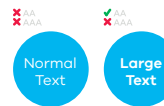
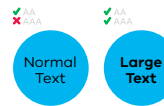
PMS 2945 C  
C 100 M 50 Y 0 K 15  
R 0 G 76 B 151  
WEBSAFE # 003399  
HEX # 004c97



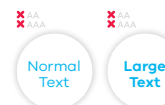
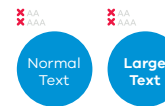
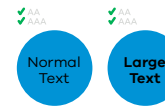
PMS 285 C  
C 90 M 48 Y 0 K 0  
R 0 G 114 B 206  
WEBSAFE # 0066cc  
HEX # 0072ce



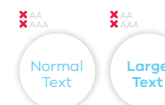
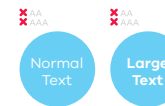
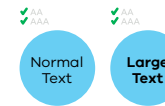
PMS 2193 C  
C 92 M 24 Y 0 K 0  
R 0 G 144 B 218  
WEBSAFE # 0099cc  
HEX # 0090da



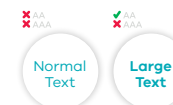
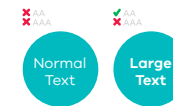
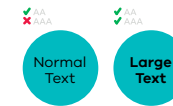
PMS 2995 C  
C 83 M 15 Y 0 K 0  
R 0 G 169 B 224  
WEBSAFE # 0099cc  
HEX # 00a9e0



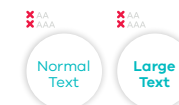
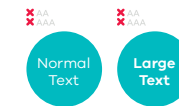
PMS 297 C  
C 52 M 0 Y 1 K 0  
R 113 G 197 B 232  
WEBSAFE # 66ccff  
HEX # 71c5e8



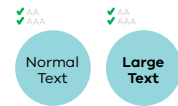
PMS 320 C  
C 96 M 0 Y 31 K 2  
R 0 G 156 B 166  
WEBSAFE # 009999  
HEX # 009ca6



PMS 326 C  
C 74 M 0 Y 29 K 0  
R 0 G 178 B 169  
WEBSAFE # 009999  
HEX # 00b2a9



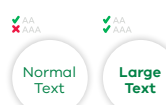
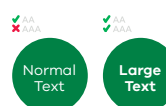
PMS 318 C  
C 40 M 0 Y 14 K 0  
R 136 G 219 B 223  
WEBSAFE # 99cccc  
HEX # 88dbdf



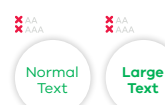
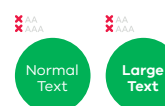
PMS 7484 C  
C 91 M 14 Y 78 K 60  
R 0 G 87 B 63  
WEBSAFE # 006633  
HEX # 00573f



PMS 7726 C  
C 100 M 0 Y 93 K 29  
R 0 G 123 B 75  
WEBSAFE # 006633  
HEX # 007b4b



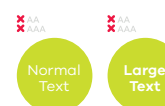
PMS 354 C  
C 81 M 0 Y 92 K 0  
R 0 G 177 B 64  
WEBSAFE # 009933  
HEX # 00b140



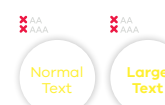
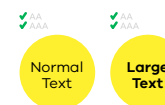
PMS 368 C  
C 65 M 0 Y 100 K 0  
R 120 G 190 B 32  
WEBSAFE # 66cc33  
HEX # 78be20



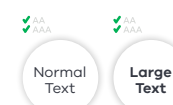
PMS 381 C  
C 25 M 0 Y 98 K 0  
R 206 G 220 B 0  
WEBSAFE # cccc00  
HEX # cedc00



PMS 3945 C  
C 3 M 0 Y 90 K 0  
R 243 G 229 B 0  
WEBSAFE # ffcc00  
HEX # f3e500

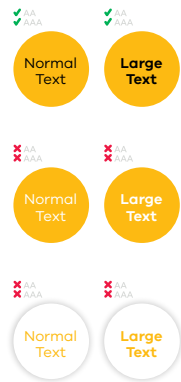


PMS COOL GREY11 C  
C 44 M 34 Y 22 K 77  
R 83 G 86 B 90  
WEBSAFE # 666666  
HEX # 53565a



## 2.7 Brand Victoria accessible colour palette (continued)

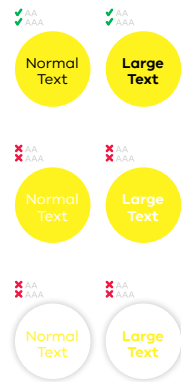
PMS 7408 C  
C 0 M 29 Y 100 K 0  
R 246 G 190 B 0  
WEBSAFE # ffcc00  
HEX # f6be00



PMS 115 C  
C 0 M 6 Y 87 K 0  
R 253 G 218 B 36  
WEBSAFE # ffcc33  
HEX # fdda24



PMS 107 C  
C 0 M 0 Y 92 K 0  
R 251 G 225 B 34  
WEBSAFE # ffcc33  
HEX # fbe122



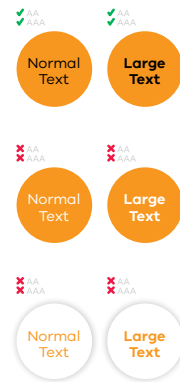
PMS 166 C  
C 0 M 76 Y 100 K 0  
R 227 G 82 B 5  
WEBSAFE # cc6600  
HEX # e35205



PMS 152 C  
C 0 M 66 Y 100 K 0  
R 229 G 114 B 0  
WEBSAFE # cc6600  
HEX # e57200



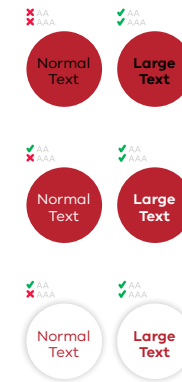
PMS 1375 C  
C 0 M 48 Y 99 K 0  
R 255 G 158 B 27  
WEBSAFE # ff9933  
HEX # ff9e1b



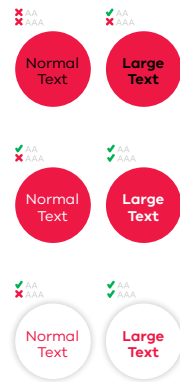
PMS 7623 C  
C 0 M 97 Y 87 K 53  
R 138 G 42 B 43  
WEBSAFE # 993333  
HEX # 8a2a2b



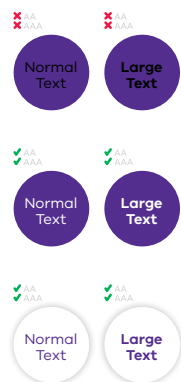
PMS 1805 C  
C 5 M 96 Y 80 K 22  
R 175 G 39 B 47  
WEBSAFE # 993333  
HEX # af272f



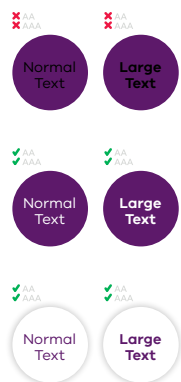
PMS 199 C  
C 0 M 100 Y 72 K 0  
R 213 G 0 B 50  
WEBSAFE # cc0033  
HEX # d50032



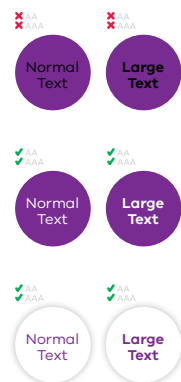
PMS 2607 C  
C 83 M 99 Y 0 K 2  
R 80 G 7 B 120  
WEBSAFE # 660066  
HEX # 500778



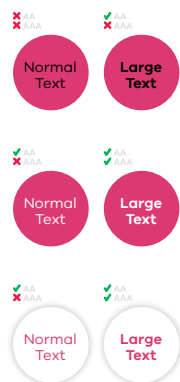
PMS 260 C  
C 66 M 100 Y 8 K 27  
R 100 G 38 B 103  
WEBSAFE # 663366  
HEX # 642667



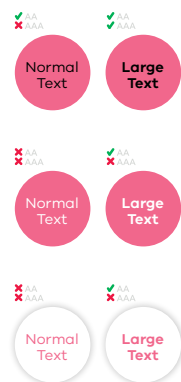
PMS 2602 C  
C 65 M 100 Y 0 K 0  
R 135 G 24 B 157  
WEBSAFE # 990099  
HEX # 87189d



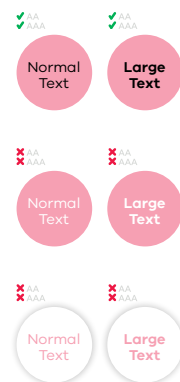
PMS 7635 C  
C 0 M 90 Y 25 K 8  
R 198 G 54 B 99  
WEBSAFE # cc3366  
HEX # c63663



PMS 1915 C  
C 0 M 75 Y 21 K 0  
R 239 G 74 B 129  
WEBSAFE # ff3399  
HEX # ef4a81



PMS 197 C  
C 0 M 46 Y 12 K 0  
R 232 G 156 B 174  
WEBSAFE # ff9999  
HEX # e89cae



PMS COOL GREY 1 C  
C 4 M 2 Y 4 K 8  
R 217 G 217 B 214  
WEBSAFE # cccccc  
HEX # d9d9d6



## 2.8 Brand Victoria colour palette combination don'ts

### Complete colour palette don'ts

As the complete colour palette has a huge range of colours to choose from, as a general rule, it is important to consider the following combination don'ts for consistent application usage.

### Harmonious colour combinations

When using colour combinations drawn from the complete colour palette, the aim is to create harmonious combinations that are pleasing to the eye.



**Don't** use colour combinations that are jarring to the eye when used together.



**Don't** use colour combinations that have a low contrast against a coloured background.



**Don't** use colour combinations that consist of a pale logo colour and a pale background colour.

## 2.9 Brand Victoria Typography – Primary font

### VIC – Brand font

VIC is the brand font to be used across all communications. VIC is used in sentence case only, when not being used for display purposes.

**VIC Bold** - Suitable for uses such as:

- Print and advertising headlines
- Brochure titles.

**VIC SemiBold** - Suitable for uses such as:

- Print and advertising headlines
- Brochure titles
- Major headings
- Sub-headings to body copy.

**VIC Medium** - Suitable for uses such as:

- Sub-headings to body copy
- Body copy where VIC Book would be too fine to be legible
- Where emphasis is required without using bold type.

**VIC Medium Italic** - Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

**VIC Book and Light** - Suitable for uses such as:

- Large amounts of body copy.

**VIC Book and Light Italic** - Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

---

### Headings, sub-heading and callouts

#### VIC Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### VIC SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### VIC Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

### Body copy

#### VIC Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### VIC Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### VIC Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### VIC SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### VIC Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### VIC Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### VIC Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## 2.10 Brand Victoria Typography – Display fonts

### Display font options

There are two fonts available as display heading fonts: VIC and Chronicle Display. These fonts should be used for copy such as print and advertising headlines and brochure titles.

When used as headlines, these fonts can be set in sentence case or in upper case. See examples provided for instructions on which font to select and which weight to use.

#### VIC – Primary display heading font

VIC is the preferred major heading font.

#### Chronicle – Secondary display heading font

Chronicle Display can be used when a traditional/historic look and feel is required. Chronicle Display should only be used in major headings or breakout text and never used as body copy or when creating new logos.

### Primary

#### VIC Bold

**DISPLAY HEADING**      **Display Heading**

#### VIC Medium

**DISPLAY HEADING**      **Display Heading**

### Secondary

#### Chronicle Display Black/Black Italic

**DISPLAY HEADING**      **Display Heading**  
*DISPLAY HEADING*      *Display Heading*

#### Chronicle Display Roman/Roman Italic

**DISPLAY HEADING**      **Display Heading**  
*DISPLAY HEADING*      *Display Heading*

#### VIC SemiBold

**DISPLAY HEADING**      **Display Heading**

#### VIC Regular

**DISPLAY HEADING**      **Display Heading**

#### Chronicle Display Bold/Bold Italic

**DISPLAY HEADING**      **Display Heading**  
*DISPLAY HEADING*      *Display Heading*



VIC Bold for headline and VIC Book for secondary copy in sentence case is approachable and very legible



VIC Bold, SemiBold and Medium in caps and in combination has a contemporary appearance



VIC Bold and Chronicle Display Bold used together in caps feels appropriate for an art focused application



Chronicle Display Black Italic in caps is elegant and sophisticated and suits the arts related application



Chronicle Display Bold Italic in sentence case complements the conversational tone of the headline



VIC Bold in caps is appropriate for a report-style document

## 2.11 Brand Victoria Typography – Alternative fonts

### Alternative font

Where VIC isn't available, for example on-screen presentations or internal Microsoft Office templates, then Arial should be used to replace VIC font and Times New Roman to replace Chronicle Display. Both Alternative fonts should be used as intended and outlined on pages 29–30 when VIC font or Chronicle is not available.

**Arial Black** - Suitable for uses such as:

- Print and advertising headlines
- Brochure titles.

**Arial Bold** - Suitable for uses such as:

- Brochure titles
- Major headings
- Sub-headings to body copy.

**Arial Bold Italic** - Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

**Arial Regular** - Suitable for uses such as:

- Large amounts of body copy.

**Arial Italic** - Suitable for uses such as:

- Highlighting or differentiating small areas of body text, but must not be used for continuous passages of body text for legibility reasons.

**Times New Roman Regular** - Suitable for breakout text and never used as body copy or when creating new logos.

**Times New Roman Regular Italic** - Suitable for breakout text and never used as body copy or when creating new logos.

**Times New Roman Bold** - Suitable for major headings or breakout text and never used as body copy or when creating new logos.

**Times New Roman Bold Italic** - Suitable for major headings or breakout text and never used as body copy or when creating new logos.

Arial and Times New Roman are system typefaces and are available on both PC and Macintosh platforms.

Only to be used when VIC is unavailable as a Primary font

Arial - Headings, sub-heading and callouts

### Arial Black

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
**1234567890**

### Arial Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
**1234567890**

### Arial Bold Italic

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
**1234567890**

Arial - Bodycopy

### Arial Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
1234567890

### Arial Italic

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
1234567890

Only to be used when Chronicle Display is unavailable as a Secondary font

Times New Roman Regular/Regular Italic

DISPLAY HEADING      Display Heading  
*DISPLAY HEADING*      *Display Heading*

Times New Roman Bold/Bold Italic

DISPLAY HEADING      Display Heading  
*DISPLAY HEADING*      *Display Heading*

## 2.12 Brand Victoria Typography – Logo development font

### VIC Display – Logo font

VIC Display font is only used when creating Brand Victoria logos. It can only be used when developing High-Profile Division/Entity, Government Customer Facing Division, Destination and Campaign logos.

VIC Display is to be used in uppercase only and is **NOT** to be used on anything other than a High-Profile Division/Entity, Government Customer Facing Division, Destination and Campaign logos. Do not use it as a headline or body copy.

---

### Logo font only

**VIC DISPLAY REGULAR**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

---

### Examples of entity logos that have been developed

**AGRICULTURE VICTORIA**



**REGIONAL  
DEVELOPMENT VICTORIA**



**CREATIVE VICTORIA**





## 2.13 Intersection device

Intrinsic to Brand Victoria is the use of the intersection device which enables us to tell the story of 'Eclectic Contrasts'.

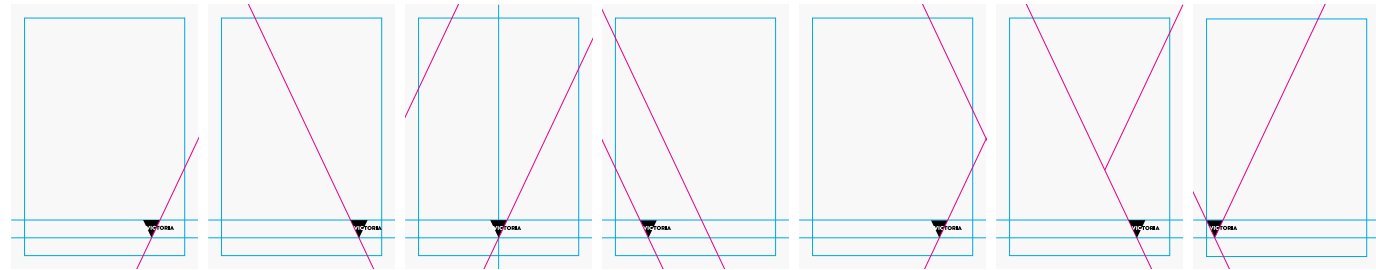
The intersection device is derived from the angles of the primary logo triangle. It locks up to our primary logo and it's also used to frame imagery and create visual language.

The primary logo can be positioned at the base of an application, in the centre or at the top. The primary logo can be positioned at any point on the horizontal and vertical guides, but should come no closer than 15mm to the edge of an application.

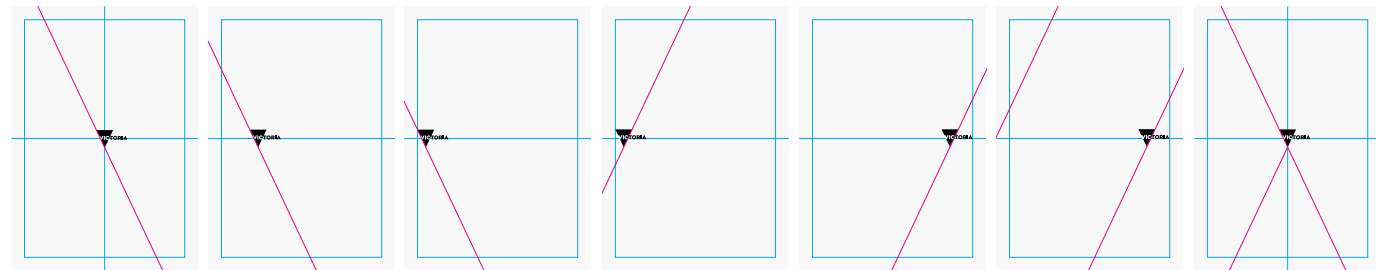
The intersection device can be positioned to the right or left of the primary logo.

The application space can be divided up into no more than three sections. Opposite are examples showing various ways the space can be divided. These are not definitive designs but suggestions.

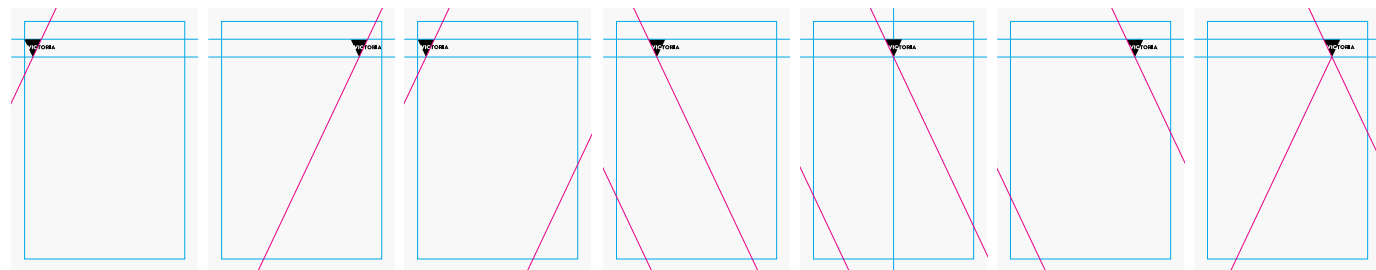
Examples of the primary logo positioned at the base



Examples of the primary logo positioned centre



Examples of the primary logo positioned on top



## 2.13 Intersection device (continued)

### Intersection device angles

The intersection device mirrors the Victoria triangle angle and has been defined as +/- 25.3°.

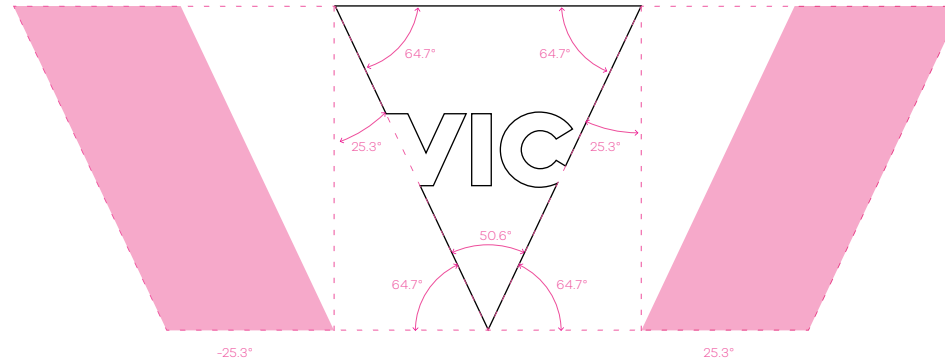
To create the intersection device in InDesign and Illustrator, use the path below.

### Shear angle

Object - Transform - Shear (+/- 25.3°).

### Intersection device lock up

When displaying any of the Brand Victoria logos with the intersection device, there are four possible lock ups that can be used. Selection of the appropriate lock up is determined by the legibility of the brand logo as it interacts with photography and colour choice.



Aligned to left edge 1



Aligned to left edge 2



Aligned to right edge 1



Aligned to right edge 2



## 2.14 Intersection device usage do's and don'ts

It is important that the intersection device is applied consistently across all communications and should always be used at +/- 25.3°.

A combination of + and - 25.3° angles can be used to frame imagery or to create a visual language without images. The visual language can then be carried through to other collateral for that specific project.

When using the coloured intersection devices, you can:

- use solid colours, tints and opacities
- use gradients of colour but not together or over images
- use a multiply effect when colours overlap (not on top of images) without creating an obvious colour shift from the Brand Victoria colour palette.

For examples on how to lock up the primary logo with the intersection device, see the intersection device on page 33.



**Do** use solid and multiple effects of colours over images.



**Do** use solid colours on their own to create a visual language.



**Do** use the device on a -25.3° angle.



**Do** use opacities of colours over images.



**Do** use gradients with solid colours only. Keep it simple, less is more.



**Don't** use multiplied gradients over images.



**Don't** use device without colour.



**Don't** stripe visual device.



**Don't** over-use device. Keep it simple, less is more.



**Don't** use solid gradient colour over images.

## 2.15 Photography

### Introduction

Photography is a key component in telling the stories of Victoria, such as:

- Showcasing the range of attractions to tourists, from the stunning beauty of national parks to world-class restaurants.
- Demonstrating Victoria's farming excellence and the state's clean, natural environment.
- Showing the range of leading educational institutions that attract students from around the world.
- Featuring Victoria's grape growing regions and outstanding wineries.
- Showing the huge range of major sporting and cultural events, as well as excellent galleries and museums.
- Drawing attention to Victoria as a centre of technological and scientific innovation.





## 2.15 Photography (continued)

### Image style

Choose the appropriate style of photograph for the story you want to tell, from the panoramic grandeur of the Twelve Apostles or The Grampians to a close up of a funky inner city bar.

Pairing panoramic and close-up images using the intersection device allows opportunities to tell a more complex and visually stimulating story.

Macro

Metropolitan



Regional



People



Micro



## 2.16 Photography combinations

### Eclectic contrasts

There are numerous ways to pair images using the intersection device to tell different stories about Victoria.

Successful image combinations are created by using the intersection device and the following points as guidance:

- Using images that have an even tone rather than dramatic highlights and shadows
- Selecting images that are free of visual clutter so they can be easily read
- Pairing the natural world with the built environment
- Contrasting an outdoor activity with an urban or indoor one
- Pairing a macro view with a micro one
- Contrasting two different types of event, performance or destination
- Showing different views of the same event, i.e. The Australian Open crowd and Centre Court.

### Multiple image examples



Environment – Natural

Environment – Built



Activity – Outdoors

Activity – Indoors



Event – Outdoors

Event – Indoors\*



Close-up

Distant

Why this image combination works:

- **Contrast combination** – Natural vs built
- **Balanced** – Image horizon line joins
- **Colour harmony** – Aesthetically pleasing.

\*Photographer: Ben Solomen, Tennis Australia

## 2.16 Photography combinations (continued)

### Single images

In some instances, it may be necessary to use a single image. When using a single image, it is imperative that the intersection device is used.

Placement guidance for the intersection device can be found on page 33 and throughout section 3.

When selecting a single image, it is ideal to select an image that complements and works with the intersection device.

### Single image examples



Why this image combination works:

- **Balanced** - Image balanced with intersection device placement.
- **Colour Harmony** - Aesthetically pleasing. Colours should be chosen from the Brand Victoria colour palette, but also inspired by the colours and hues within images so that they complement each other.





## 2.17 Photography combination don'ts

For guidance on how to successfully combine photography, see examples on page 38.

For more information please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).



**Don't** crop too tight resulting in image losing context.



**Don't** combine images with similar visual complexity.



**Don't** combine images with the same subject.



**Don't** combine images that visually merge.



**Don't** position images with strong horizon lines that do not line up.



**Don't** combine images with different colour treatments.



## 2.18 Accessibility

More than one million people with a disability live in Victoria. This means that all Victorian Government communications need to consider the needs of people with a disability.

When applying Brand Victoria to any government communication, you will need to think about how to make it accessible to the widest possible audience, including people with a disability. This may include:

- choosing accessible font sizes and colour contrasts when designing communications
- using clear and appropriate language when writing communications
- making publications available in alternative formats (e.g. Easy English, audio)
- captioning videos
- developing websites and digital content that meet the required Web Content Accessibility Guidelines 2.0 AA standard.

The Victorian Government has detailed Accessible Communications Guidelines that outline the standards and responsibilities for making government communications accessible. You can find these guidelines on the DPC website or email [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

For guidance on making digital content accessible, see the Victorian Government's Digital Standards How To Guide: 'Make digital content accessible'. You can find this at [vic.gov.au/digitalstandards](https://www.vic.gov.au/digitalstandards).

# 3. Samples of how the logos and visual language can be applied

- 3.1 Digital executions – Websites
- 3.2 Digital executions – Social media and apps
- 3.3 Print executions – Brochures
- 3.4 Print executions – Billboards and hoardings
- 3.5 Print executions – Banners and metrolites
- 3.6 Print executions – Capital works signage

# 3.1 Digital executions – Websites

Logo use across the Victorian Government and related entity websites should be consistent with these guidelines.

As a general rule, there should not be more than one Brand Victoria logo visible on any page (refer to logo placement guide on pages 20–21).

It is important that a lead logo and endorser logo are decided upon. The lead logo on the website should be representative of who is delivering the content on the website.

The Victorian Government Digital Standards include advice on how to apply Brand Victoria to digital content. You can find the Digital Standards at [vic.gov.au/digital-standards](http://vic.gov.au/digital-standards).

**Example 1 – vic.gov.au**

Header – Victoria State Government logo



**Example 2 – intranet.economicdevelopment vic.gov.au**

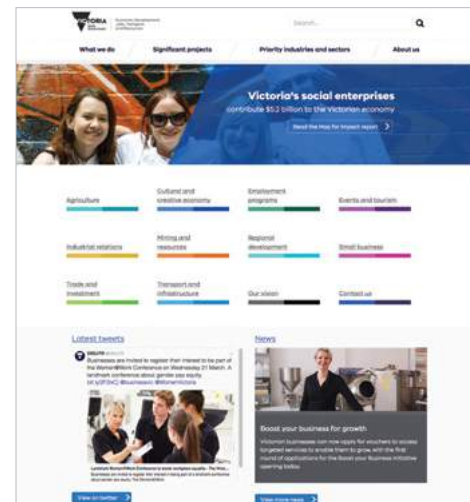
Header – no logo option for intranets



Footer – DEDJTR Victoria State Government logo endorser

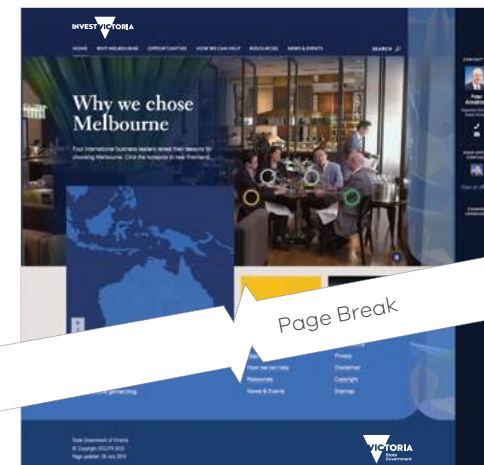
**Example 3 – Corporate – economicdevelopment.vic.gov.au**

Header – Department of Economic Development, Jobs, Transport and Resources logo



**Example 4 – High-Profile Entity – invest.vic.gov.au**

Header – Invest Victoria logo



Footer – Victoria State Government endorser not in the same view as the header

## 3.2 Digital executions – Social media and apps

When creating a social media page, it is imperative to include the intersection device, photography and the appropriate logo for the department, division or entity.

The logo must reflect the department, division or entity it represents.

If at any stage it is necessary to create an App icon, it must reflect the department, division or entity it represents.

### Social – Examples only

#### Victoria State Government



#### Regional Development Victoria



#### Invest Victoria



### App



Victoria State Government



Invest Victoria

### 3.3 Print executions – Brochures

When creating a brochure, decide how many images are required for the cover and where the relevant logo should be positioned.

The brochure title should ideally be positioned diagonally opposite the lead logo.

Having selected an image, choose a complementary colour from the Brand Victoria palette for the panels framing it.

The visual language, together with the lead logo, should remain consistent across related suites of brochures.

Provided are four spread examples for a 297mm x 210mm (A4) booklet or brochure.

The layout contains facing pages (i.e. left and right) and is used when a booklet or brochure is professionally printed and bound.

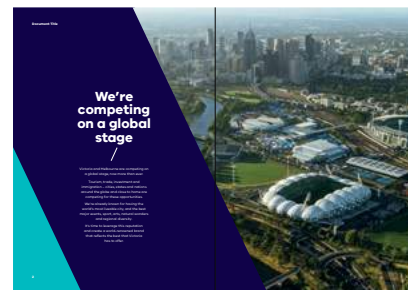
The layout for internal pages is established by dividing the page into a six column grid and a header, text and footer area.

This simple system is flexible, allowing for variation in layout and content. Margins, text areas and headers/footers are specified on the following pages.

#### Covers



#### Hero image + text



#### Hero image spread



#### Heavy content

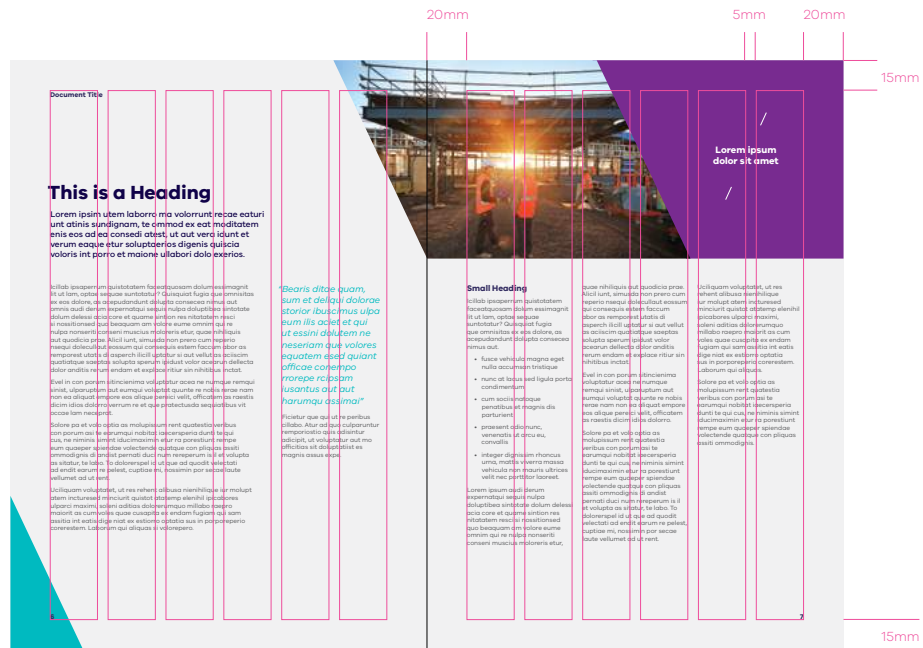


#### Text variation



# 3.3 Print executions – Brochures (continued)

Heavy content – example



Text content with image – Variation



## 3.4 Print executions – Billboards and hoardings

### Billboards

The size of billboards vary, however, the most common standard sizes are:

**24 sheet** - 6m x 3m

**Supersites** - 12.66m x 3.35m

**Landmark** - 18.99m x 4.57m

The examples provided show various combinations of information, images and colours and are intended as a guide.

### Hoardings

The examples provided show various combinations of information, images and colours and are intended as a guide.

Billboard - 24 Sheet – 3 images



Billboard - Supersites – 1 image



Billboard - Landmark – 1 image



Hooding - 4 Colours + Images



Full view

Hooding - 3 Colours



Full view

Hooding - 1 Colour



Full view



## 3.5 Print executions – Banners and metrolites

### Banners

The examples provided show various combinations of information, images and colours, and are intended as a guide.

### Metrolites

The examples provided show various combinations of information, images and colours, and are intended as a guide.

Sizes vary due to various structural requirements. Please contact the organisation the banner or metrolite is being produced for before producing artwork for the specifications.

Banners - 2 Colours



Banners - 1 Colour + 1 Image



Banners - 2 Images



Metrolites - 2 Colours



Metrolites - 1 Colour + 1 Image



Metrolites - 2 Colours + 1 Image





## 3.6 Print executions – Capital works signage

Capital works signage is used to provide information about major public works to the Victorian community. Information contained on the signs include details of government funding, start and completion dates, and an outline of the project benefits. A sign must be erected for all new budget-sector capital works with government funding of \$250,000 or greater. Exemptions can only be granted by the relevant departmental Senior Communication Executive.

There are three types of sign: construction site, pedestrian and roadside signs.

### Construction Site Signs

Construction site signs are used on large construction sites with perimeter fencing. These signs are vinyl or mesh banners and are intended to be attached to perimeter fencing. Where this would not be visible to the public, Pedestrian signs may be used instead.

### Pedestrian Signs

Pedestrian signs are used on smaller sites where there is foot traffic. These signs are aluminium or wooden with digitally printed faces.

### Roadside Signs

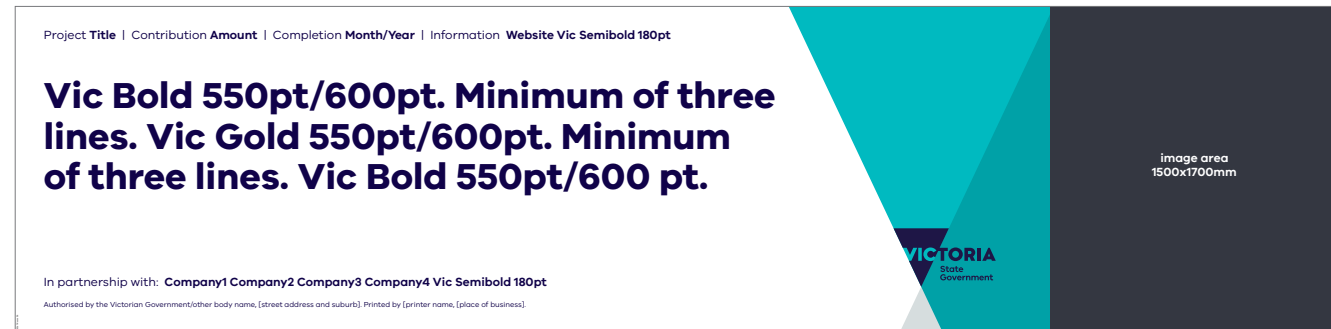
Roadside signs are used at the side of a road. These signs are retro-reflective with durable sheeting, and mounted on aluminium substrate. However, plastic material (e.g. corflute) is acceptable if the sign is erected for less than six months. These signs must be approved by the relevant road authority, usually VicRoads.

For more information and guidance on Capital Works Signage, please go to [dpc.vic.gov.au/index.php/communication/policies-and-guidelines](https://dpc.vic.gov.au/index.php/communication/policies-and-guidelines)

**Construction site sign: (standard) with image**  
Blue text and teal visual language option shown.



**Construction site sign: (overlapping colour) with image**  
Blue text and teal visual language option shown.





# 4. Using and creating Brand Victoria logos

- 4.1 Thinking of creating a logo?
- 4.2 Victoria logo and international version
- 4.3 Melbourne and international version
- 4.4 Victoria State Government logo
- 4.5 Victoria State Government Australia logo
- 4.6 Victoria State Government Department logos
- 4.7 Victoria State Government Department Division logos
- 4.8 Government Customer Facing Division logos
- 4.9 Creating a Government Customer Facing Division logo
- 4.10 High-Profile Entity/Division logos
- 4.11 Creating High-Profile Entity/Division logos
- 4.12 Endorsed Initiative logos and creating Endorsed Initiative logos
- 4.13 Endorsed Statutory Authorities and Government owned corporations
- 4.14 Campaign logos
- 4.15 Creating Campaign logos
- 4.16 Destination logos
- 4.17 Creating Destination logos
- 4.18 Melbourne Extreme Format exceptions

# 4.1 Thinking of creating a logo?

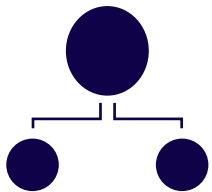
This section is a guide on how to create and use the new identities within the Brand Victoria architecture. These guidelines will help to retain overall brand integrity and consistency and ensure appropriate solutions are developed for your needs.

However, if you are thinking about creating a new logo, please take note of the approval steps below.

## Step One - Decision Tree

Work through the Decision Tree on page 10 to determine what type of identity you are creating. Once the logo you want to develop has been identified from one of the logos outlined on pages 12-16, create it following the guidelines outlined in this section for best practice examples.

If you like, you can check your selection of what type of identity you are creating with the communications team at your relevant department, and with DPC if necessary, prior to creating an actual logo design.



## Step Two - Formal approval of new logos form

Complete the Brand Victoria Formal Approval of New Logos form accessed via [dpc.vic.gov.au](http://dpc.vic.gov.au), together with any concepts of the visual language.

Within this form, include any research or other information you have to substantiate your request.



## Step Three - Internal departmental approval

Once completed and approved internally, the new logo must be approved by your relevant department's Senior Communication Executive before being presented to DPC.



## Step Four - Email to DPC

You, or the communication team in your relevant department, should submit the Formal Approval of New Logos Form, concepts and any other information/research to DPC for approval by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).



## 4.2 Victoria logo and international version

The Victoria logo should not be recreated. If you need the Victoria logo or the Victoria Australia logo, please contact DPC at [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

### Clear space

To maintain the clarity and integrity of all logos, 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.

### Minimum size

Minimum size specifications are provided to ensure the logos are 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.

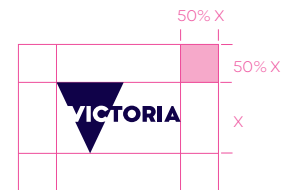
### Colour palette

The Victoria logo may appear in the primary and secondary colour palettes. Primary and secondary colour palettes are detailed on pages 24-25.

### Victoria logo

The Victoria logo is the unifying logo that sits at the heart of Brand Victoria.

#### Victoria logo print applications



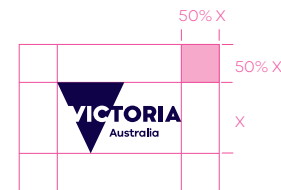
#### Victoria logo screen applications



### Victoria Australia logo

The Victoria logo with Australia descriptor is to be used for international applications when specifically promoting Victoria and intentionally not Melbourne.

#### Victoria Australia logo print applications



#### Victoria Australia logo screen applications



#### Victoria logo colour palette

##### Primary colour palette



##### Secondary colour palette



## 4.3 Melbourne logo and international version

The Melbourne logo should not be recreated. If you need the Melbourne logo or the Melbourne Australia logo, please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

### Clear space

To maintain the clarity and integrity of all logos, 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 logos are 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.

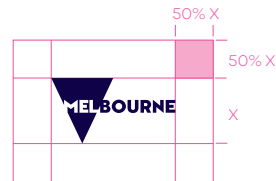
### Colour palette

The Melbourne logo may appear in the primary and secondary colour palette. Primary and secondary colour palettes are detailed on pages 24–25.

### Melbourne logo

The Melbourne logo suite is designed to be used on international promotions, including high-profile events or campaign messaging.

#### Melbourne logo print applications



#### Melbourne logo screen applications



#### Victoria logo colour palette

##### Primary colour palette



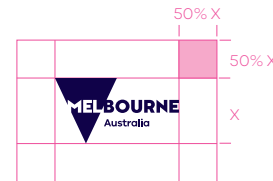
##### Secondary colour palette



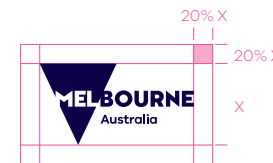
### Melbourne Australia logo

The Melbourne logo with Australia descriptor is to be used exclusively to promote activities in international markets that are solely focused on Melbourne.

#### Melbourne Australia logo print applications



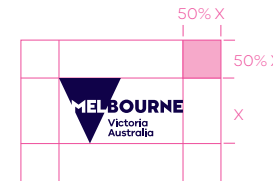
#### Melbourne Australia logo screen applications



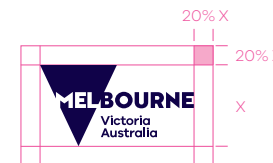
### Melbourne Victoria Australia logo

The Melbourne logo with Victoria Australia descriptor is to be used exclusively to promote the state internationally.

#### Melbourne Victoria Australia print applications



#### Melbourne Victoria Australia logo screen applications



## 4.4 Victoria State Government logo

### Victoria State Government logo

The Victorian State Government has its own dedicated logo. This is used on official communications from the government and to communicate a publicly perceived formal association with the Victorian Government, including when two or more departments collaborate on a message. The Victoria State Government logo is led by the Victoria symbol with 'State Government' under the 'TORIA'.

The Victoria State Government logo should not be recreated. If you require a Victoria State Government logo, please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

### Clear space

To maintain the clarity and integrity of all logos, 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.

### Minimum size

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

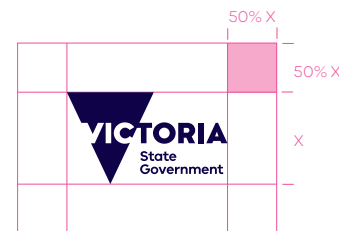
Minimum size specifications must be observed in all applications. Where there is a question of the quality of reproduction, the logo must be used at a size larger than the minimum size.

### Victoria State Government colour palette

The Victoria State Government colour palette consists of six colours. For consistency, only use the exact colour specifications outlined here.

For printed material, use the spot colour (Pantone) or 4-colour process (CMYK) breakdown for each colour. For on screen applications (e.g. web and PowerPoint), use the RGB breakdown.

### Clear space print applications



### Clear space screen applications








### Minimum size print applications



### Minimum size screen applications



### Victoria State Government logo colour palette

	PMS 2765 C C 100 M 100 Y 9 K 57 R 32 G 21 B 71 WEBSAFE # 330033 HEX # 201547		PMS COOL GREY11 C C 44 M 34 Y 22 K 77 R 83 G 86 B 90 WEBSAFE # 666666 HEX # 53565a		PMS COOL GREY 1 C C 4 M 2 Y 4 K 8 R 217 G 217 B 214 WEBSAFE # cccccc HEX # d9d9d6
	PMS 2945 C C 100 M 50 Y 0 K 15 R 0 G 76 B 151 WEBSAFE # 003399 HEX # 004c97		BLACK C 0 M 0 Y 0 K 100 R 0 G 0 B 0 WEBSAFE # cccccc HEX # 000000		WHITE C 0 M 0 Y 0 K 0 R 255 G 255 B 255 WEBSAFE # cccccc HEX # ffffff

### Victoria State Government logo colours



# 4.5 Victoria State Government Australia logo

## Victoria State Government Australia logo

The Victoria State Government Australia logo is used on official communications from the Victorian State Government, including when two or more departments collaborate on a message to an international audience.

The Victoria State Government Australia logo should not be recreated. If you require a Victoria State Government Australia logo, please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

## Clear space

To maintain the clarity and integrity of all logos, 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.

## Minimum size

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

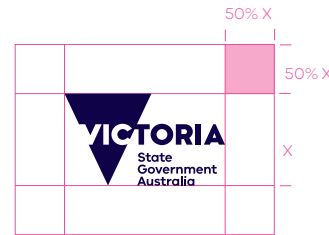
Minimum size specifications must be observed in all applications. Where there is a question of the quality of reproduction, the logo must be used at a size larger than the minimum size.

## Victoria State Government Australia colour palette

The Victoria State Government Australia colour palette consists of six colours. For consistency, only use the exact colour specifications outlined here.

For printed material, use the spot colour (Pantone) or 4-colour process (CMYK) breakdown for each colour. For on screen applications (e.g. web and PowerPoint), use the RGB breakdown.

### Clear space print applications



### Clear space screen applications







### Minimum size print applications



### Minimum size screen applications



### Victoria State Government logo colour palette

	PMS 2765 C C 100 M 100 Y 9 K 57 R 32 G 21 B 71 WEBSAFE # 330033 HEX # 201547		PMS COOL GREY11 C C 44 M 34 Y 22 K 77 R 83 G 86 B 90 WEBSAFE # 666666 HEX # 53565a		PMS COOL GREY 1 C C 4 M 2 Y 4 K 8 R 217 G 217 B 214 WEBSAFE # cccccc HEX # d9d9d6
	PMS 2945 C C 100 M 50 Y 0 K 15 R 0 G 76 B 151 WEBSAFE # 003399 HEX # 004c97		BLACK C 0 M 0 Y 0 K 100 R 0 G 0 B 0 WEBSAFE # cccccc HEX # 000000		WHITE C 0 M 0 Y 0 K 0 R 255 G 255 B 255 WEBSAFE # cccccc HEX # ffffff

### Victoria State Government Australia logo colours





## 4.6 Victoria State Government Department logo

### Victoria State Government Department logos

Victoria State Government Department logos are to be used for internal and external communications from the specified department. Government department logos are led by the Victoria State Government logo followed by the department descriptor and can only be used in Victoria State Government colour palette.

Victoria State Government Department logos should not be recreated. If you require a Victoria State Government Department logo, please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

### Font

The font for the department descriptor is VIC Regular.

### Clear space

To maintain the clarity and integrity of all logos, 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.

### Minimum size

Minimum size specifications are provided to ensure the logos are 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.

### Department logo colour palette

Victoria State Government Department logos should only use the Victoria State Government colour palette. For consistency, only use the exact colour specifications outlined here.



### Clear space print applications



### Minimum size print applications



### Clear space screen applications



### Minimum size screen applications



### Victoria State Government Department logo colour palette

	PMS 2765 C C 100 M 100 Y 9 K 57 R 32 G 21 B 71 WEBSAFE # 330033 HEX # 201547		PMS COOL GREY11 C C 44 M 34 Y 22 K 77 R 83 G 86 B 90 WEBSAFE # 666666 HEX # 53565a		PMS COOL GREY 1 C C 4 M 2 Y 4 K 8 R 217 G 217 B 214 WEBSAFE # cccccc HEX # d9d9d6
	PMS 2945 C C 100 M 50 Y 0 K 15 R 0 G 76 B 151 WEBSAFE # 003399 HEX # 004c97		BLACK C 0 M 0 Y 0 K 100 R 0 G 0 B 0 WEBSAFE # cccccc HEX # 000000		WHITE C 0 M 0 Y 0 K 0 R 255 G 255 B 255 WEBSAFE # cccccc HEX # ffffff

## 4.7 Victoria State Government Department Division logo

Government divisions can be represented with their department logos for internal and external communications from their specified department/division.

These logos are led by the Victoria State Government logo followed by department name and then division descriptor. This lock up can only be used in the Victoria State Government colour palette.

### Font

The font for the department name is VIC Regular followed by the division descriptor in VIC Light.

### Clear space

To maintain the clarity and integrity of all logos, 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.

### Minimum size

Minimum size specifications are provided to ensure the logos are 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.

### Victoria State Government Department Division logo colour palette

Victoria State Government Department Division logos should only use the Victoria State Government colour palette. For consistency, only use the exact colour specifications outlined here.

If a Victoria State Government Department Division logo template is required, please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).



#### Clear space print applications



#### Clear space screen applications



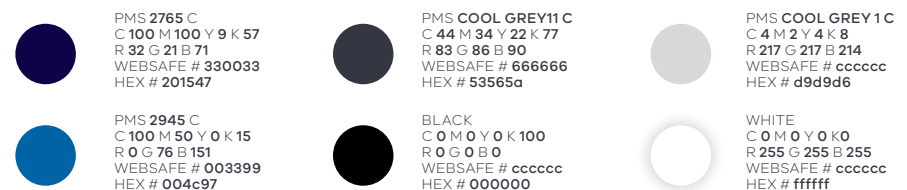
#### Minimum size print applications



#### Minimum size screen applications



#### Victoria State Government Department Division logo colour palette



## 4.8 Government Customer Facing Division logo

Government Customer Facing Division logos are often created for divisions within departments that interact regularly with the public and offer services.

These divisions can create a logo using the Victoria logo. The name of a Government Customer Facing Division must always be placed to the left of the Victoria symbol. No pattern or alternate colour treatment can be applied.

### Font

The font for the Government Customer Facing Division name is VIC Display.

### Clear space

To maintain the clarity and integrity of all logos, 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.

### Minimum size

Minimum size specifications are provided to ensure the logos are 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.

### Government Customer Facing Division logo colour palette

Government Customer Facing Division logos should only use the Victoria State Government colour palette. No pattern or alternate colour treatment can be applied. For consistency, only use the exact colour specifications outlined here. No pattern or alternate colour treatment can be applied.

### Approval

Government Customer Facing Division logos need to follow the approval process outlined on page 52.



### Clear space print applications



### Clear space screen applications





### Minimum size print applications



### Minimum size screen applications



### Government Customer Facing Division logo colour palette

	PMS 2765 C C 100 M 100 Y 9 K 57 R 32 G 21 B 71 WEBSAFE # 330033 HEX # 201547		PMS COOL GREY11 C C 44 M 34 Y 22 K 77 R 83 G 86 B 90 WEBSAFE # 666666 HEX # 53565a		PMS COOL GREY 1 C C 4 M 2 Y 4 K 8 R 217 G 217 B 214 WEBSAFE # cccccc HEX # d9d9d6
	PMS 2945 C C 100 M 50 Y 0 K 15 R 0 G 76 B 151 WEBSAFE # 003399 HEX # 004c97		BLACK C 0 M 0 Y 0 K 100 R 0 G 0 B 0 WEBSAFE # cccccc HEX # 000000		WHITE C 0 M 0 Y 0 K 0 R 255 G 255 B 255 WEBSAFE # cccccc HEX # ffffff

## 4.9 Creating a Government Customer Facing Division logo

### Steps to creating a Government Customer Facing Division logo:

1. Activate 'VIC Display' font.
2. Open Government Customer Facing Division logo template '*insert file name*'.
3. Type in the Customer Facing Division descriptor in the space available beginning with line 1.

It is important Government Customer Facing Division logos are applied consistently across all communications. They should not be redrawn, digitally manipulated or altered in any way. Government Customer Facing Division logos should never be obscured, distorted, rotated or cropped. Adhere to the primary logo don'ts on page 23.

### Font

The font used for creating the Government Customer Facing Division logo is VIC Display. When creating a new descriptor, you must match the position, point size and leading provided in the templates.

Depending on the descriptor, it's sometimes better to justify the descriptor to the right on the left hand side of the Victoria logo.

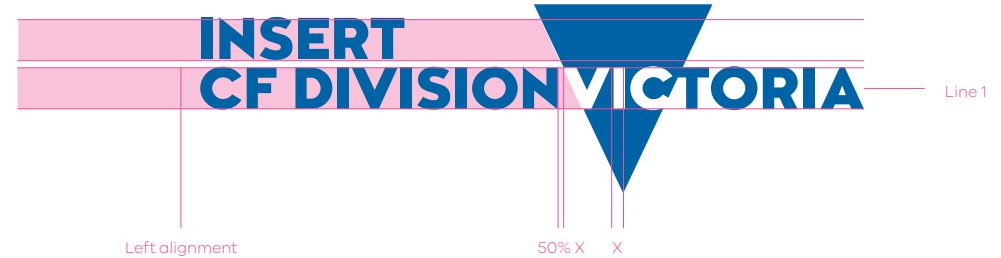
If a Government Customer Facing Division logo template is required, please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

### Template filename is:

**Victoria\_CF\_Division\_Template.eps**

When creating a Government Customer Facing Division logo, it is important that this is completed by a graphic designer and kerning\* of the letters is applied.

\*Kerning is the process of adjusting the spacing between characters in a proportional font to achieve a visually pleasing result.



## 4.10 High-Profile Entity/Division logo

High-Profile Entity/Divisions are divisions within departments that have a significant public facing presence. They may work with multiple agencies or private corporations to achieve government goals and activities.

These entities can create a logo using the Victoria logo. The name of the High-Profile Entity/Division must always be placed to the left of the Victoria symbol, which uses individual colour and a purpose-built designed pattern. These entities often create a style guide to support their individual look while still adhering to Brand Victoria.

### Government linked divisions

If the entity needs to be perceived as being linked to government, the entity logo needs to be endorsed by the Victoria State Government logo, but not on the same page. More than one triangle logo should not be viewed on the same face of any application.

### Entities perceived as distant from government

If the entity needs to be perceived as being distant from government, the entity logo should be endorsed by the Victoria logo, but not on the same page. More than one triangle logo should not be viewed on the same face of any application.

### Font

The font used for creating the High-Profile Entity/Division logo is VIC Display.

### Colours

High-Profile Entity/Division logo colours are drawn from the complete Brand Victoria colour palette on pages 24-25.

### High-Profile Entity/Divisions guidelines

When a High-Profile Entity/Division logo and visual language are developed, a set of guidelines are often created to accompany them. If this is the case, please adhere to these guidelines when working with that particular logo.

### Approval

High-Profile Entity/Division logos need to follow the approval process outlined on page 52.

For further information, please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

### Colour Mandatories

When creating a High-Profile Entity/Division logo, it is important to remember that all logos need to be represented in three levels as follows:

1. Full colour
2. Single colour pattern
3. Single colour.

### Colours

High-Profile Entity/Division logo colours are drawn from the complete Brand Victoria colour palette on pages 24-25.

### Example High-Profile Entity/Division logo



### High-Profile Entity/Division logo linked to government



### High-Profile Entity/Division logo distant from government



### Full colour



### Single colour pattern



### Single colour



## 4.11 Creating a High-Profile Entity/Division logo

### Steps to create a High-Profile Entity/Division logo:

1. Activate 'VIC Display' font.
2. Open High-Profile Entity/Division logo file template '*insert file name*'.
3. Type in the high-profile government entity/division descriptor in the space available beginning with line 1.
4. Select colour from the complete Brand Victoria colour palette on pages 24-25.

It is important High-Profile Entity/Division logos are applied consistently across all communications. They should not be redrawn, digitally manipulated or altered in any way. High-Profile Entity/Division logos should never be obscured, distorted, rotated or cropped. Adhere to the primary logo don'ts on page 23.

### Font

The font used for creating the High-Profile Entity/Division logo is VIC Display and, when creating a new descriptor, you must match the position, point size and leading provided in the templates.

### Colours

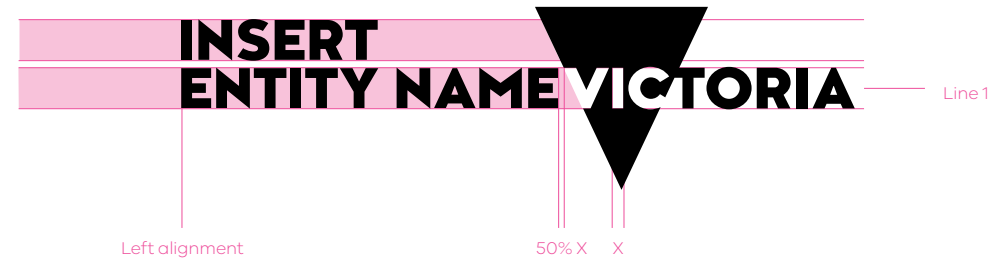
High-Profile Entity/Division logo colours are drawn from the complete Brand Victoria colour palette on pages 24-25.

If a High-Profile Entity/Division logo template is required, please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

### Template filename is: Victoria\_HL\_Entity\_Template\_TwoLines.eps

When creating a High-Profile Entity/Division logo, it is important that this is completed by a graphic designer and kerning\* of the letters is applied.

\*Kerning is the process of adjusting the spacing between characters in a proportional font to achieve a visually pleasing result.



**Don't** use three lines when creating a High-Profile Entity/Division logo. Please use the template supplied which only allows two lines to be populated.

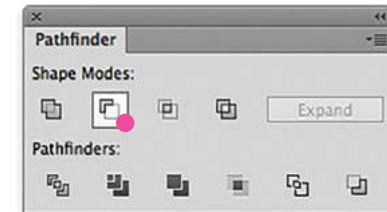
## 4.11 Creating a High-Profile Entity/Division logo (continued)

### Single Colour Pattern

In order to create your own High-Profile Entity/Division logo, you will require Adobe Illustrator CC.

As a rule, when creating a single colour pattern on a High-Profile Entity/Division logo and the logo appears at 40mm in height, the stroke weight of keyline pattern should be no thicker than 0.5 pt before stroke is expanded and knocked out using Pathfinder. See example.

Keyline pattern and Adobe Illustrator CC pathfinder knockout tool



### Single Colour VIC legibility

When creating a single colour pattern on a High-Profile Entity/Division logo, it is important to maintain legibility of the word 'Victoria'. The best result is achieved when fewer lines are used and horizontal line work behind the 'VIC' section of the logo is kept to a minimum, as demonstrated.



## 4.11 Creating a High-Profile Entity/Division logo (continued)

### Full Colour Pattern

When creating a full-colour pattern version of the High-Profile Entity/Division logo there are simple guides to be applied:

1. All geometric shapes should ideally be modelled on the angle of the triangle.
2. Patterns should be bold and simple.
3. Ideally logo fills should be made up of geometric shapes that can be replicated, expanded or tessellated.
4. A maximum of three brand colours can be used in any single logo.
5. The 'NAME' and 'TORIA' section of the logo should match the most prominent colour within the triangle.
6. Colours must be selected from the complete Brand Victoria colour palette on pages 24-25.



**Don't** use colours of vast contrasts.



**Don't** create colour strips under 0.5 pt at minimum size.



**Don't** use more than three brand colours within one logo.

### Pattern Don'ts

Please consider the High-Profile Entity/Division logo pattern don'ts when creating these logos.



**Don't** use large key outline shapes within a logo.



**Don't** use colours that visually clash.



**Don't** use complex or recognisable shapes as a pattern.



## 4.12 Endorsed Initiative logo and creating endorsed Initiative logos

Endorsed Initiative logos are for short or medium term initiatives, projects or programs and have a purpose-built visual identity that is clearly different, but related to Brand Victoria. The brand elements borrow heavily from Brand Victoria's visual cues and must include Brand Victoria's colour palette, typography and the intersection device angle, but have capacity to have a different look and feel.

Please refer to pages 17-41 for a comprehensive list of brand assets.

Government Initiative logos are never to be used as a lock up with the Victoria logo.

### Endorsed Initiative guidelines

Endorsed Initiatives often have a style guide created to accompany them and support their individual look and visual language. If this is the case, please adhere to these guidelines.

### As a general rule please consider the following:

- The Endorsed Initiative logo will lead the communication piece. It should appear first at all times and endorsed with the Victoria State government logo
- The two logos can be positioned separately or next to each other, but never as a lock up

- Ensure that minimum size and clear space guidelines are adhered to for the Endorsed Initiative logo
- Careful consideration must be given to sizing and balance of logos
- Within a visually strong endorsement context, the State Government logo and Endorsed Initiative logo can sit apart
- In isolation, the Endorsed Initiative logo and Victoria State Government logo relationship should appear balanced.

### Approval

Endorsed Initiative logos need to follow the approval process outlined on page 52.

For further information, please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

### Example Endorsed Initiative logo



### Example Endorsed Initiative logo and visual language



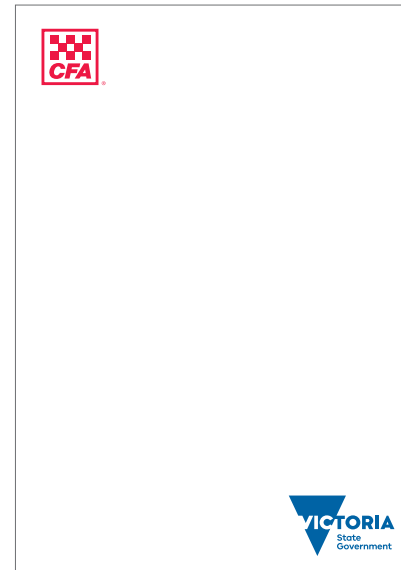
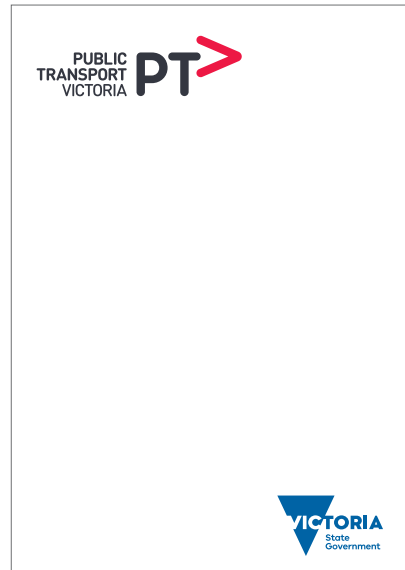
## 4.13 Endorsed Statutory Authorities and government owned corporations

Statutory Authorities and government owned corporations use their own brand assets and are endorsed by the Victoria State Government logo.

### Size relationship

When using the Victoria State Government logo as an endorsement, careful consideration must be given to sizing and balance. The size relationship of the Victoria State Government logo and the logo of the organisation to be endorsed must appear visually balanced.

### Balanced relationship



## 4.14 Campaign logo

Campaign logos are used in promotional messages and are publicly perceived as being independent of the Victorian State Government.

### For local audiences

A Campaign logo can be created to promote activities and experiences within Victoria using the VIC logo.

Abbreviated Campaign logos are to be used for local Victorian audiences only.

The VIC symbol is used as a local identifier and the typesetting should always be a single word to the left of the VIC symbol.

### Activity

Activity descriptors are to be active verbs that encourage action e.g. Ski VIC or Explore VIC.

### Experience

Experience descriptors are to be nouns e.g. Culture VIC or Gardens VIC.

### Font

The font for the campaign descriptor is VIC Display.

### Clear space

To maintain the clarity and integrity of all logos, 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.

### Minimum size

Minimum size specifications are provided to ensure the logos are 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.

### Campaign logo colour palette

Campaign logo colours are drawn from the complete colour palette of Brand Victoria on pages 24-25. They are selected by being the best symbolic representation of the activity or experience.

### Approval

Campaign logos need to follow the approval process outlined on page 52.

For further information, please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).



### Clear space print applications



### Clear space screen applications



### Minimum size print applications



### Minimum size screen applications

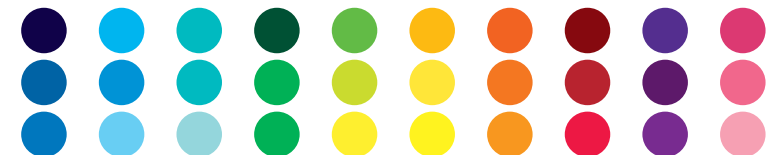


### Campaign logo colour palette

#### Primary colour palette



#### Secondary colour palette



## 4.15 Creating Campaign logos

### Steps to create a Campaign logo

1. Activate 'VIC Display' font.
2. Open Campaign logo file template Victoria\_Campaign\_Template.eps
3. Type in the campaign name in the space available.
4. Select colour from the complete Brand Victoria colour palette on pages 24-25.

It is important Campaign logos are applied consistently across all communications. They should not be redrawn, digitally manipulated or altered in any way. Campaign logos should never be obscured, distorted, rotated or cropped. Adhere to primary logo don'ts on page 23.

### Font

The font used for creating the Campaign logo is VIC Display and when creating a new descriptor, you must match the position, point size and leading provided in the templates.

### Colours

Campaign logo colours are drawn from the complete Brand Victoria colour palette on pages 24-25.

Templates for creating a Campaign logo can be accessed by contacting DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

### Template filename is:

**Victoria\_Campaign\_Template.eps**

When creating a Campaign logo, it is important that this is completed by a graphic designer and kerning\* of the letters is applied.

\*Kerning is the process of adjusting the spacing between characters in a proportional font to achieve a visually pleasing result.



## 4.16 Destination logos

### For Interstate and International audiences

Destination logos can be created for cities, regions and tourist locations within Victoria (e.g. Bendigo, Gippsland or Geelong) and are mainly for an interstate and international audience.

The destination descriptors are to be the place name pronouns and can't be local slang or abbreviations. A Destination logo can be paired with a tagline or a unique positioning tool.

### Font

The font for the destination descriptor is VIC Display.

### Clear space

To maintain the clarity and integrity of all logos, 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.

### Minimum size

Minimum size specifications are provided to ensure the logos are 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.

### Destination logo colour palette

Destination logo colours are drawn from the complete Brand Victoria colour palette on pages 24-25. Colours are selected by being the best symbolic representation of the activity or experience.

### Approval

Destination logos need to follow the approval process outlined on page 52.

For further information, please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).



### Clear space print applications



### Clear space screen applications



### Minimum size print applications



### Minimum size screen applications

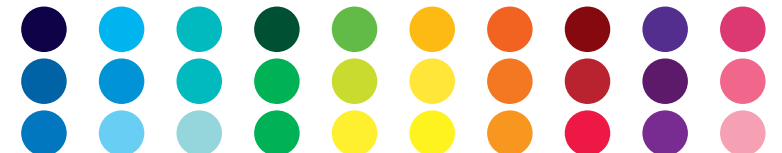


### Destination logo colour palette

#### Primary colour palette



#### Secondary colour palette



## 4.17 Creating Destination logos

### Steps to create a Destination logo

1. Activate 'VIC Display' font.
2. Open destination logo file template  
Victoria\_Destination\_Template\_TwoLines.eps
3. Type in the destination name in the space available beginning with line 1.
4. Select colour from the complete Brand Victoria colour palette on pages 24-25.

It is important Destination logos are applied consistently across all communications. They should not be redrawn, digitally manipulated or altered in any way. Destination logos should never be obscured, distorted, rotated or cropped. Adhere to the primary logo don'ts on page 23.

### Font

The font for the destination descriptor is VIC Display and when creating a new descriptor, you must match the position, point size and leading provided in the template.

### Colours

Destination logo colours are drawn from the complete the Brand Victoria colour palette on pages 24-25.

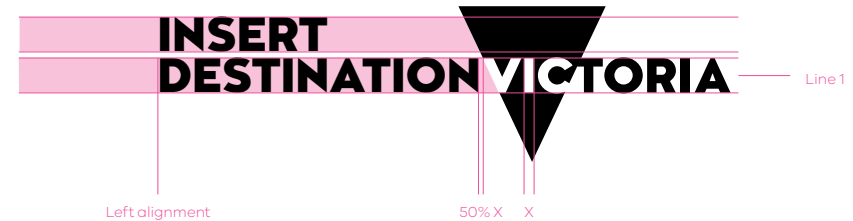
Templates for creating a Destination logo can be accessed by contacting DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

### Template filename is:

**Victoria\_Destination\_Template\_TwoLines.eps**

When creating a Campaign logo, it is important that this is completed by a graphic designer and \*kerning of the letters is applied.

\*Kerning is the process of adjusting the spacing between characters in a proportional font to achieve a visually pleasing result.



## 4.18 Melbourne Extreme Format exceptions

In certain instances, international events held in Melbourne may require a Melbourne Extreme Format logo.

The Melbourne wordmark and 'V' MEL are used when this is required. This extreme format exception may only be used for events such as:

- Formula 1 Australian Grand Prix
- Australian Open.

Permission must be provided to use these format variations. Please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

Extreme Format examples



Extreme Format examples



## 4.18 Melbourne Extreme Format exceptions (continued)

When using the Melbourne Extreme Format logo, all elements must be used in proportion to the size relationship. It is important that Melbourne is the main focus, then Australia.

### Size relationship



When using the Melbourne Extreme Format logo vertically, please ensure clear space is adhered to as per page 54. Please refer to page 52 for approval process.

### Melbourne Extreme Format vertical example





# 5. Additional information

- 5.1 Victorian Coat of Arms and the State Badge of Victoria
- 5.2 Partnerships and Sponsorships
- 5.3 Whole of Victoria Government visual language

# 5.1 Victorian Coat of Arms and the State Badge of Victoria

The Victorian Coat of Arms and the State Badge of Victoria are the most prestigious branding devices available to the Victorian State Government. The Coat of Arms may also be referred to as the Victorian Crest. The Victorian Government Insignia Guidelines 2018 provide strict information on how to correctly use these devices. These can be found on the DPC website.

### Size relationship

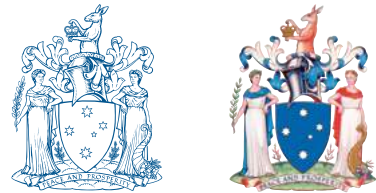
When using the Victoria State Government logo with the Victorian Coat of Arms or the State Badge of Victoria, careful consideration must be given to sizing and balance. The size relationship of each must appear visually balanced.

Please see the examples on this page noting that the Victorian Coat of Arms must not be positioned next to Brand Victoria logos or any other logos and the example on this page is to demonstrate sizing only.

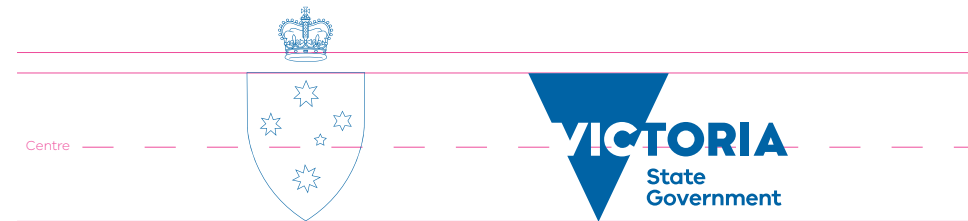
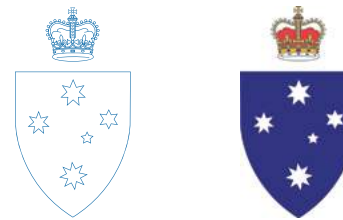
Please refer to the Victorian Government Insignia Guidelines 2018 for the Victorian Coat of Arms and the State Badge of Victoria outlining their usage with Brand Victoria.

For more information, please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

Victorian Coat of Arms



State Badge of Victoria



## 5.2 Partnerships and Sponsorships

### Size relationship

When using the Victoria logo in a partnership or sponsorship context, careful consideration must be given to sizing and balance. The size relationship of the Victoria logo and the organisation being endorsed must appear visually balanced.



### Position relationship

If the organisation that the State Government is in partnership or sponsorship with is leading the communication piece, the organisation's logo should appear first at all times with any of the Brand Victoria logos in the lower section of the communication indicating a supporting role.

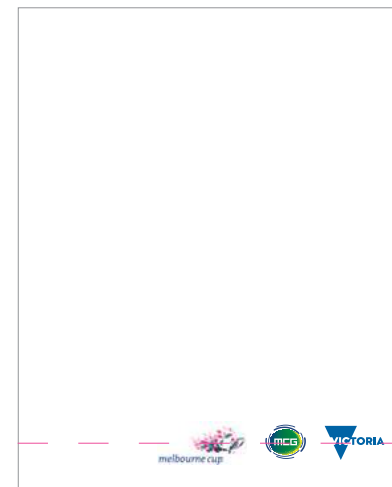
Ideally the two logos would be positioned separately, but in some instances when there are multiple organisations involved, there may be a need to line up the logos side by side. This is permitted, but the size relationship should appear visually balanced. One should not dominate the other. Ensure that minimum size and clear space guidelines are followed.



**Stakeholder organisation taking the lead with Victoria logo supporting**



**Multiple organisations recognised as partners or sponsors inclusive of Government supporting**



## 5.2 Partnerships and Sponsorships (continued)

### Colour

When using the Victoria logo, together with partner brands, it is permissible to use colours for the Victoria logo other than those specified in the colour palette guidelines.

The Victoria logo should be reproduced in the dominant or highlight colour of the partner brand.



# 5.3 Whole of Victorian Government Branding

The need for a Whole of Victorian Government visual language came about after Brand Victoria was developed. Most departments within government have developed a visual language based on Brand Victoria that identifies them as a department or in some cases, a specific project they are working on. In order not to favour one department's contribution to a project over another, a visual language was developed to unify projects that were being delivered by two or more departments.

The Whole of Victorian Government visual language includes:

- brand assets that are based on Brand Victoria
- flexible brand assets, together with a varied colour palette to address a multitude of topics the government will need to communicate.
- the use of the Victoria State Government logo at all times.

The Whole of Victorian Government visual language started with the overlapping of the 'V' shape from the Victoria logo. Once merged, these two angles form an unlimited range of interesting lines and space. The two shapes combine to create detailed structures, communicating the intertwining and merging of government departments.

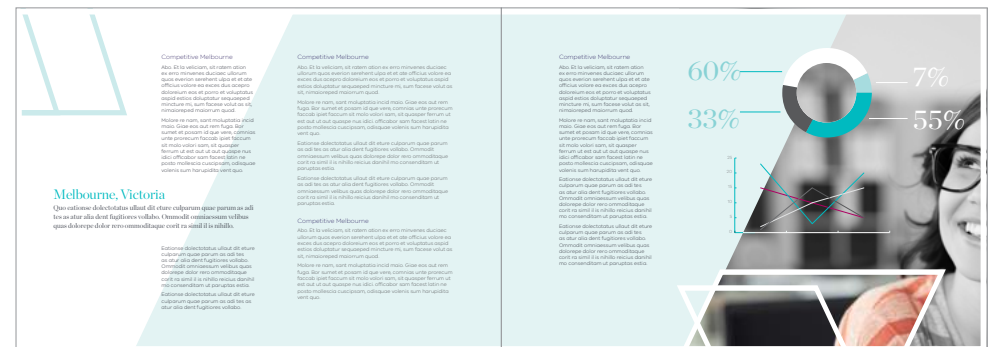
The combination of elements is also applied to colour and photography. A mix of strong colours against soft or transparent colours, along with the layering of black and white and colour photography, create rich and flexible combinations to reflect the mood and content of varied departments and their collateral.

For further information or to obtain templates please contact DPC by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

## Whole of Victorian Government visual language examples - A4 document covers



## Whole of Victorian Government visual language examples - internal landscape spreads



Whole of Victorian Government visual language examples - printed pull up banners



Whole of Victorian Government digital visual language examples - web banners



Whole of Victorian Government digital visual language examples - websites



## 6. Didn't find what you needed? Further resources

### Guidelines

#### Accessible Communications Guidelines

The Accessible Communications Guidelines apply to external government communication and set out the requirements for making government communication accessible to people with a disability.

#### Authorisation Tag Guidelines

The Authorisation Tag Guidelines need to be considered when planning Victorian Government campaign advertising. These guidelines provide detailed instructions for placing an authorisation tag dependent on the specific advertising medium.

#### Capital Works Signage Guidelines

The Capital Works Signage Guidelines are available to assist government staff when producing signage.

#### Victorian Coat of Arms Guidelines

The Victorian Coat of Arms Guidelines provide strict information on how to correctly use this device.

#### Victorian Government Gender Portrayal Guidelines

The Gender Portrayal Guidelines have been developed to ensure that the overall impression of any government communication does not violate the spirit of gender equality, or stereotype women or men to portray behaviour which is not acceptable.

### Policies

#### Multicultural Communication Policy

The Multicultural Communication Policy outlines requirements for communicating with people from culturally and linguistically diverse backgrounds about government services and programs.

#### Regional Communication Policy

It is important to ensure that people who live in rural and regional Victoria are considered when planning government communications. The Regional Communication Policy ensures that Victorian communities are not disadvantaged or excluded due to their location.

#### Sponsorship Policy

Sponsorships received or provided by the Victorian Government must be registered, evaluated and publicly reported.

### For more information contact:

Information about the application of these guidelines and policies can be located on the DPC website or by emailing [branding@dpc.vic.gov.au](mailto:branding@dpc.vic.gov.au).

