



Logo Usage Guidelines

V1. JULY 2020

HEALTHY
NORTH COAST

The logo has been designed to visually represent the brand attributes of Healthy North Coast, that is: human, inclusive, accessible, relevant and collaborative.

The interplay of rounded letterforms in the logo are inviting and approachable, while the bright colours have been inspired by the local sub-tropical landscapes of the region that Healthy North Coast serves.

The logo and its broader application communicate that Healthy North Coast is a contemporary, confident and community-oriented organisation.

The following pages outline guidelines for usage and application of the logo to ensure consistent and cohesive representation of the Healthy North Coast brand.

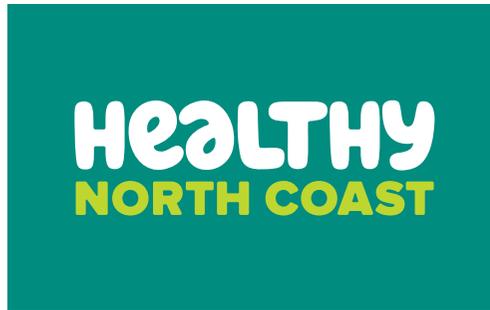
HEALTHY
NORTH COAST



In instances where the Healthy North Coast logo must appear side-by-side with the PHN logo, always use the supplied logo lock-up which has been designed to give equal hierarchy.



Colour Positive



Colour Negative



White



Black

There are four versions of the logo, follow these simple guidelines for selecting the right one.

The **colour positive logo** is the preferred version for all applications and should always appear against white — never place the colour positive logo on coloured backgrounds or imagery.

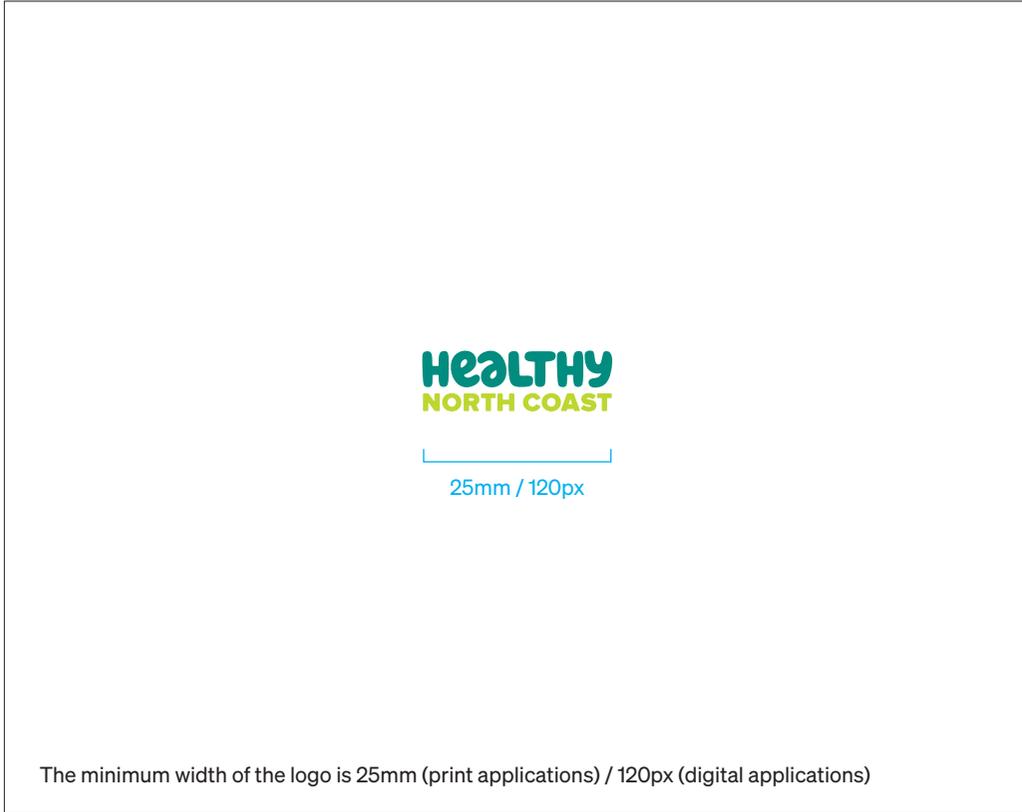
The **colour negative logo** can appear on flat areas of colour or imagery where stark contrast of the elements allows for optimum legibility and readability. Note that use of this logo is retained by the Media and Marketing Team at Healthy North Coast, and is not supplied to our stakeholders.

The **white logo** can appear on flat areas of colour or imagery where stark contrast of the elements allows for optimum legibility and readability.

The **black logo** should only be used when limited to black & white or grayscale mediums. The black logo should always appear against white — never place the logo on coloured backgrounds or imagery.

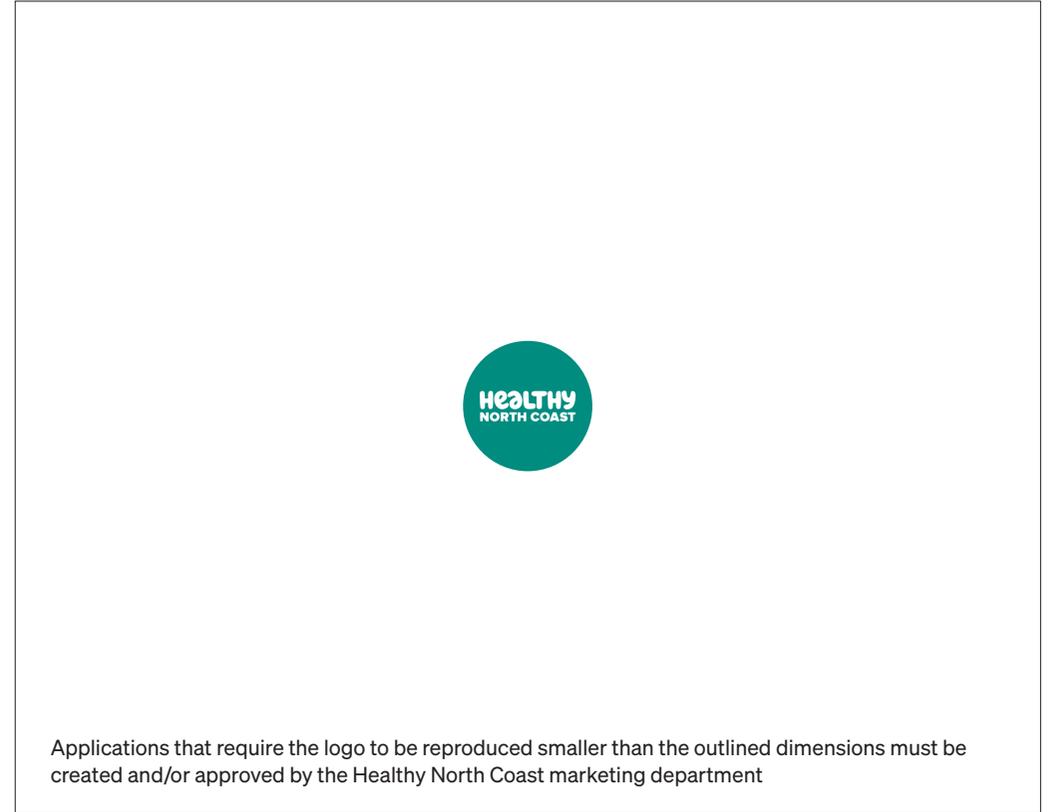


Providing the right amount of clear space around the logo makes it easier to distinguish. The required amount of clear space to ensure maximum visibility and legibility of the logo is determined by the width of the letters "ea" in the Healthy logo.



The minimum width of the logo is 25mm (print applications) / 120px (digital applications)

Minimum Size



Applications that require the logo to be reproduced smaller than the outlined dimensions must be created and/or approved by the Healthy North Coast marketing department

Exceptions to the rule

The minimum size for the logo is based on readability and recognition. The logo should not appear any smaller than the dimensions outlined above. However, there may be applications — for example online avatars — that may fall outside of these limits, in these instances always seek approval from the Healthy North Coast marketing department.

Logo Incorrect Usage



Do not distort



Do not alter colours



Do not alter element placement



Do not rotate



Do not apply the colour positive logo over images



Do not apply outlines or dropshadows



Do not make transparent



Do not fill with an image

Any changes to the shape and color of the Healthy North Coast logo will change or diminish the important values, ideas and meanings with which it is associated. For this reason, strict adherence to the correct logo usage is critical. This page shows some examples of incorrect usage.

Logo Incorrect Usage



Incorrect



Incorrect



Incorrect



Incorrect



Correct



Correct



Correct



Correct

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The **white logo** can appear on flat areas of colour or imagery where stark contrast of the elements allow for optimum legibility and readability.

The End.

Healthy North Coast Limited
ABN 18 154 252 132

PO Box 957 Ballina NSW 2478
+612 6618 5400

hnc.org.au

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