

# Tasmanian State Government logo usage guidelines

## Format

There are two formats of the Tasmanian Government logo – horizontal and vertical. Select the format that will achieve the most effective representation of the logo in the space available.



*Vertical version of Tasmanian Government logo*



*Horizontal version of Tasmanian Government logo*

## Colours

The logo appears in three colours: Blue PMS 653, Olive PMS 618 and Black. If the logo is to appear in one colour, it must be black or Blue PMS 653, either positive (black logo on white background) or reversed (white logo on a solid background).

If the logo is to appear on a coloured background, a mono version of the logo should be used. Use either black or white, whichever provides maximum contrast.

The logo is not to appear on an image, such as a picture or photo, where it can be avoided. If the logo has to appear on an image, use a mono version (either white or black) for maximum contrast.



*Tasmanian Government logo colours*



*Black mono vertical version of Tasmanian Government logo*



*Black mono horizontal version of Tasmanian Government logo*



*Blue mono vertical version of Tasmanian Government logo*



*Blue mono horizontal version of Tasmanian Government logo*



*Reverse mono black vertical version of Tasmanian Government logo*



*Reverse mono black horizontal version of Tasmanian Government logo*



*Reverse mono blue vertical version of Tasmanian Government logo*



*Blue mono horizontal version of Tasmanian Government logo*

## Size

The minimum size for reproduction of the logo is **20mm wide if vertical and 30mm wide if horizontal**.

A certain amount of space must be maintained around the logo. The exclusion zone shows the minimum space required which must be left clear. This is measured by the 'T' in 'Tasmania' in the vertical logo and the 'a' in 'Tasmania' in the horizontal logo.



Minimum 20mm in width



Minimum 30mm in width



Exclusion zone around the logo is determined by the height of the 'T'



Exclusion zone around the logo is determined by the height of the 'a'

## Do's and don'ts

Below are examples of best and worst-practice uses of the Tasmanian Government logo:



The logo must only be used in the forms specified and illustrated in the Style Guide and Logo Policy



Do not put the department or business unit name underneath the logo or to appear as part of the logo



Do not use any other colours or use any other typefaces other than those specified



Do not create your own version or add text underneath



No outlines of any kind can be used



Do not change the format, colour or shape of the logo



Do not place the colour logo on a coloured background or an image, use the mono version