

# arts sa logo and guidelines



Government of South Australia  
Arts SA

## downloading logo files

The Arts SA logo comes in vertical and horizontal versions. The horizontal logo is preferred by Arts SA. The vertical is only used where design or application precludes the horizontal logo. Click on the file icon (jpg, gif, eps) to download the logo.

For more information email [denicola.sonia@saugov.sa.gov.au](mailto:denicola.sonia@saugov.sa.gov.au)

## horizontal logos

ArtsSA Colour\_H

JPG

GIF

EPS



Government of South Australia  
Arts SA

ArtsSA Black\_H

JPG

GIF

EPS



Government of South Australia  
Arts SA

ArtsSA Blue\_H

JPG

GIF

EPS



Government of South Australia  
Arts SA

ArtsSA White\_H

EPS



Government of South Australia  
Arts SA

(The coloured background shown is purely for visual purposes)

## vertical logos

ArtsSA Colour\_V

JPG

GIF

EPS



Government  
of South Australia  
Arts SA

ArtsSA Black\_V

JPG

GIF

EPS



Government  
of South Australia  
Arts SA

ArtsSA Blue\_V

JPG

GIF

EPS



Government  
of South Australia  
Arts SA

ArtsSA White\_V

EPS



Government  
of South Australia  
Arts SA

(The coloured background shown is purely for visual purposes)

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## primary design

The Arts SA logo consists of:

- the roundel, incorporating the Piping Shrike and the words 'South Australia'
- the words 'Government of South Australia', 'Arts SA' plus the separation line.

Horizontal



**Government of South Australia**  
Arts SA

Vertical



**Government  
of South Australia**  
Arts SA

## colour logo

The Arts SA logo may only be reproduced in prescribed colour formats from original artwork files.

The full colour Arts SA logo must appear on white or light colour background and never onto strong or dark colours. (Use eps file when reproducing Arts SA logo on a coloured background.)

Colour



**Government of South Australia**  
Arts SA



**Government of South Australia**  
Arts SA

## white logo

Use the white version when reproducing the Arts SA logo on dark backgrounds.

- Any dark background colour is suitable.
- A light background colour is not permitted.
- The logo may only be reproduced reversed in white.

White



**Government of South Australia**  
Arts SA

## single colour logo

The Arts SA logo may be reproduced in a single colour.

- Black or Blue (PMS 295) are the preferred colours.
- The mono logo may be applied to a white or light background.

Black



**Government of South Australia**  
Arts SA



**Government of South Australia**  
Arts SA

Blue (PMS 295)



**Government of South Australia**  
Arts SA



**Government of South Australia**  
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## size

The minimum size of the Arts SA logo must be 10mm, as shown. The logo size must be in proportion to the design to which it is applied.



## co-branding requirements

The following principles are required for co-branding:

- SA logo must lead the order of appearance, either from the left in horizontal placement, or top in vertical placement situations (excluding corporate stationery and non-campaign press advertising)
- the Arts SA logo and the entity logos must be of equal visual weight
- where full colour application is used the Arts SA logo must be in full colour.

## positioning

The Arts SA logo must be protected by an isolation zone of clear space at all times:

- a clear space, the width measuring 25% of the diameter of the roundel, must always surround the logo on all sides
- the logo cannot be impinged upon by graphic elements, other logos, the edge of a page or advertisement
- it must be free of background colour changes.

## government agencies

As a general rule, where more than one Government agency is acknowledged, use the Government of SA logo only. Reference to Government agencies appear elsewhere within the text or design. Agency names should not be positioned so that they appear to be part of the Government of South Australia logo.

For more advice contact [denicola.sonia@saugov.sa.gov.au](mailto:denicola.sonia@saugov.sa.gov.au)

To obtain a Government of South Australia logo email [stratcomms@saugov.sa.gov.au](mailto:stratcomms@saugov.sa.gov.au)

