

MELBOURNE INTERNATIONAL COMEDY FESTIVAL



SEASON LOGO GUIDELINES

MASTER LOGO



Minimum
height
20mm

File names:
Master - Col.pdf
Master - Grey.pdf
Master - Mono.pdf

Please use this logo wherever space permits. This is the preferred artwork.

LOGO - DATES



Minimum
height
20mm

File names:
Dates - Col.pdf
Dates - Grey.pdf
Dates - Mono.pdf

LOGO - WEBSITE



Minimum
height
20mm

File names:
Web - Col.pdf
Web - Grey.pdf
Web - Mono.pdf

LOGO - WEBSITE LARGE



Minimum
height
20mm

File names:
Web LG - Col.pdf
Web LG - Grey.pdf
Web LG - Mono.pdf

LOGO - MINIMAL



Minimum
height
15mm

File names:
Minimal - Col.pdf
Minimal - Grey.pdf
Minimal - Mono.pdf

LOGO - TYPE ONLY



Minimum
height
15mm

File names:
Type only - Col.pdf
Type only - Grey.pdf
Type only - Mono.pdf

Please use this version on smaller applications - e.g. Small press ads

The Comedy Festival logo must appear on all the advertising and promotional material produced by shows officially registered in the 2014 Festival. The logo is only to be used on promotional material pertaining to your registered show and not for any other purpose.

PROMOTIONAL MATERIALS (POSTERS, FLYERS, PRESS ADS, PRESS RELEASES)

For placement use the pdf file. A jpg must not be used for final artwork. PDF files can be imported into InDesign, just as you would import a TIF, EPS, etc. Use the file > place command. There is no need to open the PDF file.

Placement for this logo should appear in the bottom right corner of the promotion with at least 5mm clearspace from right of the page and 5mm from bottom of the page.

COLOURS

The logo can only be reproduced in the colour supplied. All variants have greyscale and mono versions.

Do not stretch, alter or reverse the colour of the logo.

CLEAR SPACE FOR ALL LOGO VARIANTS



5mm
clearspace
around logo

Lock logo to
bottom right
hand corner