

The Port.

It's happening

Guidelines for logo use.

Master logo.

- The logo is always to be used in black for multicolour applications however for single colour jobs it is permissible to use a single colour other than black.
- To ensure clear reproduction the logo should never appear less than 25mm wide.
- There should be a minimum of 5mm space around the logo at all times.
- The logo should always appear with the strapline 'It's happening.'
- The logo typeface is Palatino - please do not recreate the logo.
Variations of the logo can be obtained from Andrea Murphy on 0207 0890 or murphy.andrea@lmc.sa.gov.au

The Port.
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Logo variations.

- The logo can be used in it's positive form or reversed out of a black box or black strip.
- To ensure clear reproduction the box logo should never appear less than 25mm wide and the type in the strip should never appear less than 25mm wide.



The Port.
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Inappropriate logo variations.

- The logo is always to be used in black for multicolour applications however for single colour jobs it is permissible to use a single colour other than black.
- The logo should never be used in the following ways:

The Port.
It's happening



The Port.
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The Port.
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The Port.
It's happening

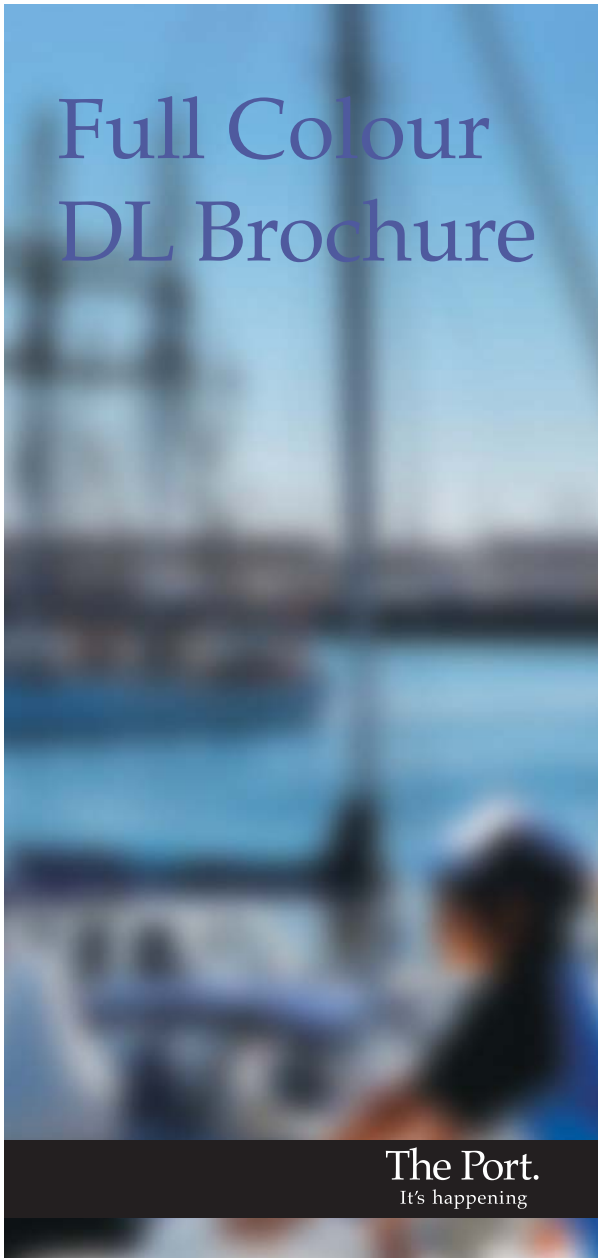


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It's happening

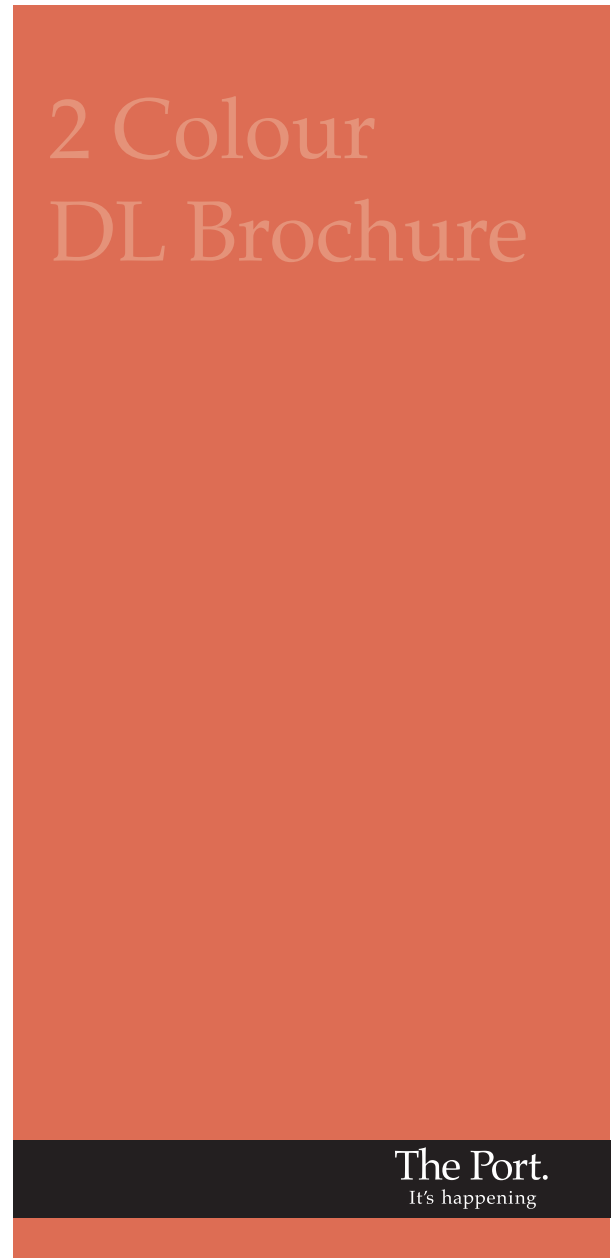


Applications.

- The logo is always to be used in black for multicolour applications however for single colour jobs it is permissible to use a single colour other than black.



Full colour DL brochure.



2 Colour DL brochure.

Applications.

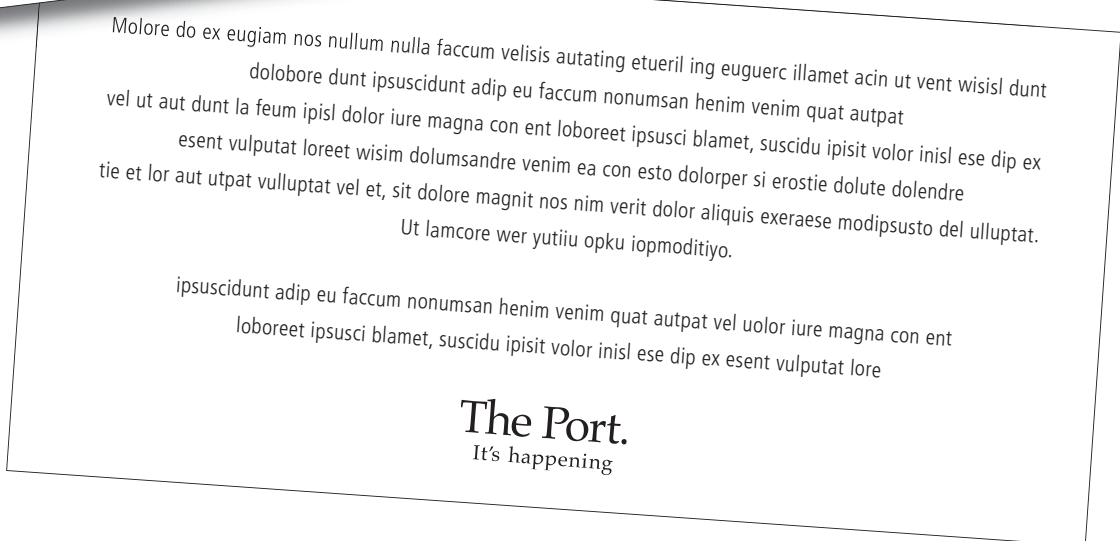
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Single colour DL brochure.

Applications.

- The logo is always to be used in black for multicolour applications however for single colour jobs it is permissible to use a single colour other than black.



Full colour DL invite.



Full colour press ad.