

Welcome to the design guideline for co-branding with Carers Victoria. The purpose of this document is to maintain consistency of Carers Victoria brand across all co-branded communication material – printed and electronic.

Logo

Inline logo is used as the primary option.

Minimum logo size

Inline: 15mm h x 18mm w

Stacked: 7mm h x 25mm w



Full colour logo on a white background.



White (reversed out) logo to be used on coloured background



Grey logo is only used for black and white materials, where colour is not an option.

Carers Victoria colour palette

The Carers Victoria colour palette consists of three primary colours – **coral**, **blue** and **grey**.

For consistency, only use the exact colour specifications provided here.

Blue

PANTONE: 7690 CP
CMYK: 95, 41, 10, 0
RGB: 0, 118, 168
#0076A8



Coral

PANTONE: 7418 CP
CMYK: 8, 83, 55, 5
RGB: 205, 84, 91
#CD545B



Grey

PANTONE: Cool Gray 8
CMYK: 23, 16, 13, 46
RGB: 136, 139, 141
#888B8D



Logo position

Allow generous amount of white space around the logo so it stands out.

Partner logos and the Carers Victoria logo should appear side-by-side at a similar size with clear space separating each.



DO NOT STRETCH OR SQUASH THE LOGO



DO NOT ROTATE THE LOGO



Technical tips

Pasting a logo (or any image!) into word it can make your layout go a little bit crazy. The best way to manage this is to ensure the "Wrap text" option for the image is either: "Behind Text" or "In Front of Text". This will allow you to move the image freely around the page. Go to "Picture Format" and click on the "Wrap Text" icon



Resizing a logo can easily change proportions and make the image look squashed or stretched. The safest way to change the size through "Picture Format" using the Height and Width adjustment boxes. Make sure the "Aspect Ratio" is locked so the height and width change in proportion together.

