

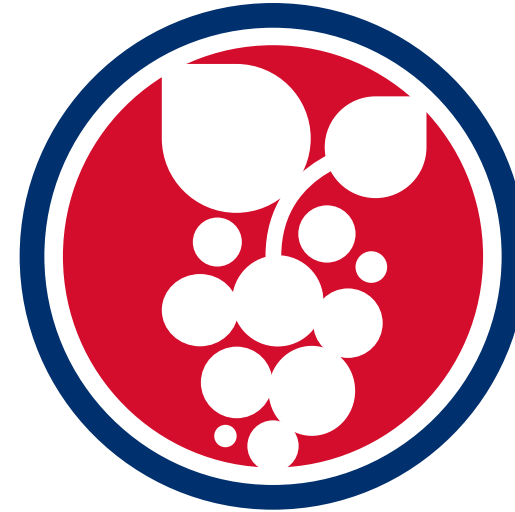
Milawa Primary School

style guide 2015

MILAWA PRIMARY SCHOOL LOGO RATIONALE

The refreshed Milawa Primary School logo carries forward the existing 'grape' icon and colours symbolising the strong connection to community and the regional world class grape growing and wine industry.

The refreshed symbolism represents the individualism of the students within the school community. It portrays ideas of grouping and working together and a learning journey of growing, building and consolidating.



MILAWA
Primary School

COLOR REPRODUCTION

The Milawa Primary School logo will predominantly be reproduced in full CMYK color.

When full color is not an option, the logo can be printed in solid black, positive or 2 color PMS version.

DIGITAL FILE FORMATS

Each logo version is available as a PDF, TIFF, PNG and JPG file. Each logo version is also available as both a CMYK and RGB, Grey scale and reversed.



COLOR | to be used in all general color applications



SOLID BLACK AND REVERSED | for use on colored back grounds / limited color reproduction

COLOR PALETTE

The colors selected are intended for reproduction in commercial print or web design.

CMYK

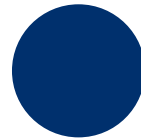
Use these color values for offset printing.

Use Pantone PMS spot colors whenever possible or when an exact match is required. Use the process CMYK values when PMS spot color are impractical.

HEX & RGB

These RGB values are the conversions of the CMYK colors. Refer to these values when it's possible to use, or necessary to use precise RGB matching of the colors.

PRIMARY COLOR PALLETE

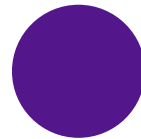


Pantone 294C
C100, M69, Y7, B30
HEX #002f6c
WEB SAFE #003366

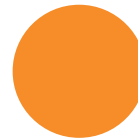


Pantone 186C
C2, M100, Y85, B6
HEX #c8102e
WEB SAFE #cc0033

SECONDARY COLOR PALLETE



Pantone 2597C
C80, M99, Y0, B0
HEX #5c068c
WEB SAFE #660099



Pantone 1495C
C0, M44, Y89, B0
HEX #ff8f1c
WEB SAFE #ff9933



Pantone 368C
C65, M0, Y100, B0
HEX #78be20
WEB SAFE #66cc33



Pantone 1235C
C0, M28, Y89, B0
HEX #ffb81c
WEB SAFE #ffcc33

CLEAR SPACE

The logo must always be positioned with an area of clear space around it. Clear space refers to an area surrounding the logo that is free of any visual elements.

Having clear space prevents the logo from being diminished in importance by being crowded, cluttered or inappropriately positioned too close to edges.

MORE CLEAR SPACE IS BETTER

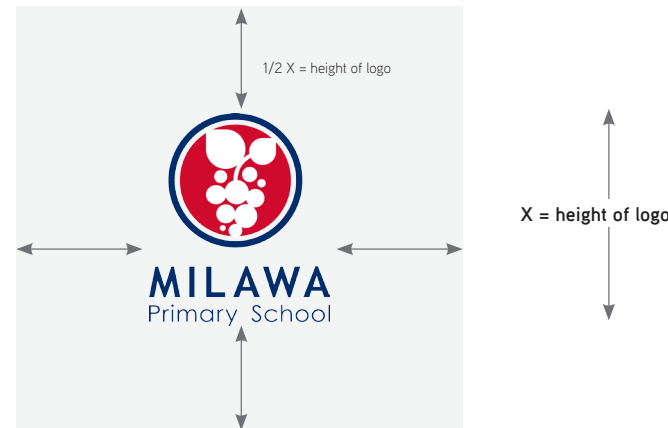
The clear space diagram shown right represents the minimum amount of clear space permitted. If possible, increase the amount of clear space to equivalent to or two thirds the logo-height.

POSITIONING THE LOGO ALONG EDGES

The clear space also determines the distance from the edge of the page (or sign etc) that the logo signature can be placed. Do not place the logo closer than 1/2 the logo-height to an edge.

A SIMPLE WAY TO DETERMINE CLEAR SPACE:

Divide the height of the logo in half, this 1/2 logo-height measurement is the minimum clear space that surrounds the logo. Imagine a rectangular border around the logo that is 1/2 logo-height away from any other element. Do not let anything (including an edge) intrude into this space.



Minimum clear space = 1/2 logo-height

LOGO DISPLAY

The logo should be presented respectfully. The logo should never be obscured or crowded by other elements and it should never be squeezed or otherwise distorted. Nothing should be placed on top of the logo or name. Always maintain a clear space around the logo.

Never distort the logo

The logo should not be altered. The spacing, proportions and positioning has been carefully determined. Following these guidelines and using the master logos supplied will ensure the proper application of the graphic.



DON'T place any image or type on top of the logo
DON'T apply fonts that are not approved



DON'T distort the logo by condensing, slanting or expanding it



DON'T tilt or alter the angle of the logo or the name.
DON'T outline the logo or the name.



DON'T apply colors that are not in keeping with the color style palette.
DON'T let any elements intrude into the logo clear space.

TYPOGRAPHY

A general use type face licensing for Milawa Primary School has not been purchased.

The following type faces are recommended for general use.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Light