

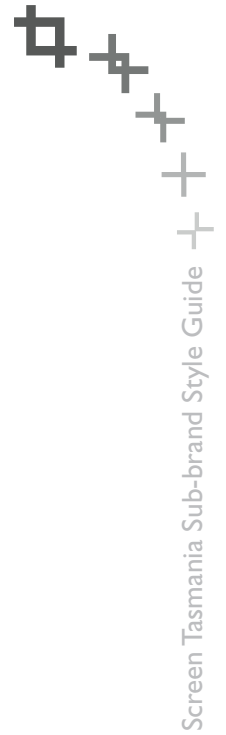


Screen Tasmania

Sub-brand Style Guide



INDEX



INTRODUCTION 3

Our Identity	3
Sub-brand	3
Components	3

LOGO FORMATS 4

Logo colour	4
Typeface	5
Minimum size	5
Graphics	5
DOs	6
DON'Ts	6

CO-BRANDING 7

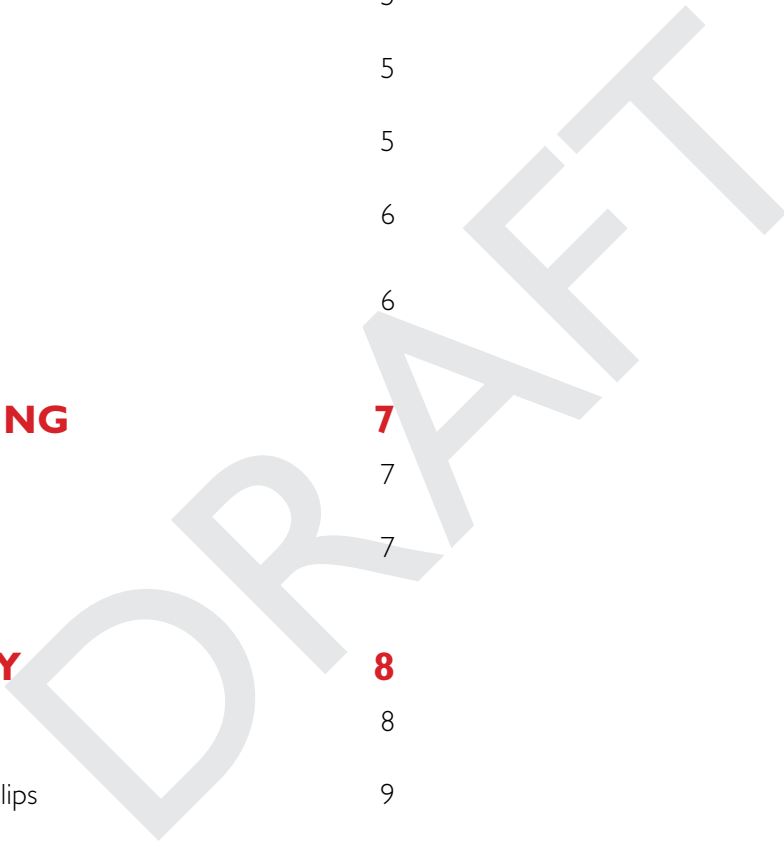
Lead partner	7
Joint partner	7

STATIONERY 8

Letterhead	8
With Compliments Slips	9
Business Card	9
Facsimiles	10
Email Signatures	10

PUBLICATIONS 11

Templates I	11
Templates II	12
Campaign exemptions	13



INTRODUCTION



Our Identity

The logo has been developed to reflect Screen Tasmania's dynamic, flexible, easily accessible and professional identity. Screen Tasmania has a growing reputation for innovation and creativity that stems from the cultural richness of Tasmania and this is reflected in the success of the local screen industry.

The logo was initially designed around the six attributes of Screen Tasmania's personality:

- » Dynamic
- » Growing
- » Innovative
- » Bold
- » Adventurous
- » Willing to take risks

Each attribute is represented by a different symbol which are loosely based on a 'screen'. These symbols will be extended for use in other promotional materials. An animated version of the logo is available from Screen Tasmania.

The black and red colour combination has been used to create impact and the gradient from grey to black represents smooth movement/motion.

Sub-brand

Screen Tasmania logo must comply as sub-brand in all marketing and communication, i.e. use their brand in conjunction with the Tasmanian Government logo as outlined in the *Tasmanian Government Style Guide and Logo Policy*.

Components

The Screen Tasmania logo now has two components – the Screen Tasmania logo partnered with the Tasmania Government logo – must be used as a single graphic item as shown on the right.


Both components must occupy equal space.




LOGO FORMATS

Logo colour

The logo appears in two colours next to the State Government logo – Global Red (100M, 100Y) and Black (Gradient/tint: 100%, 75%, 60%, 45%, 30%, 20%). The State Government logo appears in three colours, please refer to the State Government Style Guide and Logo Policy (Page 9).







 Global Red
 CMYK: 0C, 100M, 100Y, 0K
 RGB: 215 R, 31 G, 39 B
 HTML: # d71f27

The reverse mono colour available in black and white.

 Black
 CMYK: 0C, 0M, 0Y, 100K
 Gradient/tint:


Colour



- 100% 
- 75% 
- 60% 
- 45% 
- 30% 
- 20% 

Blue mono









 Blue
 Pantone: PMS 653
 CMYK: 96C, 59M, 4Y, 17K
 RGB: 33R, 87G, 138B
 HTML: # 21578a

Black



Gradient/tint:

- 100% 
- 75% 
- 60% 
- 45% 
- 30% 
- 20% 

Reverse mono black



Typeface

The ITC AvantGarde typeface is used for the Screen Tasmania new logo only.

The government font for all usage is the Gill Sans family and the Arial family as a second option, please refer to the State Government Style Guide and Logo Policy (Page 14).

Screen Tasmania logo typeface

ITC AvantGarde-Demi

screen

ITC AvantGarde-Book
Tasmania

State Government typeface

Gill Sans-light

Gill Sans-regular

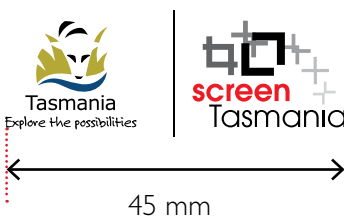
Gill Sans-bold

Gill Sans-italic

Arial – Full font family

Minimum size

The minimum size for reproduction of the logo is 45 mm wide. On special occasions, it should be big enough for the words 'Explore the possibilities' and 'Screen Tasmania'.

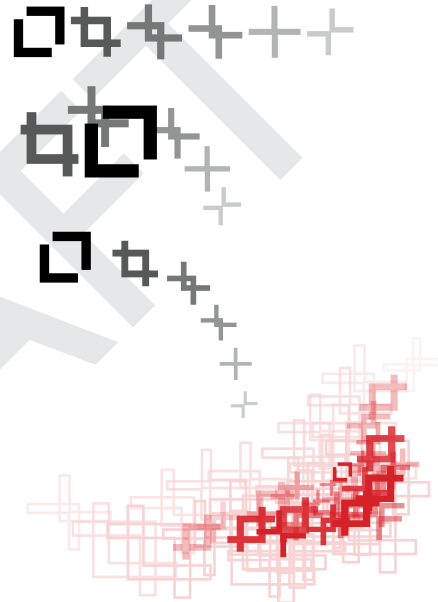


Graphics

There are no limitations to how the six graphic elements can be used in any design and colour. However the format must not be distorted.

These graphic elements are not allow to apply on any of the stationery items, please refer to the style guide page 17.

Examples



Incorrect format



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LOGO FORMATS

DOs

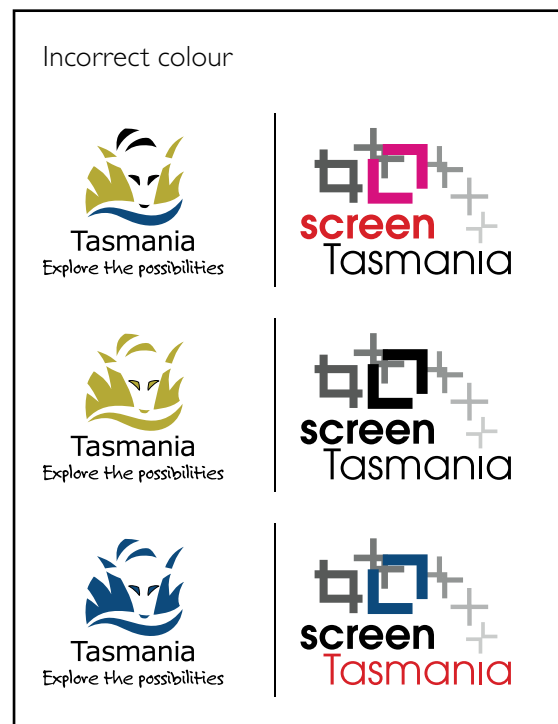
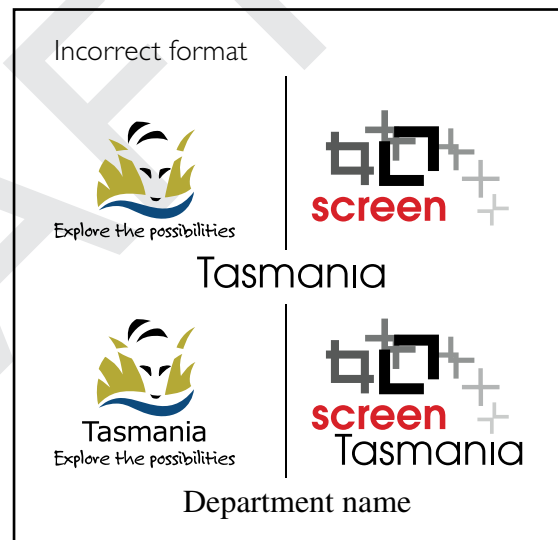
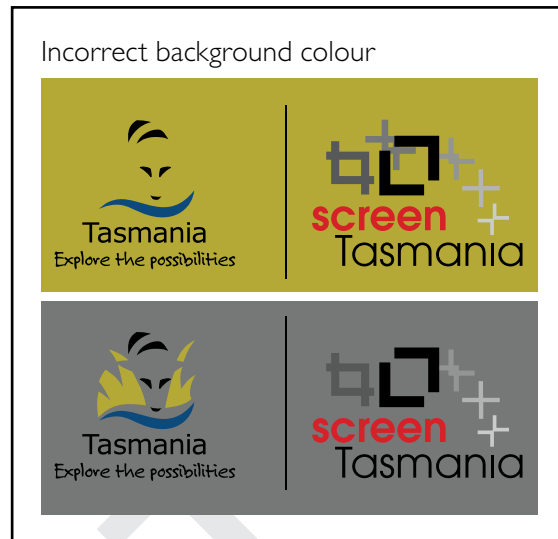
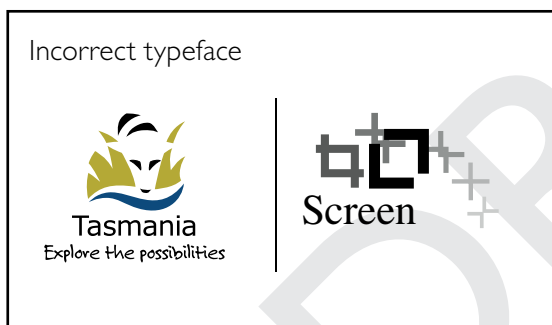
The logo must only be used in the forms specified and illustrated in this guide (Page 4) and the State Government Style Guide and Logo Policy (Page 9).

DON'Ts

Do not change the format, colour, shape or typeface used in the logo.

Do not use outlines of any kind.

Do not create your own logo or text underneath/ beside/above – use only the versions from Screen Tasmania and the Communications website.



CO-BRANDING



Lead partner

...

Joint partner

With equal contribution... without base wave deviced...

Supporting partner

...

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STATIONERY

The following examples are set templates and no alteration to design is allowed. Specifications of the printed matter shown are to be strictly adhered to by all agencies.

Letterhead

Stationery is to be printed in full colour or mono colour; no other colour combinations are available. Please refer to the State Government Style Guide and Logo Policy (Page 17)



Department of Economic Development and Tourism
SCREEN TASMANIA

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Email info@screenttas.gov.au Web www.screenttasmania.com



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With Compliments Slips

The trim size for the With Compliments slip is 210 mm wide x 100 mm deep, standard DL size. Refer to the State Government Style Guide and Logo Policy (Page 18).



Business Card

The business card must be a landscape format and standard business card size of 90 mm wide x 55 mm deep. Refer to the State Government Style Guide and Logo Policy (Page 18).



Facsimiles

Refer to the State Government Style Guide and Logo Policy (Page 18).



Department of Economic Development and Tourism
SCREEN TASMANIA

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FACSIMILE

TO:	FAX NO:
FROM:	DATE:
RE:	PAGES:

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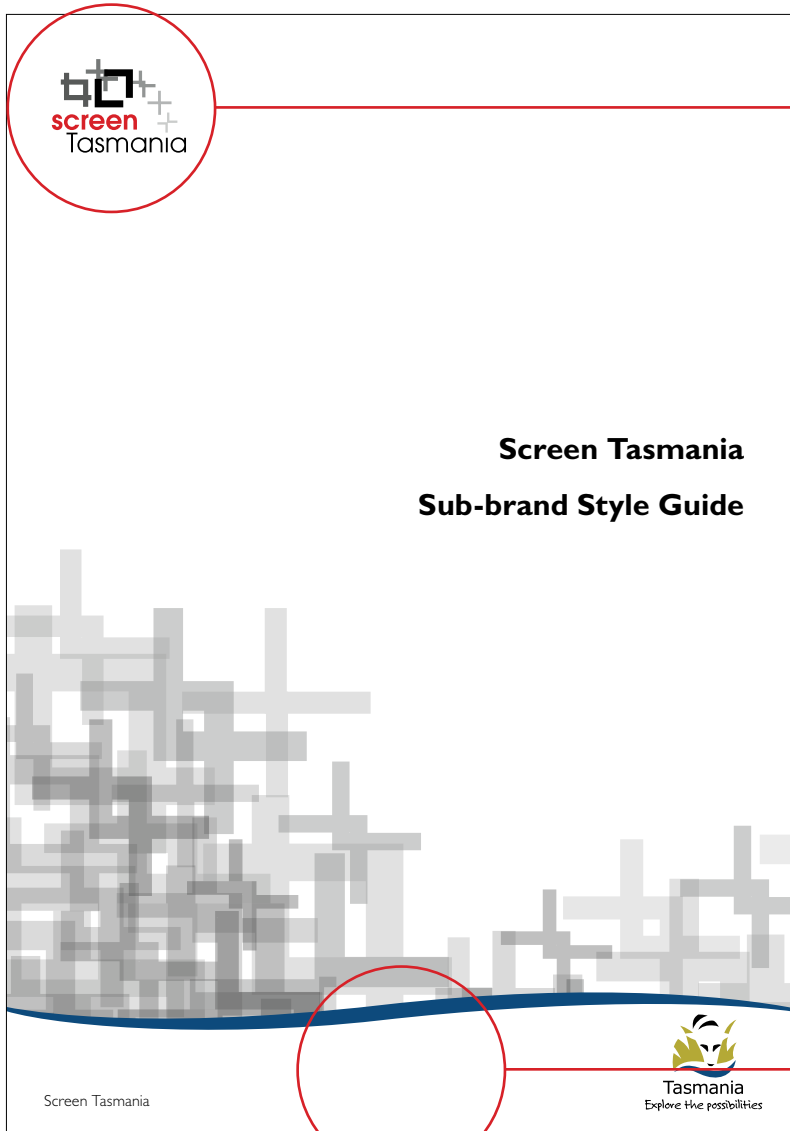
Email Signatures



John Smith | Manager of his section
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www.screentasmania.com

Template I

Example I: Front cover



Sub-brand

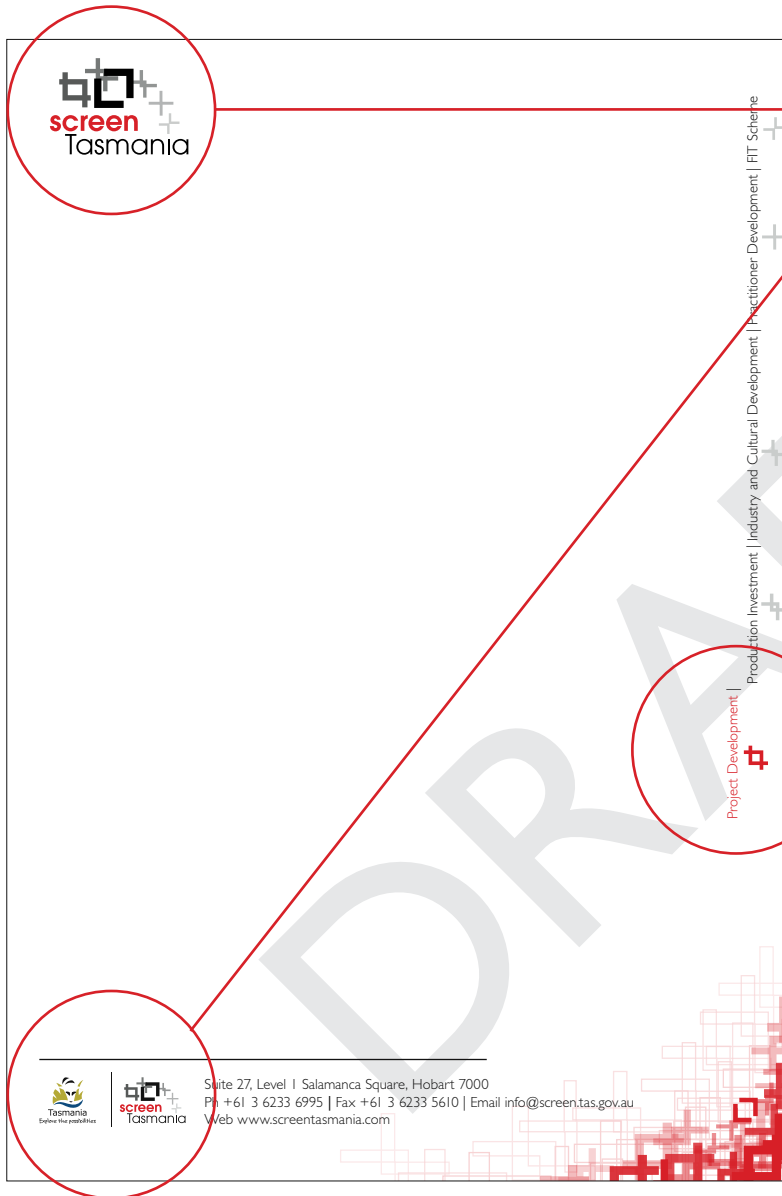
When using a sub-brand logo, its height should not be greater than that of the Tasmanian Government logo.

Base wave device

All covers must contain the logo and base wave device

Template II

Example 2: Inside pages



Screen Tasmania logo can be presented either on the top or the bottom corner of the page.

Program guideline heading on the right hand corner..

Campaign exemptions

Where a unique style is required to convey a campaign message, mandatories – may not apply. Approval should be gained prior to production from Director – Communications Policy (Department of Premier and Cabinet).



SAMPLE