

City of Ipswich

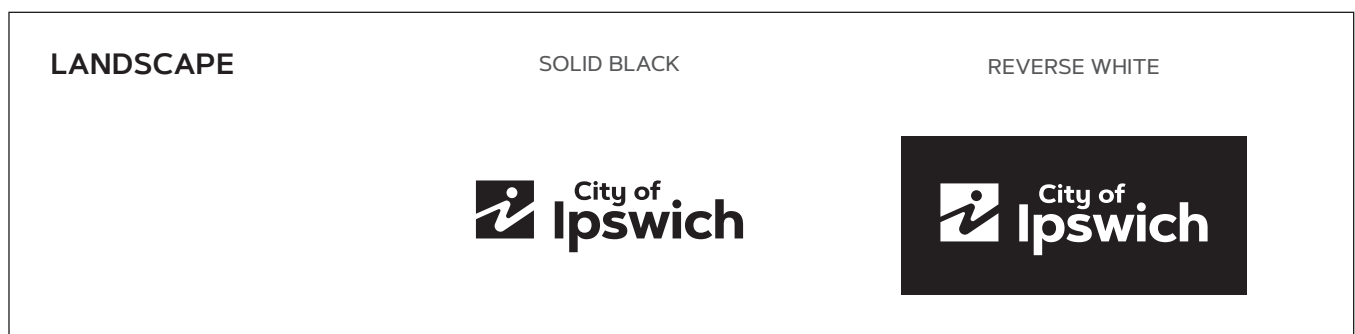
Guidelines for use of the City of Ipswich Logo

The City of Ipswich logo forms the basis of our organisation's visual identity and reflects who council is in symbolic form.

These guidelines provide instruction and specifications on how to use the Ipswich City Council's visual identity and must be used consistently to reflect the image, integrity and high standards of council.

The logo remains the sole property of Ipswich City Council and approved logos must be used appropriately and must not be recreated, manipulated or changed in any manner under any circumstances.

AVAILABLE LOGOS



Both logos are available in .jpeg and .eps format.

The logo (.jpeg format) works best on a white background, however if inserting on a solid colour background it is recommended to use the .eps file type.

SIZE AND SCALE

Logo sizes are specified to maintain the clarity of the logo and ensure consistency in reproduction. The City of Ipswich logo must not appear smaller than 14mm wide.

When used in conjunction with other logos, the City of Ipswich logo must be of equal or larger size.



CLEAR SPACE

The clear space denotes the area around the logo in which no other type, graphic or photographic element may encroach. This minimum field should always be observed so any logo has adequate 'breathing space'.

The example has defined minimum clear space identified by the grey grid surrounding the logo.

Clear space
= ½ width of
logo square



INCORRECT USE

Correct and consistent use of the City of Ipswich visual identity will establish and maintain the strength of the council brand. The examples show common mistakes that should be avoided.

- The logo should not be reproduced as an outline
- The logo should not be used without the words City of Ipswich
- Colour should not be changed
- The logo should not appear over an image
- The logo should not be placed on a background that makes it illegible.



MORE INFORMATION

If you would like more information on how to apply the City of Ipswich logo, please contact the Ipswich City Council Marketing and Promotion Branch on (07) 3810 6550 or marketingrequests@ipswich.qld.gov.au

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ipswich.qld.gov.au

