STYLE GUIDE

November 2019

Music Festivals Harm Minimisation Campaign

STAY OK

NSW GOVERNMENT

STAY OK logo formats
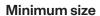
Positive gradient logos

Reverse gradient logos

Mono logos

STAY OK size and spacing

Clear space
Clear space must be maintained around the STAY OK logo, which is no less than half the diameter of the "O" of OK that forms part of the logo.

Minimum size
The minimum size for reproduction of the logo is:

10mm in height (print)
28px height (digital)

In a co-branding situation, both logos should each be given one logo space.

10mm (printed)

Colour palettes

Gradients

Option A

Option B

Option C

Solid colours

INK BLUE

C100 M100 Y52 K30

BLACK

C0 M0 Y0 K100

WHITE

C0 M0 Y0 K0

Logo – incorrect use

To ensure the logo is accurately reproduced, always use the original master artwork files and never alter, redraw, recolour or distort the logo in any way.

Legibility is the primary consideration when using the logo. There must always be good contrast, visibility and legibility between the logo and its background.

DO NOT use on busy backgrounds

DO NOT rotate logo

DO NOT apply effects to the logo

DO NOT change the colour of the logo. Only use the files supplied.

DO NOT crop the logo

DO NOT change the scale of the logo

DO NOT distort the logo

DO NOT change the placement of the logo

Make sure all parts of the logo is legible. Use other logo variations provided.

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