

Melbourne International Comedy Festival 2014

Season Logo

Use of the Melbourne International Comedy Festival Logo:

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.

The 2014 Melbourne International Comedy Festival logo and style guide will be available to be downloaded from our website, by mid-December:

<http://www.comedyfestival.com.au/registration/2014>

Promotional Materials (Posters, Flyers)

- The complete logo must appear no smaller than 15mm high.
- If using a jpeg, it must appear on a white background only.

Press Advertisements

- The complete logo must appear on all press ads of 8cm x 2 columns no smaller than 15mm high.
- The smaller logo may only be used on Press Ads smaller than 8cm x 2 columns and must appear no smaller than 12mm high.

Press Releases and other promotional materials

The logo can appear on any piece of promotional material and must be displayed legibly (no smaller than 15mm high) at the bottom right corner. The logo is NOT to be used in any title or banner header without prior approval of the Comedy Festival.

Colours and Scaling

The logo can only be reproduced in the specified colours with at least 5mm clearspace around the logo.

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

FESTIVAL MANAGED VENUES

If you are in a Festival Managed Venue you no longer required to include the City of Melbourne logo on your promotional material, unless you have a separate, specific sponsorship arrangement with them.

Please contact the Festival with any questions regarding logo use on +61 03 9245 3700.