

Logo Identity

Australian Monitor Logo

The Australian Monitor Integration Intelligence logo is available as eps, jpg, and png on the Hills SVL Intranet at the following link:
http://intranet.hills.com.au/SVLIntranet/Marketing/Logos/Hills_SVL_Logos/



Australian_Monitor_IL_cmyk
Australian_Monitor_IL_pantone



Australian_Monitor_ADivisionOfHillsSVL

Minimum Clearance Space

The Australian Monitor logo must remain clear of any page edges or graphics. The diagram below indicates the minimum clear space required from any elements, which is equal to the height of the O in the word MONITOR. This space has been designated to ensure the logo maintains clarity when used with other elements.



Australian_Monitor_IL_white_text



Australian_Monitor_IL_white



Australian_Monitor_IL_black

Logo Identity

Correct Colour Usage

The three colour Australian Monitor logo should be used for all colour applications other than the single colour and black and white applications as described. Refer to the colour breakdowns below.



Blue

CMYK: 100/57/0/38
Pantone: PMS 2955C
Hex: 00467f
3M Vinyl: Matte Blue



Orange

CMYK: 0/66/100/7
Pantone: PMS 158C
Hex: e4701e3M
Vinyl: Light Orange

Black and White Logo – negative

The black and white negative version of the Australian Monitor logo should be used in publications such as newspapers, faxes and internal forms printed on black and white printers. The identity should only appear in white reversed out of black.

Black and White Logo – positive

The black and white positive version of the Australian Monitor logo should be used in publications such as newspapers, faxes and internal forms printed on black and white printers.

Negative



Australian_Monitor_II_white

Positive



Australian_Monitor_II_black

Logo Identity

Correct useage on coloured backgrounds

When the Australian Monitor logo is used on coloured backgrounds the following rules should be followed.

- A:** On a solid colour background the logo should be in white reversed out.
- B:** On a black background in black and white printing the logo should appear reversed out in white.
- C:** On a dark coloured background the logo must always appear reversed out in white.
- D:** On a light background the logo may appear in colour however the background colour must not appear any darker than 20% grey.



Correct useage on photographic backgrounds

In applications where the Australian Monitor logo is used on photographic images the following rules should be followed. Always ensure that the portion of the image which infringes the logo minimum clear space is not heavily patterned or detailed.

- E:** On dark full colour photographic images the logo must be in white reversed out.
- F:** On light full colour photographic images the logo may be used in colour however the background colour must not appear any darker than 20% tone (when converted to grey).
- G:** On dark black and white photographic images the Logo must be white reversed out.
- H:** On light black and white photographic images the Logo may be used in positive however the background colour must not appear any darker than 20% grey.



Logo Identity

Incorrect colour usage

The examples show various applications in which the Australian Monitor logo colours have been used incorrectly.

- A:** Do not reverse colours
- B:** Do not reproduce logo in blue
- C:** Do not reproduce logo in orange
- D:** Do not reproduce logo in tint of black
- E:** Do not use colour logo on a dark background
- F:** Do not use logo in colour on a dark background
- G:** Do not reproduce logo in any non-brand colour
- H:** Do not use reversed logo on tint of black



Logo Identity

Incorrect colour usage

The examples show other applications in which the Australian Monitor logo has been used incorrectly.

A



B



C



D



E



F



Typography

Internal use only

Arial the corporate typeface to be used on all internal collateral.

Arial

Arial Italic

Arial (Bold)

Additional typefaces – special use

Eurostile may also be used where appropriate on printed advertising and marketing material.

For example, in headings.

Eurostile Regular

Eurostile Bold

Printed Material

Helvetica Neue is the corporate typeface to be used on all external corporate collateral and advertising. The following weights of Helvetica Neue should be used.

Helvetica Neue 35

Thin Helvetica Neue 36

Thin Italic Helvetica Neue 45

Light Helvetica Neue 46

Light Italic Helvetica Neue 55

Roman Helvetica Neue 56

Roman Italic Helvetica Neue 65

Medium Helvetica Neue 66

Medium Italic Helvetica Neue 75

Bold Helvetica Neue 76

Bold Italic Helvetica Neue 85

Heavy Helvetica Neue 86

Heavy Italic Helvetica Neue 95

Black Helvetica Neue 96 Black Italic