

LOGOS

Parks Victoria logo Full colour



The full colour logo should only appear on a white background.

Parks Victoria Reversed logo



Pre-Outerglow



Post-Outerglow

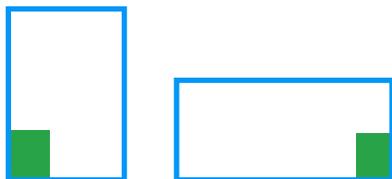
When placing the logo on an image with a light background, apply an 'Outerglow' effect using a darker colour from the surrounding environment. Never use black or exceed 45% opacity.

Parks Victoria Mono logo



Only to be used in special circumstances where colour is not an option.

Logo placement



Logo placement may vary depending on size and specification. For most publications the logo must appear bottom left in portrait and bottom right in landscape.

LOGOS

Minimum size



Print: 16mm



Digital: 34px

Clear space and Alignment



Based on the 'S' in 'Parks'

Incorrect usage



Make sure your logo is up to date



The colour should not be altered



Logos should not be outlined



Do not squash or stretch the logo



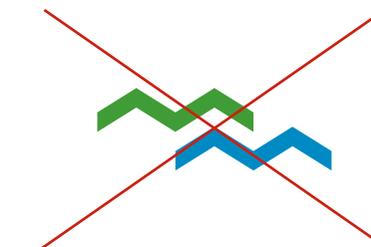
No reverse or spin animations



Never rotate the logo



The logo must be whole



The icons are not the logo





CO-BRANDING

Parks Victoria is an Endorsed Statutory Authority of the Victorian State Government. We use our own brand assets for consumer marketing and co-brand with the Victorian State Government on corporate communications.

This includes but is not limited to Media releases, Annual reports and presentations.

Parks Victoria and Victorian State Government logo

When the Victorian State Government logo appears in conjunction with the Parks Victoria logo the order must adhere to the following: Parks Victoria logo left, Victoria State Government logo right.



The State Government logo should be the same height as the Parks Victoria logo.

Third party logos



Logos must not exceed the height of the Parks Victoria logo and must appear visually balanced with the Parks Victoria logo.

Alignment



All logos must be bottom aligned with the Parks Victoria logo.

Order of logos



The Parks Victoria logo must be left aligned followed by Third party logos. For corporate communications the Victorian State government logo must be included and appear on the right.