

LOGO COLOURS

victorian premiers'
reading
challenge

BLACK

C 0 M 0 Y 0 K 100

R 0 G 0 B 0

WEBSAFE # cccccc

HEX # 000000

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PMS COOL GREY11 C

C 44 M 34 Y 22 K 77

R 83 G 86 B 90

WEBSAFE # 666666

HEX # 53565a

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WHITE

C 0 M 0 Y 0 K 0

R 255 G 255 B 255

WEBSAFE # cccccc

HEX # ffffff

The above are the recommended logo colours. Background colours of collateral should be based on PRC artwork.

MINIMUM SIZE AND CLEAR SPACE

Clear Space

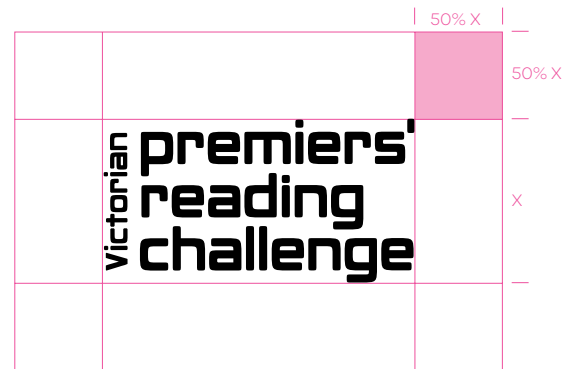
To maintain the clarity and integrity of the logo, a minimum 'clear space' must be observed in all applications. Clear space creates an invisible frame that is a minimum area surrounding the logo that must remain free of any conflicting visual element. Wherever possible, apply additional clear space beyond the minimum requirement.

Minimum Size

Minimum size specifications are provided to ensure the logos are reproduced effectively at a small size.

Minimum size specifications must be observed in all applications. Where there is a question of the quality of reproduction, the logo must be used at a size larger than the minimum size.

Print applications



Web applications

