

Heritage Festival Brand Guideline 2024



About the festival

The Heritage Festival showcases a large variety of events focusing on the Canberra region's rich and enduring natural, First Nations, and historic heritage. In 2024, the festival is being held from 13 to 28 April and is themed 'Connections', in line with the national theme for the 2024 Australian Heritage Festival. The theme resonates with our aim to unite the community to celebrate the rich and diverse stories of our region, strengthen cultural and historical ties and forge new bonds. It celebrates our link to people, places and the past, and the enduring connections that will shape the future of heritage.

Using the Guidelines

This guideline outlines the variations of the logo, its specifications and guidance on appropriate use, as well as the colour palette and illustrations for the 2024 festival. All 2024 Heritage Festival event organisers must use the official logo in all materials for their event, including in digital and printed marketing and communication material. The logo must only be used on appropriate materials relevant to the festival and your event.

The ACT Government logo is not for use by event organisers.

More information

Please contact ACT Heritage for any queries on the 2024 Heritage Festival and brand guidelines.

2024 Heritage Festival and events:

linda.roberts@act.gov.au

Branding:

EPSDDComms@act.gov.au

Website:

www.environment.act.gov.au/heritage/heritage-festival



Logo

Variations

These are the primary logo wordmark variations available for the Canberra Heritage Festival brand.

Wherever possible the preference is to use the lockup logo stacked versions.



Inline

There may be circumstances where the preferred stacked logo version does not fit with the marketing material. When this occurs, the inline logo options may be used.



When applying the logo in marketing materials, please ensure to use a file from the master logo suite provided. No alterations or recreations should be made to this logo.

Logo

Spacing

Minimum clear space

Always surround the Heritage Festival logo with the amount of clear space shown to ensure that it is easily identifiable as well as visible and legible wherever it appears.

The minimum clear space around the logo is equal to the width of 'CA' in Canberra (see diagram). Where there is no lockup the width of the 'H' in Heritage becomes the measurement of clear space around the logo.

Do not position any text, graphic elements, or other visual marks inside the recommended clear space.*



X height = width of 'CA' in Canberra



X height = width of 'CA' in Canberra

Size

Minimum size

Minimum size refers to the smallest allowable logo size. The size varies due to the text size, which impacts the legibility.

The minimum size for the logos are outlined below.

- Lockup Logo Stacked Year = 30mm
- Lockup Logo Stacked = 30mm
- Logo Stacked = 15mm
- Lockup Logo Inline Year = 64mm
- Logo Inline = 28mm



Lockup Logo Stacked
Year - 30mm



Lockup Logo Stacked
30mm



Logo Stacked
15mm



Lockup Logo Inline
Year - 64mm



Logo Inline
28mm

Logo

Incorrect usage

Consistency of application of the logo is critical to maintaining recognition for the Heritage Festival brand. For this reason, the integrity of the logo and its use should be maintained at all times. The logo must never be traced, re-drawn or modified in any way.

The examples on this page show how the logo is NOT to be used.



✗ No colour variation unless specified in this document.



✗ No use of heavy drop shadows, embossing or similar effects.



✗ No placement over complex photographs or backgrounds without effects or adjustments made to photographs.



✗ No shearing/skewing/slanting of logo identity.



✗ No rotating or tilting of logo identity.



✗ Placement over colours with not enough contrast or saturation.

Colours and Illustrations

Colours

PRIMARY

White

C 0 M 0 Y 0 K 0

R 255 G 255 B 255

HEX #FFFFFF

PRIMARY

Black

C 75 M 68 Y 67 K 90

R 0 G 0 B 0

HEX #000000

2024 SIGNATURE

Cerise

C 10 M 93 Y 40 K 0

R 218 G 55 B 106

HEX #DA3669

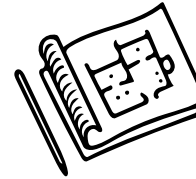
Icons

These handdrawn illustrations capture the three areas the Heritage Festival represents: natural, First Nations and historical heritage. These illustrations can be used as signature pieces or in a combination to form a pattern.

When applying these illustrations in marketing materials, please ensure to use a file from the master illustration suite provided. No alterations or recreations should be made to these illustrations without approval.



Heritage Building



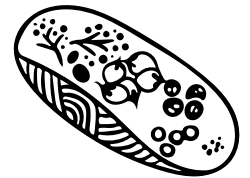
Architect Plan



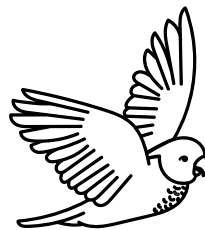
Canberra Street Sign



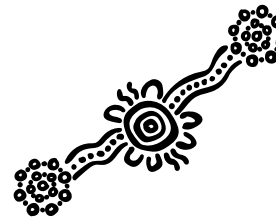
Bluebell flower



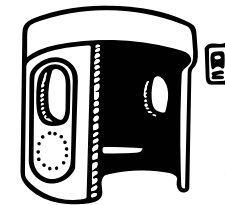
Bush Tucker



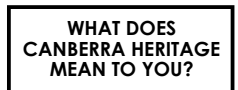
Gang Gang Cockatoo



Storytelling



Canberra Bus Stop



Additional approved icons.