

BPACC LOGO GUIDELINES

USE OF LOGO

The BPACC colour logo is to be used at a minimum of 25mm wide and with at least 1mm white space around the logo. This will ensure the clarity, legibility and integrity of the logo is maintained.

The key to correct use of the BPACC logo is not to manipulate or attempt to recreate the original design. Do not scan the BPACC logo to use in documents – only use the logo files as supplied from the Marketing Officer / Communications Coordinator.



ACCESSING THE LOGO

The BPACC logo (Jpeg version) will be supplied on request.

INCORRECT USE OF LOGO

- Do not change the logo colours
- Do not stretch or condense out of proportion, resize correctly
- Do not rearrange or delete elements of the logo
- Do not introduce new typographic elements
- Do not place the logo on any angle
- Do not reverse logo out of a photograph
- Do not download logo from the web for insertion into documents or use online. Logos on the web are low resolution and give poor print quality.

FOR USE BY THIRD PARTIES

Any organisations or groups who wish to use the BPACC logo need prior permission. BPACC will provide the appropriate one on request, and they must get approval from Box Office staff and the Marketing Officer / Communications Coordinator of its treatment before it goes out.

For more information contact:

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