



**LATROBE CITY
COUNCIL**

Logo Toolkit

July 2024

Logo family

The Latrobe City Council logo carries its iconic wave that has been synonymous with the brand for over 20 years.

The abstract wave shape represents the land, radiating an energetic flow and view to the future with optimism; a transformative region.

The Latrobe City Council logo should be applied to all marketing and communications in a consistent manner. This includes print, digital and signage.

It must never be redrawn or typeset and should only be reproduced from the master artwork.

Horizontal (Master)



Vertical (Secondary)

Use this logo where the master logo cannot be used.

Supplied on request only.



Clear space and minimum size

The Latrobe City Council logo needs to be surrounded by an area of uninterrupted clear space to keep it clear and prominent. Clear space is the non-print area surrounding the logo and is important to ensuring the logo stands out and can be read properly.

No other graphic elements (such as photography or typography) should appear within this zone. Whenever possible, apply more clear space than the minimum specified.

To avoid any possible reproduction problems, the logo must never be reproduced at a size smaller than the minimum specified width.

Master logo example



Secondary logo example



Logo colourways

As a preference the colour logo should be used. Where this isn't possible, the mono logo can be used, e.g. single colour print applications.

Below are the accepted colourways.



Colour positive



Colour positive



Mono reverse - dark colours



Mono reverse - dark colours



Mono positive - light colours



Mono positive - light colours

Incorrect usage

All Latrobe City Council logos should only be used as described on the previous pages. This page highlights some possible incorrect usages.

Under no circumstances should any other text or logos encroach on the Latrobe City Council logo.

Any alteration or deviation from the original logos should be avoided.



Do not add drop shadows



Do not change colours of individual elements



Do not distort the proportions



Do not crop the logo



Do not alter the proportions of the logo



Do not display at an angle



Do not place a white logo on a white image



Do not mask an image inside the logo



Do not outline or use colours that are not specified in this style guide



Do not use a jpeg on a dark background

Third party lock-up

Where Latrobe City Council is working in collaboration with its sub-brands, it must always be on the left hand side of the lock-up.

When using the Latrobe City Council logo in a third party lock-up, careful consideration must be given to sizing and balance. The size of the relationship of the Latrobe City Council logo and the logo of the third party or parties must appear visually balanced. If in doubt, align to the logos centre. Spacing must be as per applicable logo exclusion guidelines.

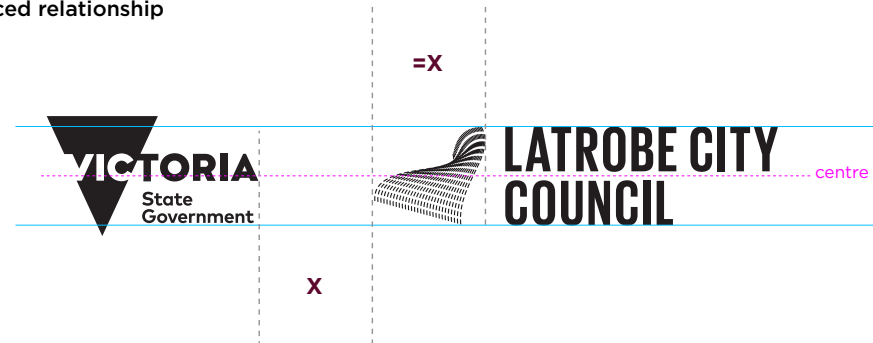
Where Latrobe City Council is working in collaboration with federal and/or state governments, the logo positioning shall be in accordance with the guidelines of the federal and state governments, in hierarchical order.

Where Latrobe City Council is working in collaboration with other agencies a hierarchial order is preferred, unless Latrobe City Council is the main contributor.

Third party lock-ups



Balanced relationship





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Disclaimer

By using the Latrobe City Council logo and resources supplied with this toolkit, you agree to follow the Latrobe City Council logo guidelines in our toolkit – as well as all other Council policies.

Questions relating to this toolkit or applications should be directed to Latrobe City Council's Communications and Marketing teams

[**comms@latrobe.vic.gov.au**](mailto:comms@latrobe.vic.gov.au)