



Guidelines for use of the City of Ipswich LivCom Logo

Background

The use of the City of Ipswich LivCom logo is governed by strict corporate identity guidelines that also regulate the application of graphics developed by Ipswich City Council. Placement of any Ipswich City Council logo's lend kudos to your sponsored initiative and demonstrates Ipswich City Council's support for activities and events.

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

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



"City of Ipswich LivCom Logo" colour version

Where to use the logo and graphic

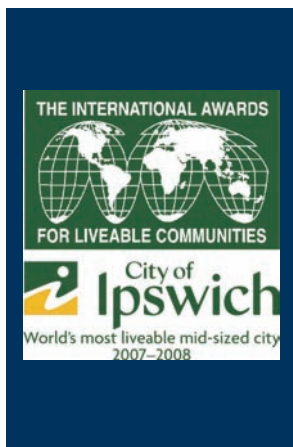
The City of Ipswich LivCom logo should be applied to all materials produced for your sponsored initiative including signage, invitations, posters, programs, newsletters, advertising, websites, merchandise and brochures.

Logo restrictions

The City of Ipswich LivCom 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 an image background. The logo must be produced in a colour that provides sufficient contrast with the background.



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

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 6632.