

Love2Read Visual Identity Logo Usage Guide

This guide has been created to ensure that the integrity of the 'Love2Read' visual identity is maintained. For more information on how to work with and implement the 'Love2Read' visual identity please contact Millimetre, 03 9650 2523.

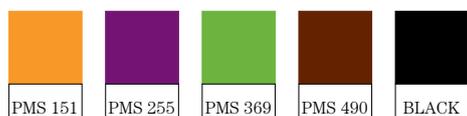
The "Love2Read" logo mark consists of two elements separated by a vertical rule:

1. Flower symbol
2. Program name

It is important that these two elements always appear together at least once in any given application. The artwork files supplied must not be altered in any way. The scale, position and proportion of these elements relative to each other must not be altered from that provided in approved artwork.

Always use artwork supplied on CD rom or other approved digital formats obtainable from The Library Agency.

Colour Palette



Colour Palette CMYK, RGB Equivalents

PMS Colour	CMYK	RGB
Orange PMS 151	0,48,95,0	248,152,0
Purple PMS 255	51,100,0,25	115,20,114
Green PMS 369	59,0,100,10	109,179,63
Brown PMS 490	0,74,100,72	100,34,0

Logo Artwork

Full Logo



National Year of Reading 2012

In order to achieve a degree of variety across different applications a series of alternate colour versions of the logo have been designed. Artwork for these versions of the logo can be obtained from The Library Agency. The logo must only appear in colours from the "Love2Read" colour palette.

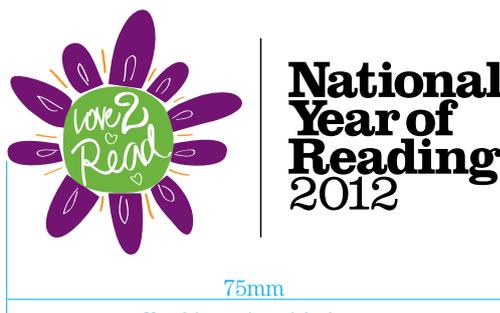
If this is not possible, for example, on a one colour form, use black.

The flower symbol may also appear on its own at a larger scale, so long as it also appears in full with the typographic element at a reduced scale in the same application

Logo Artwork

@ Small Sizes

In situations where the logo is to appear at a diminutive scale, an alternate [simpler] version is available. This version should always be used when the horizontal dimension of the complete logo measures less than 75mm.



Use this version of the logo for sizes less than 75mm