

## Background

The use of the Ipswich City Council logo is governed by strict corporate identity guidelines that also regulate the application of graphics developed by Ipswich City Council.

Ipswich City Council's support for activities and events.

Placement of any Ipswich City Council Logos lends kudos to your sponsored initiative and demonstrates.

These guidelines specify the way in which the City of Ipswich logo should be used on all promotional materials you produce for your initiative.

Throughout this document the term "City of Ipswich Logo" refers to the graphics below:



*"City of Ipswich Logo" Colour version*



*"City of Ipswich Logo" - Inline*

## Where to use the logo and graphic

The City of Ipswich logo should be applied to all materials produced for your sponsored initiative including signage, invitations, posters, programs, newsletters, advertising, websites, merchandise and brochures once a draft of each has been approved by Ipswich City Council.

## Size and Scale

The minimum logo size is 12mm wide, see right. Please note example is not scaled to size.

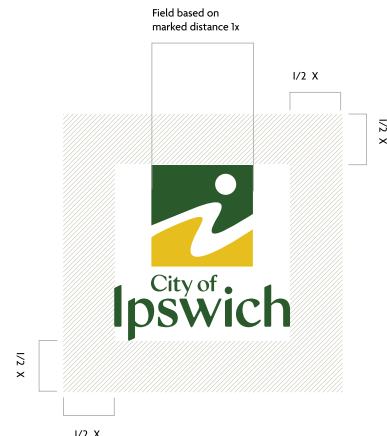


12mm

## Minimum fields

A minimum field should always be observed so any logo has adequate 'breathing space'. The diagram (right) logo has defined minimum fields, identified by the grey grid which appears around the Logo.

No graphics, images included, should encroach upon the field identified. The field identified should always be scaled within proportion of the Logo.



## Logo restrictions

The City of Ipswich Logo and Community Logo should never be altered in any way other than described within these guidelines. The examples on this page show some common mistakes that should be avoided. Please observe these rules to maintain a consistent and professional reproduction of the Council brand



The full colour logo should never appear on foreign coloured background.



No other colours should be used apart from the corporate colours on the City of Ipswich Logo. Colours should never be changed.



The Logo should never be reproduced as an outline



The full colour logo should never appear on an image background. The logo must be produced in a colour that provides sufficient contrast with the background.



The symbol should never be used with out the words City of Ipswich.



The logo should never be reproduced in white on a light background.

## Available Logos

Logos are available in both high resolution (for printed publications) and general use (ie for websites) in colour or black and white. Files will be supplied by email.

### City of Ipswich Logo - Colour



### City of Ipswich Logo - Inline Colour



### City of Ipswich Logo - Monochrome



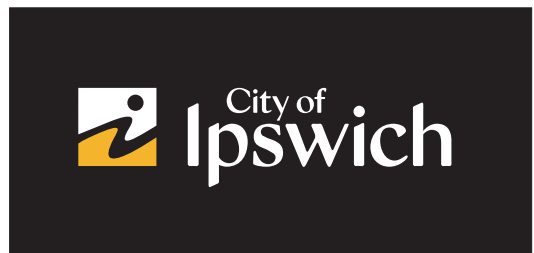
### City of Ipswich Logo - Inline Monochrome



### City of Ipswich Logo - Reverse Colour



### City of Ipswich Logo - Inline Reverse Colour



## More information

If you would like more information about how to apply any Ipswich City Council logo, please phone Marketing Branch, Ipswich City Council on (07) 3810 6550 or [marketingrequests@ipswich.qld.gov.au](mailto:marketingrequests@ipswich.qld.gov.au)