

2 THE LOGO

USING THE LOGO

The three versions of the Gladstone Regional Council Logo that you may use are shown below. The variations are intended to accommodate the range of applications that will be encountered in the real world, where size, available space and colour constraints restrict its use.

The relationships between the three main elements of the Gladstone Regional Council logo (the sail, the name 'Gladstone' and 'Regional Council') may NOT be altered. In order to ensure the integrity of the logo, it must always be reproduced from original artwork (digital file) supplied by the Council's Graphic Design and Branding Officer.

The three primary versions of the logo are shown below with the name used in digital files. If a company requires any other file type, please refer them to Council's Graphic Design and Branding Officer.

Style 1

This is the portrait style logo, it should be used in all instances unless space or size restricts its use.

*Full Corporate Logo,
Full Colour, 'Gladstone Regional Council' Text*

File name: GRC_FCLCMYK.jpg



Style 2

This is the landscape logo, it is mainly used on advertising material where its shape reduces the space required and allows for more efficient utilization.

*Corporate Logo Landscape,
Full Colour, 'Gladstone Regional Council' Text*

File name: GRC_CLLCMYK.jpg



Style 3

This is the sail logo, it is rarely used and should only be applied in consultation with Council's Graphic Designer.

*Gladstone Regional Council Sail Logo,
Full Colour, no text*

File name: GRC_SAILCMYK.jpg



LOGO USAGE

Typography

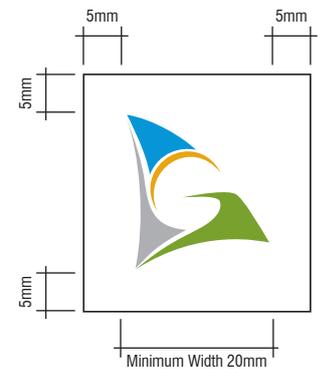
The typefaces used in the logo have been specifically designed and customised to suit the Gladstone Regional Council logo and it is not possible to recreate the logotype by standard typesetting. To maintain maximum recognition and impact, these typefaces must not be replaced with any other typefaces either by Council staff or a supplier.

Clear Space Requirements

To ensure that the logo appears prominently and without interference, it must always be surrounded by an amount of clear space, preventing other type or logos entering the zone and compromising the impact of the identity. The minimum space around the logo is 5mm at the required size.

Minimum sizes

Below is the minimum size for reproduction of the Gladstone Regional Council Logo for each variation.



Proportions

Do not allow the logo to be stretched or distorted horizontally, vertically or in any way. It must always be proportionally enlarged or reduced in size to fit the available space.



Backgrounds and Contrast

The corporate logo should always be used on an appropriate background. Colour and contrast both come into play when determining what is right and what is not.

A positive version of the logo should only be used on a white or neutral colour or tone that is no darker than the equivalent of 30% black.

A reverse version of the logo should be used on a black or neutral colour or tone that is no lighter than the equivalent of 70% black.

You should never apply the logo to a patterned or textured background no matter what the colour, as this will interfere with legibility. When applying the logo to a photograph or illustration the same considerations with respect to colour, contrast and texture apply.

Correct



Acceptable —
Clear, crisp and legible
with high contrast



Incorrect



Unacceptable —
Indistinct, low contrast



Incorrect



Unacceptable —
no white boxes
around logo

