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| Brand Victoria -Formal Approval of New Logo |



Victorian Government departments and agencies should use this form to request Department of Premier and Cabinet (DPC) formal approval of a new logo. Please attach the proposed logo artwork and or style guide with this form, clearly labelled.

Government agencies, bodies, statutory authorities and commissions, when seeking new logo formal approval, should in all instances, go through / work with, their respective ‘home department’, and use this form.

**Departments may seek ‘in principle’ approval from DPC for new logo concepts (after first liaising with their respective Strategic Communication area and relevant Minister’s Office), prior to submitting this form for formal approval of a new logo.**

Formal approval of a new logo by DPC will take up to five business days.

When completed and signed please email this form to branding@dpc.vic.gov.au

Date submitted to DPC:

Name / Position:

Department / Agency etc:

Telephone / Email:

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| **Brand Victoria Guidelines - Version 2** The Brand Victoria Guidelines - Version 2 can be accessed via: [www.vic.gov.au/brand-victoria-guidelines](https://www.vic.gov.au/brand-victoria-guidelines) * Refer to the Decision Tree on page 10 of the guidelines to determine whether a new logo should be created.
* Refer to the Brand Architecture on page 7 (and also on page 9) to decide which type of logo to use or create:
1. Victoria State Government logo
2. government department logo
3. government division / entity logo
4. government initiative logo
5. statutory authority / government corporation logo
6. independent logo.

When creating a new government logo (that is, logo types 3 to 6 listed above) refer to page 52 of the Brand Victoria Guidelines. Also consider:* logo placement - page 20
* allowing sufficient white space around all logos
* that a lead logo and endorser logo/s should appear as balanced as possible
* colour - page 24
* typography - pages 29 to 32
* intersection device - pages 33 to 35
* for digital applications, only one Victoria triangle per screen should appear. The lead logo should be positioned at the top left; the endorser logo/s should be positioned at the bottom right.

**New Logo - Departmental Approval** What type of logo needs to be created and why?Who is the target audience for the new logo?What collateral will the new logo be used for? For digital guidance - pages 43 and 44 *Departments/agencies are required to brief their relevant Minister’s Office* ***before*** *submitting this form for approval by DPC***The relevant Minister’s Office has been briefed on this logo and endorsed it to proceed**  Yes No  **Name of Minister’s Office contact**:   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_………………………………………………………….. Date………………..**Signature - Departmental Senior Communication Executive**…………………………………………………………..**Department / Agency** **New Logo - DPC Approval** …………………………………………………………. Date………………..**Signature – Jonathan McGrath – Senior Manager – Campaigns Policy and Governance**DPC - Strategic Communication, Engagement and Protocol Branch**Comments:** |  |  |
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| ............................................................................... Date……………..**Signature – Fin Bird – Chief Communications Officer** DPC - Strategic Communication, Engagement and Protocol Branch**Comments:**  |  |  |