Guidelines for using
The Heritage Council logo
March 2008
These guidelines introduce The Heritage Council logo. They have been compiled to ensure the identity is used correctly. Please adhere to them carefully so that the design can be consistently implemented.
1 THE LOGO DESIGN

The logo design consists of three elements: the block, the logotype and the icon. This is a locked design and should never be separated.

** colour version: **
The colour logo should always appear on a white or contrasting background so that it stands out. It should never appear on a clashing or similar tone background.

** black & white - primary version: **
This is the preferred option to be used for B/W print, newspapers or faxes. It should be used on white or light backgrounds.

** black & white - secondary version: **
This version is only to be used in B/W print jobs, newspapers or faxes when the logo must appear on a black background.
The logo has been designed using a single pantone colour with white. There are two secondary pantone colours which support.

**Primary Colours**

- **Red**
  - Pantone 1805
  - PROCESS: C: 0  M: 91  Y: 100  K: 23
  - RGB: R: 162  G: 47  B: 29
  - WEB: A2 2F 1D

- **White**
  - PROCESS: C: 0  M: 0  Y: 0  K: 0
  - RGB: R: 255  G: 255  B: 255
  - WEB: FF FF FF

**Secondary Colours**

- **Sage**
  - Pantone 5487
  - PROCESS: C: 35  M: 0  Y: 16  K: 54
  - RGB: R: 110  G: 128  B: 128
  - WEB: 6E 80 80

- **Camel**
  - Pantone 467
  - PROCESS: C: 9  M: 15  Y: 34  K: 0
  - RGB: R: 230  G: 216  B: 179
  - WEB: E6 D8 B3
This range of complimentary swatches supports the primary and secondary colours and allows for a versatile colour palette for The Heritage Council identity.
To ensure clarity of the design there is a suggested minimum size for usage. The minimum size for this logo is 40mm wide and its corresponding height. It must never be reproduced below this minimum size or never scaled either horizontally or vertically out of proportion.

Every logo requires a minimum amount of clearspace surrounding it to ensure it is not visually compromised. The minimum area of clearspace around this logo design is equivalent to 1/2 of the icon width/height. This space should always be left around the logo to ensure that it is reproduced clearly.
Occasionally, The Heritage Council logo needs to accompany other logo designs of different shapes and sizes. The Heritage Council logo should always be positioned at the same height as the accompanying logos, unless doing this takes it below its minimum size. The examples indicated should be used as guidelines.
We have outlined below some simple errors to avoid when using the logo.

The colours of the identity should never be changed, even to colours in the palette.

The font style or layout used in the identity should never be changed.

The position and proportions of the elements - type and icon - should never be altered.

The identity should never be distorted or stretched in any way.

The logotype and icon should never be taken out of the block.
The supporting typeface, which accompanies this identity, is Helvetica Condensed.

**Primary Font**
Helvetica Medium Condensed

**Secondary Font**
Helvetica Bold Condensed

ABCDEFghijklmnopqrstuvwxyz
0123456789

abcdefghijklmnopqrstuvwxyz
0123456789
There is a separate supporting graphic that resembles the icon used in the logo and this can be used when enlarged, in design layouts. It should be used in part, as a subtle supporting element, bleeding off the edge of the layout and it should never interfere with the logo design. Below are two examples of its correct implementation.
For further details on The Heritage Council logo, or to acquire the identity in specific formats, please contact our Communications Officer.