

Keep Australia Beautiful Corporate Identity Guidelines

Introduction

This corporate identity guideline sheet provides specifications for reproductions of the Keep Australia Beautiful logo and supporting graphics. The logo must be used in its entirety (*ie.* symbol and type) and in correct proportion at all times. It cannot be stretched, distorted or coloured in any way. The logo must never appear on a background that affects the legibility of the logo.

The Logo

Positive version (2 colour)



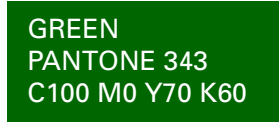
Reverse version (2 colour)



State Identity version (2 colour)



Corporate Colours



Corporate Typeface

Univers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

The typeface selected for corporate stationery items is Univers.

Minimum size reproduction



The corporate logo should never be reproduced smaller than 25mm in width.

Examples of logo use



1 colour positive



1 colour reverse

Exclusion Zone

