

## Logo Use Guidelines

It is important when using the logo of the Moyne Shire Council that the below guidelines are followed accurately in order to reflect the Council's corporate branding.



### Logo Formatting

It is important that the logo is correctly formatted whenever it is used.

- The proportion of the logo cannot be altered in anyway.
- The colours used in the logos must not be altered.
- Do not give the logo drop shadows, extra gradients, bevel or any other graphic effects.
- Never place the logo over the top of random-colours, background images or textures.



### Colours

Blue: CMYK 95,9, 0,83. PMS 546

Green: CMYK 100,0,86,3. PMS 347

Yellow: CMYK 0,5,31,0. PMS 1205

Alternatively a mono version of black and white only may be used



### Minimum Size

The minimum size of the logo is 15mm high (3.54 p)



### Clear Space

A clear space of 2x 'O' should be left between each logo, the dividing line will be centred in this space.

The value of "O" is derived from the letter "O" in 'Moyne'.