Nowra CBD Revitalisation Strategy Committee

Meeting Date:	Wednesday,	13 March, 2019
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Location: Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra

Minutes Attachments

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Revitalisation Committee NOWRA CBD

Revistalisation Committee Nowra CBD **Logo Guidelines**

2019



Logo Variations

The Revitalisation Committee Nowra CBD logo is a type base logo that can appear on it's own or in combination with the Shoalhaven City Council logo. The logo can present in three ways, colour, white or black.



Colour

The colour logo should be given preference over all versions unless



Black

For use where colour reproduction is not available or appropriate. It should be applied on a white or light background.



White

For use on dark backgrounds when it is not possible to accommodate the colour logo.













Specifications

Colours



Pantone 541

Print C100 / M58 / Y9 / K46 Screen R0 / G60 / B113 Web #003C71



Black

Print C0 / M0 / Y0 / K100 Screen R65 / G64 / B66 Web #333333

Spacing

To maintain the clarity and integrity of the brand, a minimum size and clear space must be observed in all instance.



Clear Space

An invisible frame that is a minimum area surrounding the logo, it must remain free of other elements. The proportions of clear space is defines by the height of the N in Nowra.



Co Branding Spacing

When Co Branding with brands other than Shoalhaven City Council, the secondary logo should be placed to the right with with a 0.5mm line separating with the clear space of N on either side of the line.



Minimum Size

Revitalisation Committee Nowra CBD logo should be larger or equal in size to other logos. Should not be smaller than 30mm in width.



Logo Reproduction

Incorrect usage

Do not distort, place on angles or position on complex backgrounds.





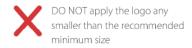














complex backgrounds or

images that diminish the presence of the logo









