



Mental Health Council of Tasmania

Logo guidelines

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Further information

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1. Logo versions

Versions and formats overview

	Vertical format	Horizontal format		Vertical format	Horizontal format
Original (full colour)					 <div>Other colour versions: <div>PMS 7417</div><div>PMS 151</div><div>PMS 109</div></div>
Mono colour	 <div>Other colour versions: <div>PMS 7417</div><div>PMS 151</div></div>	 <div>Other colour versions: <div>PMS 7417</div><div>PMS 151</div></div>			
Mono (black & white)					
Reverse (white)				 <div>Other colour versions: <div>PMS 7417</div><div>PMS 151</div><div>PMS 109</div></div>	

1. Logo versions

Original (full colour)

Usage

- For stand-alone use on white background only
- Use without other MHCT design elements and imagery

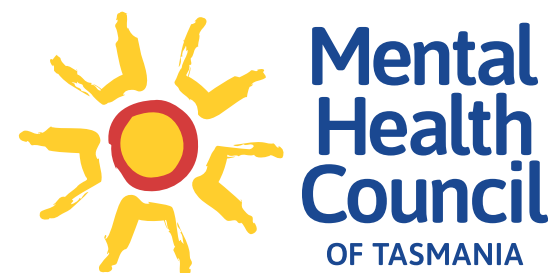
Applications

- Basic documents
- Basic presentations
- Basic signage (logo only without other MHCT design elements and imagery)
- Supporter logo (when used as major supporter logo or when a full colour version is required)



Full colour vertical

File name: MHCT_Logo-FullColour-Vert



Full colour horizontal

File name: MHCT_Logo-FullColour-Hor

1. Logo versions

Mono colour

Usage:

- For use on white background only
- Also available as red and orange versions

Applications

- Documents
- Presentations
- Supporter logo (supply colour version to suit end use)



Mono colour vertical

File name: MHCT_Logo-MonoCol-285-Vert



Mono colour horizontal

File name: MHCT_Logo-MonoCol-285-Hor

Other colour versions:

PMS 7417

PMS 151

1. Logo versions

Mono (black & white)

Usage:

- For use on white background only

Applications

- Black and white documents
- Supporter logo (black & white applications)
- Newsprint reproduction



Mono vertical

File name: MHCT_Logo-Mono-Vert



Mono horizontal

File name: MHCT_Logo-Mono-Hor

1. Logo versions

Reverse (white)

Usage:

- For use on solid colour background only (ensure sufficient contrast)

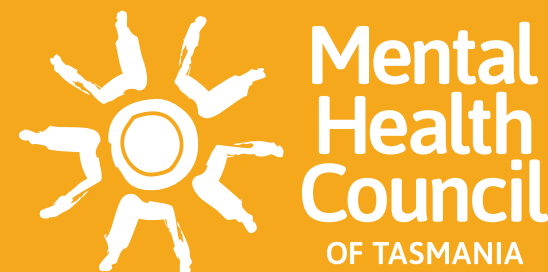
Applications

- Documents
- Presentations
- Banners
- Supporter logo (when used on solid colour background)



Reverse vertical

File name: MHCT_Logo-Reverse-Vert



Reverse horizontal

File name: MHCT_Logo-Reverse-Hor

1. Logo versions

Mono colour – block

Usage:

- For use on white background, complimentary background colour or over image
- Also available as red, orange, yellow block (see colour spec below)

Applications

- Documents
- Presentations
- Supporter logo (when used as above)



Other colour versions:

PMS 7417

PMS 151

PMS 109

Mono colour – block – vertical

File name: MHCT_Logo-MonoColBlock-285-Vert

Mono colour – block – horizontal

File name: MHCT_Logo-MonoColBlock-285-hor

1. Logo versions

Mono – block

Usage:

- For use on white background or over greyscale images

Applications

- Black and white documents
- Supporter logo (black & white applications)
- Newsprint reproduction



Mono – block – vertical

File name: MHCT_Logo-MonoBlock-Vert



Mono – block – horizontal

File name: MHCT_Logo-MonoBlock-hor

1. Logo versions

Mono colour – banner style

Usage

- Must be aligned to document top edge only (as shown on right)
- Use on white background, over images, patterns and solid colours
- In-house and design output only (not for supply for supporter or promotion purposes)

Applications

- Documents
- Document covers
- Presentations
- Posters
- Banners
- Specific design materials (prepared by designer)



PMS 285



PMS 7417



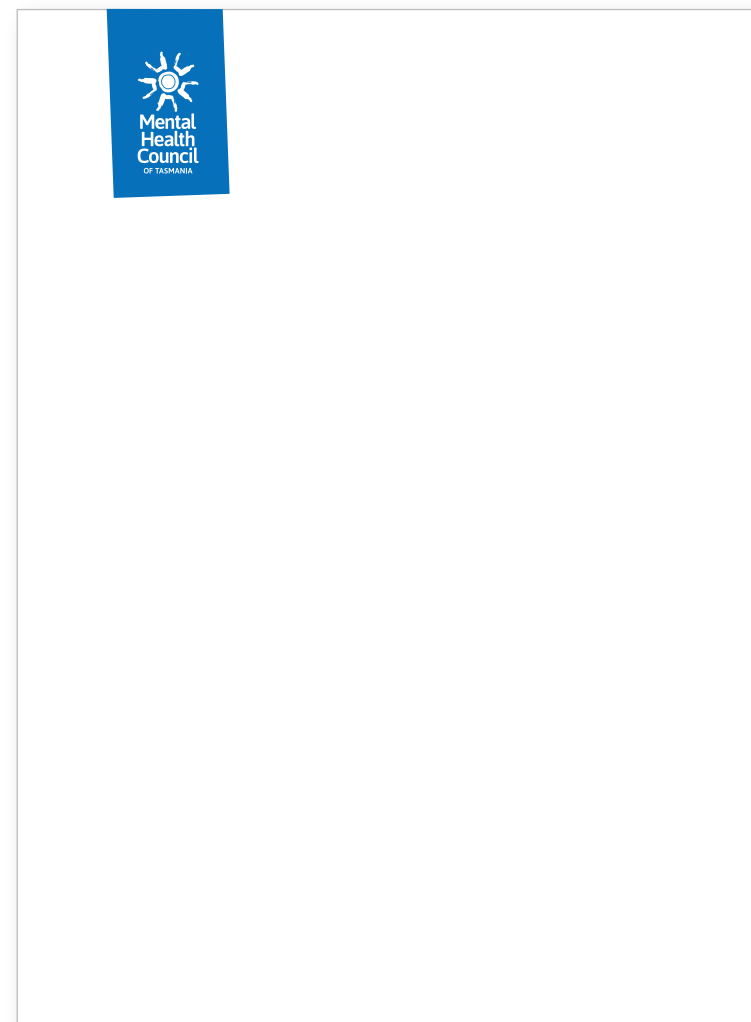
PMS 151



PMS 109

Mono colour – banner style

File name: MHCT_Logo-MonoCol-Banner-(PMS)



2. Logo guidelines

How not to use



Do not use mono colour logo on a coloured background

Do not use mono colour logo on top of an image or pattern

Do not use the banner version logo without aligning to top edge of document



Do not rearrange or alter logo elements (graphic / type)

Do not change logo colour or the colour of logo elements (graphic / type)

Do not use reverse logo version on light coloured backgrounds

How to use correctly



Always use a reverse version logo on a coloured background

Always use a block or banner version logo if placing on top of an image or pattern

Always align banner version logo to top edge of document



Always select the correct logo format to suit your layout (vertical or horizontal format logos)

Always select a logo colour which compliments the background colour and provides good contrast

Always ensure sufficient contrast when using reverse logo version

2. Logo guidelines

Minimum sizes

	Vertical format	Horizontal format
Colour and mono versions	 <p>Vertical minimum height: 23mm</p>	 <p>Vertical minimum height: 13mm</p>
Mono and mono colour – block	 <p>Vertical minimum height: 26mm</p>	 <p>Vertical minimum height: 15mm</p>
Reverse	 <p>Vertical minimum height: 23mm</p>	 <p>Vertical minimum height: 13mm</p>
Mono colour – banner style	 <p>Vertical minimum height: 26mm</p>	

Spacing

The 'M' caps height is used to determine minimum free space around logos as shown:



3. Colour palette

Pantone Matching System



PMS 288	PMS 285	PMS 7427	PMS 7417	PMS 151	PMS 130	PMS 109	PMS 7482	PMS 376
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Process colour

C 100	C 90	C 7	C 0	C 0	C 0	C 0	C 95	C 53
M 75	M 48	M 100	M 80	M 55	M 30	M 10	M 0	M 0
Y 6	Y 0	Y 67	Y 80	Y 100	Y 100	Y 100	Y 90	Y 96
K 24	K 0	K 31	K 0	K 0	K 0	K 0	K 0	K 0

RGB

R 0	R 0	R 150	R 194	R 255	R 240	R 254	R 0	R 122
G 44	G 115	G 23	G 77	G 121	G 171	G 209	G 165	G 184
B 119	B 207	B 46	B 82	B 0	B 0	B 0	B 81	B 0

4. Fonts

Office use

Calibri font family

Available on all PC & Mac systems

ABC abc 123

Calibri Light

ABC abc 123

Calibri Regular

ABC abc 123

Calibri Italic

ABC abc 123

Calibri Bold

ABC abc 123

Calibri Bold Italic

Design output

Delm font family

License at: myfonts.com/fonts/typesketchbook/delm

ABC abc 123

Delm Oblicua

ABC abc 123

Delm

ABC abc 123

Delm Oblicua

ABC abc 123

Delm Bold

ABC abc 123

Delm Bold Oblicua