

LOGOS

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REQUEST FOR RIGHTS TO USE LOGOS

Please contact the Isaac region Brand, Media and Communications team for permission to use any Isaac region logos contained in this brand guide. Approved parties will be supplied with high resolution copies of the correct logo(s).

Brand, Media and Communications

Email: communication@isaac.qld.gov.au

Please use within the confines of these guidelines.

1.01

ISAAC REGION PRIMARY LOGO

This is our logo and we're very proud of it. We use it locally, nationally and globally to identify the Isaac region – so please look after our hardworking mate. We know we can trust you to make sure it's used correctly and with respect. The following pages will show you how.

Natural features from the region have inspired the visual style. The blue symbolises the river systems that connect communities throughout the area, the brown represents the earth and the green is a nod to our natural and agricultural assets.

The logo is available in four configurations – landscape and stacked, with and without the tagline – and three variations for each configuration. One of these variations is full colour (our favourite), which utilises our traditional brand colours.

This logo is our primary logo and should be used on most communications. Our preference is the landscape logo.

Examples of this usage can be found on pages 49-74 of the style guide.

LOGO AND USAGE

LANDSCAPE CMYK



LANDSCAPE CMYK NO TAGLINE



STACKED CMYK



STACKED CMYK NO TAGLINE



1.02

LOGO VARIATIONS

ISAAC REGION LOGO VARIATIONS

GREYSCALE



BLACK



WHITE



GREYSCALE (NO TAGLINE)



BLACK (NO TAGLINE)



WHITE (NO TAGLINE)



1.02

LOGO VARIATIONS

ISAAC REGION LOGO VARIATIONS (WITH TAGLINE)

GREYSCALE



BLACK



WHITE



1.02

LOGO VARIATIONS

ISAAC REGION LOGO VARIATIONS (NO TAGLINE)

GREYSCALE



BLACK



WHITE



1.03

CO-BRAND LOCKUPS

We understand the strengths that lie in a great partnership because teamwork and mateship are what make Isaac so special. But it's important our logo is handled carefully.

Please use the Isaac region logo without the tagline for all co-branding artwork.

Please note that this is for use of co-brand lockups and the Isaac region logo on it's own is recommended to be used on the right.

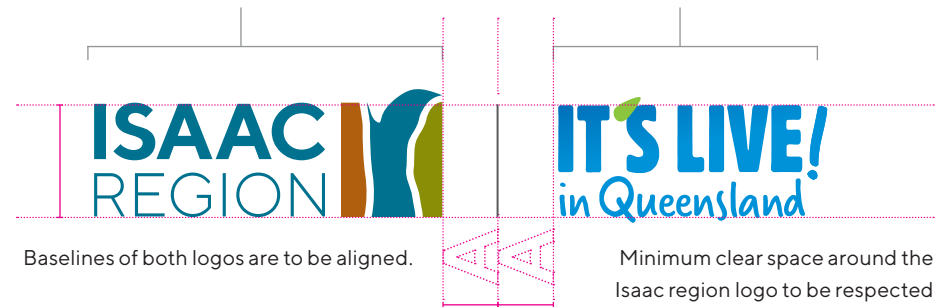
Where appropriate, match the cap height of the partner logo to the height of the icon. The Queensland Government logo must appear to the right of the Isaac region logo.

PARTNERSHIPS

CO-BRAND LOGO LOCKUP COMPOSITION

The Isaac region logo is always positioned to the left of the composition.

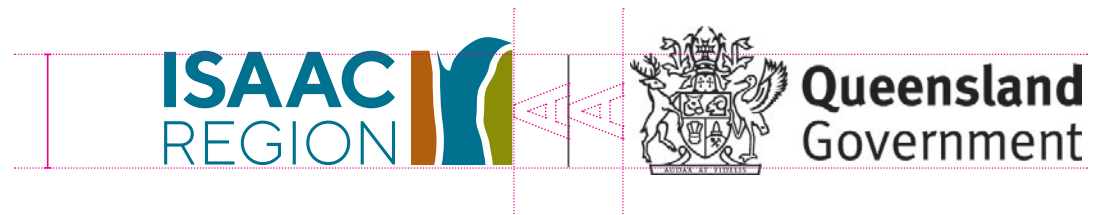
Partner logo is positioned to the right of the Isaac region logo.



Baselines of both logos are to be aligned.

Minimum clear space around the Isaac region logo to be respected and mirrored to create the distance between the divider line and the logos.

Grey divider line height is equal to the height of the text block.



1.04

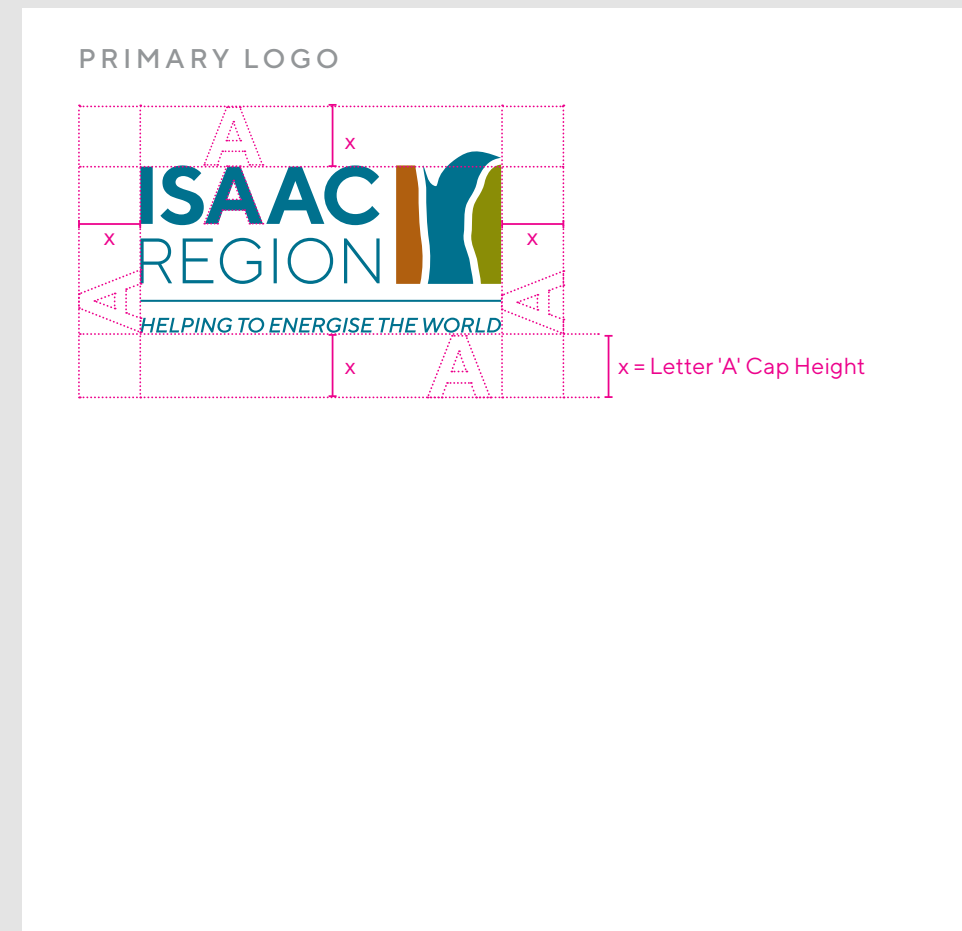
LOGO RULES

CLEAR SPACE

We love clear space and fresh air in the Isaac region. There's lots of it. We like it around our logo too. Clear space is the minimum area around our logo you must keep clear of any visual elements or text.

Our logo's clear space has been determined by using the capital letter height (cap height) measurement.

Wherever possible, please allow for more clear space than the minimum requirements, however, never use less space than the minimum.



MINIMUM SIZE

Minimum size specifications ensure the logo remains clearly legible in all applications and all methods of reproduction.

PRIMARY CMYK



30mm

CMYK (NO TAG)



25mm

BLACK (NO TAG)



20mm

STACKED CMYK



30mm

CMYK (NO TAG)



16.5mm

BLACK (NO TAG)



13mm

INCORRECT USE

When you use our logo incorrectly, you're letting your mates down. It compromises our brand and affects our reputation. The way we present Isaac is vital and we strive for consistency and integrity in every single piece of communication.

Maintaining consistency and quality are the reasons we created this style guide, so please drop in and refer to it often.



DO NOT flip the icon and text positions



DO NOT rotate the logo



DO NOT change the colours of the logo



DO NOT stretch the logo



DO NOT compress the logo



DO NOT change the proportions of the logo



DO NOT change the logo typeface



DO NOT remove the icon



DO NOT add shadows or effects to the logo