

LOGO

The logo is the core of the Men's Sheds of WA visual identity, and is to be kept consistent across branding and applications. When using the logo there are a couple of colour options to choose from. Please select one that is most appropriate to the application process being used. It is important to ensure it is not altered in any way from the approved versions depicted within these brand guidelines. Logo should be placed in proportion and never distorted.



Primary



Primary - Reversed

LOGO VARIATIONS

There are two lockup variations of the Men's Sheds of WA logo, horizontal and vertically aligned.



Horizontal



Vertical



Horizontal - Reversed

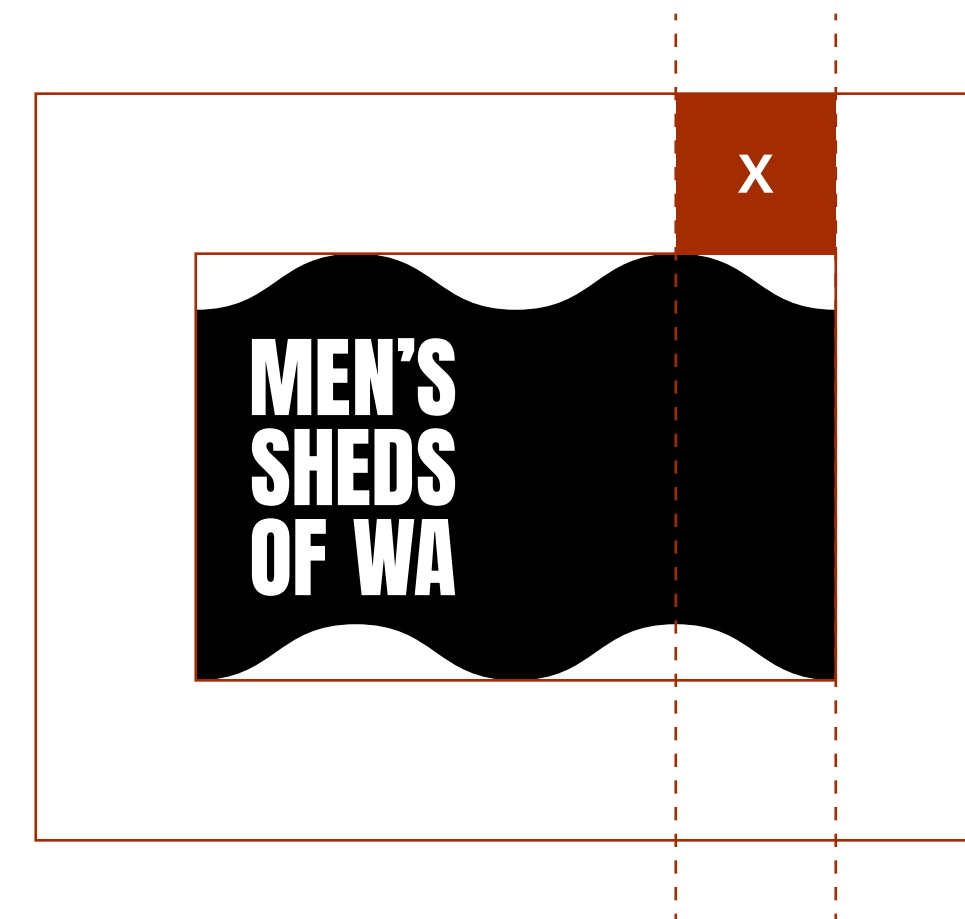


Vertical - Reversed

CLEAR SPACE

When using the Men's Sheds of WA logo, the space surrounding the logo must be kept free from typography, photographs and illustrations or any other graphic device. Do not add any graphic elements, such as other company or organisation logos or manipulate the logo in any way other than specified in these guidelines. The clear space requirements are shown to the right.

To determine the clear space please use the 'X' height as shown.



LOGO DON'TS

The examples shown here illustrate a number of incorrect uses and are not intended to be a complete list.

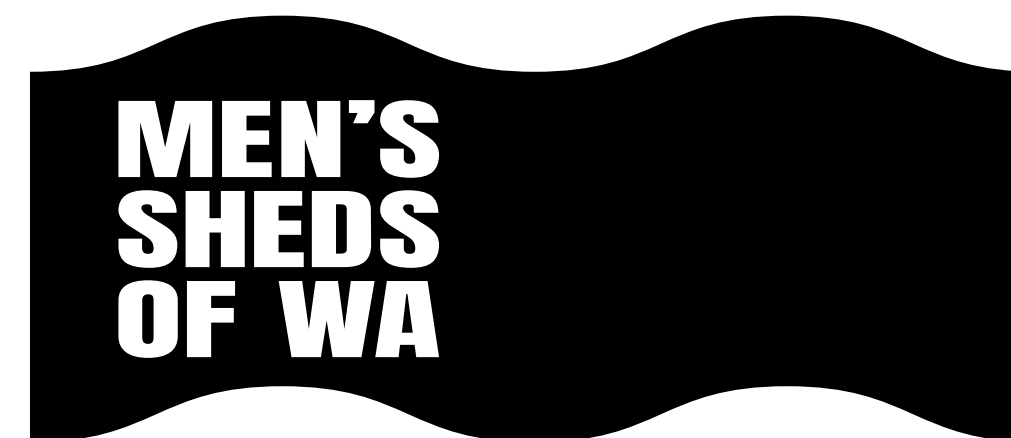
Please never apply these examples or alter the logo in any other way.



Do not change the colour of the logo.



Do not reposition the text inside or around the mark.



Do not stretch or distort the logo.



Do not add a drop shadow to the logo.

SUPPLIED FILES

The supplied logo is presented in various file formats. These can be opened up in various PC and Macintosh programmes. The files are:

.eps

Editable illustrator file (to be used by professional designers and printers)

.png

Only for low resolution applications such as websites and NOT to be used for printing