

Guidelines for using the AusStay logo



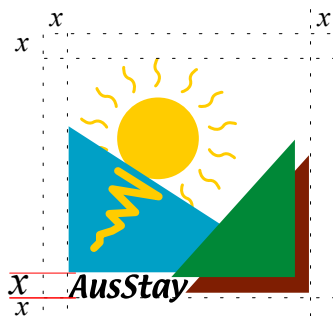
Full-Colour version



One-Colour version



On background other than white



Clear space guidelines

Overview

These guidelines show the correct treatment of the AusStay logo in collateral, advertisements, promotions, packaging, manuals, the World Wide Web and other communications materials.

The AusStay logo

The AusStay logo consists of the 'sun, water, grass, earth' graphic and the AusStay logotype (that is, the AusStay name set in type). The 'sun, water, grass, earth' graphic and the AusStay logotype must always be used together in an approved configuration. Never use the 'sun, water, grass, earth' graphic alone.

Graphic Guidelines

Always reproduce the complete logo from the electronic artwork provided. Do not alter the logo in any way. Do not animate, mutate or otherwise distort it. Do not rotate it or render it three-dimensional. Do not use any part of the logo as a decorative element, background or pattern.

Do not alter the relationship between the graphic and logotype in any way, and do not add words or numbers to the logo. Do not set type yourself, change the font, or alter the size, proportions or space between letters.

Logo Colours

The AusStay logo is available in the preferred full-colour (CMYK), three-colour (RGB) and a one-colour version. The version selected will depend on the medium and design of the communications piece, the printing technique used, and the surface printed on.

You can download the logos from the AusStay web site, or request them to be sent to you electronically by sending an email to marketing@ausstay.com

Full-Colour version

The ideal presentation of the AusStay logo for printing is in full colour, using four-colour process inks. This version is strongly recommended for use on all printed colour materials. This logo is available from <http://www.ausstay.com/logos/AusStay4colour.zip>

Three-Colour version

The only acceptable presentation of the AusStay logo for use on screen (on the World Wide Web, in multimedia titles, for presentations or other on-screen use) is in RGB colour. This logo is available from <http://www.ausstay.com/logos/AusStay3colour.zip>

One-Colour version

In black and white media such as newspaper articles, ads, or flyers the one-colour logo can be used in screen tints of black. This logo is available from <http://www.ausstay.com/logos/AusStay1colour.zip>

Background colours

The preferred background colour for the AusStay logo is white. The logo can also appear on black or other colours, and on photographic backgrounds, as long as the legibility of the logo is not diminished. When used on backgrounds other than white, a white background conforming to the size of the clear space guidelines must be used behind the logo.

Size

The AusStay logo is available in resizable EPS format, which can be reduced or enlarged as needed. Never reduce or enlarge the AusStay logo from anything other than the EPS version.

Clear space

Clear, open space is an integral part of the AusStay logo design. Do not place graphics, type, photographs or illustrations inside the minimum clear space dimension on all sides of the logo. The minimum clear space 'x' is equal to the distance between the bottom of the upper-case 'A' in the logotype and the bottom of the sea element of the graphic logo. Remember that this is the minimum; whenever practical, allow more space around the logo.