

Logo Application & Typography Guidelines

SPARK
IPSWICH

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1.0

Logo

Primary Logo

This is the primary logo for SPARK Ipswich. The logo must be resized proportionately, never stretched. The logo can be used in black on light backgrounds, or white on dark backgrounds.

The minimum logo width is outlined below.

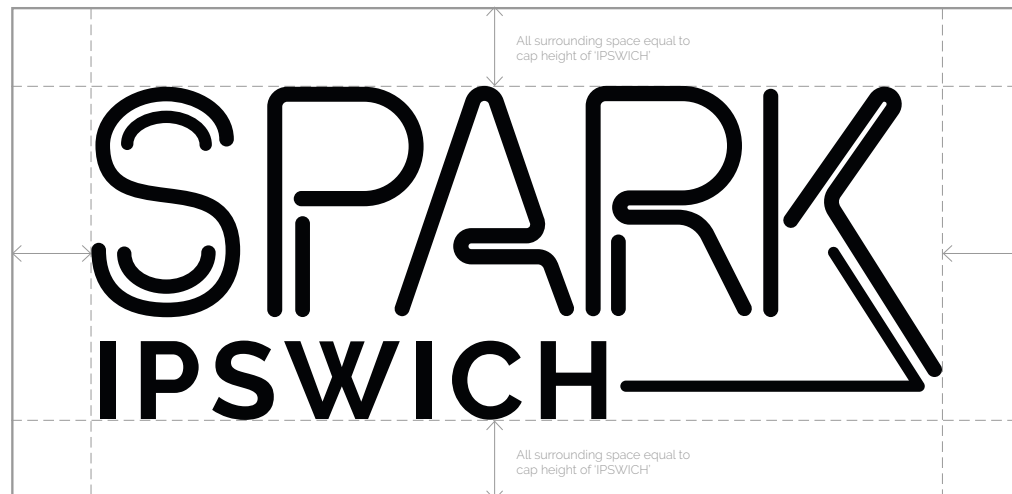
Minimum logo
width: 30mm



Logo Clear Space

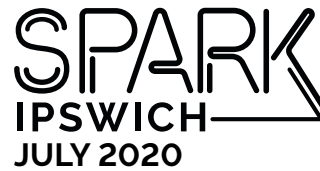
Clear space is the area surrounding the logo that should be kept free of any text or graphic elements. By leaving space around the logo, it makes sure it stands out on all communications. The minimum clear space is equal to the cap height of 'IPSWICH'.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion and always ensure the text is legible.



Logo Misuse

Any changes to the logo diminish its integrity and the equity of the logo. The examples shown here are some specific "do not's" for the logo.



Do not lock-up text to the logo



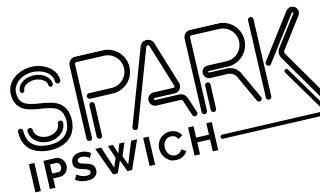
Do not alter the logo's shape in any way



Do not add elements or shadows to the logo



Do not outline the logo



Do not rotate the logo (90 degree vertical placement is ok for certain applications)



Do not change the relationship of the logo's components

2.0

Logo Colours

Logo Colours


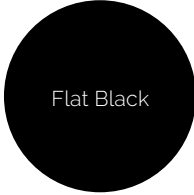

The SPARK Ipswich logo colours are a simple black and white mono scheme.

Print

Pantone colours will provide the maximum amount of consistency when printing. In instances where this is not possible we have created optimised CMYK values.

Rich Black is to be used when printing in large format or where large areas of black ink are required. This will help create a deeper black colour rather than a muddy black when using a single CMYK value.

When using body copy or small logo sizes, flat black is preferred to ensure there is no bleed of ink around the edges when printing.

		
Pantone Black 6 C	Pantone N/A	Pantone N/A
CMYK 60 / 40 / 40 / 100	CMYK 0 / 0 / 0 / 100	CMYK 0 / 0 / 0 / 0
RGB 0 / 0 / 0	RGB 0 / 0 / 0	RGB 255 / 255 / 255
HEX #000000	HEX #000000	HEX #FFFFFF

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Typography

Primary Typeface

Raleway Black is our primary logo typeface. Typography is a key element in the SPARK Ipswich execution. It works to maintain consistency, create clarity and provide sophistication to the logo. It is important to adhere to the typographic hierarchy specified in this document to help achieve consistency.

Raleway Black

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnop

qrstuvwxyz

1234567890

!@#\$%^&*()+

ÆÇÈØ£*ßåæç

Aa

Typeface Family

To maintain a simplistic and effective typographic system, the Raleway family will be continued through all other instances where typography is required. It is a simple, clean and legible typeface that compliments the SPARK Ipswich logo and pairs well with the sub-brands being within the same family.

Four weights of Raleway are used. Black, Semi-Bold, Regular and Light. It is important to acknowledge the leading and tracking arrangements specified in this document to help achieve consistency throughout.

[Download Fonts](#)

Raleway

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () +

Æ Ç È Æ × ß à æ ç

A a

Use of Type

One of the most important techniques for effectively communicating content is the use of typographic hierarchy. Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It is important to maintain these type pairings. This allows for clarity, consistency and a strong hierarchy for all communications. **Where sub-brands are used, any logos that are provided should be prioritised over using the typeface application.**

Sub-brands and Headings

Raleway Black all caps can be used for all sub-brand application and headings where sub-brands are mentioned in print.

Subtitles and Subheadings

Raleway Semi-Bold all caps is to be used for subtitles and subheadings.

Smaller Headings

Raleway Light all caps can be used for smaller and more delicate headings.

Body Copy & Captions

Raleway Regular is to be used for all body copy and any captions.

**BLACK ALL CAPS IS
THE SUB-BRAND &
HEADING TYPEFACE.**

**SEMI-BOLD ALL CAPS IS FOR
SUBTITLES AND SUBHEADINGS.**

Tracking - 100

LIGHT ALL CAPS CAN BE USED FOR SMALLER HEADINGS.

Tracking - 45

Regular is the body copy weight. Can be placed in All Caps when required. Oluptatius sus doluptist vidiscientur simagnimodit ut rehendi psunt, occaepas enecti beatus etumquistia pos Musda non et officium aut et, nos et es doluptatis sequi ame nat laccum fugitatem et a conesciis evenemquis ma nis aborem. Nis et aliqui dolorest, senihicabo. Et ius es magnihi cit.

Tracking - 20

Example Type

Exhibited here is an example of how to use the typography hierarchy outlined on the previous page. Ensure all tracking complies with the amount set out on the previous page.

All sizing can be adjusted proportionally to suit the size of the collateral required (large banners cannot use 10pt type for example).

Sub-brands and Headings

Raleway Black can be used for headings and where sub-brands are mentioned in print. In this instance, all sub-brands should be typeset over two lines maximum with both lines of type justified to each other.

Subtitles and Subheadings

Raleway Semi-Bold can be used with a highlight colour to add definition to the subheading.

Smaller Headings

Raleway Light can be used for other important information that is not body copy or subtitles.

Body Copy & Captions

Raleway Regular can be used for all body copy and to be set at 9pt over 12pt leading at a minimum.

**LITTLE
DAY OUT** **RALEWAY BLACK
50pt**

TICKETS
FREE ENTRY

RALEWAY SEMI-BOLD - 14pt
RALEWAY LIGHT ALL CAPS - 11pt

Forming part of SPARK Ipswich, Little Day Out is the region's first real-life, contemporary music festival experience designed for the young and young at heart. As a first of its kind event in Australia, Little Day Out will feel like a traditional music festival, with a layout and format that is scaled down to a size for the enjoyment of children.

Raleway Regular 9/12pt

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Application

Street Pole Banners

This is an example of how the logo would be best applied to maintain consistency of look and feel within street pole banners. Large usage of the logo is important to grab attention from a distance.

The banners can either display the SPARK Ipswich logo or name of the specific event depending on circumstances.

Depending on the event and imagery supplied, banners can have a colour (gradient map) overlay or be full colour.



Single colour SPARK Ipswich only banner

Event banner with colour overlay, DI/ICC lockup and event name

Event banner with full colour imagery, SPARK Ipswich logo and DI/ICC lockup

Tshirt Design

The SPARK Ipswich logo can be used in white on a black shirt for maximum contrast and pop. The logo can be replicated on the back along with the web address and any additional logos to assist recognition in public.



Quarterly Guide Internal Spreads

The quarterly guide pages will depend on the theme of the festival/event or the artwork supplied. Shown here is an example spread for Little Day Out using a colour overlay.

If the artwork/photography supplied is high quality (high resolution illustration or professional photography) then full-colour imagery without an overlay should be used. An example of this is shown below.



LITTLE DAY OUT

KIDS | FAMILY FRIENDLY

19th JULY 2020

Forming part of SPARK Ipswich, Little Day Out is the region's first real-life, contemporary music festival experience designed for the young and young at heart. As a first of its kind event in Australia, Little Day Out will feel like a traditional music festival, with a layout and format that is scaled down to a size for the enjoyment of children. While high-quality music and arts interactions will ensure the positive vibes continue across the day, a host of activities are planned with a focus on fun. Featuring main stage performances, creative workshops, smaller venues, spaces for little adventurers and their families to chill out, yummy food vendors, dedicated event merchandise, artist meet and greets, and much more, Little Day Out will appeal to the whole family.

TICKETS
FREE ENTRY

TIME
19th July 2020

BOOKINGS
ipswichfestivals.com

ADDITIONAL INFO
ipswichfestivals.com or
phone 1800 000 000

