

# Brand Guidelines

Version November 2018

**DRAFT 1**

# Introduction

Welcome to the Nillumbik Shire Council brand guidelines.

These guidelines provide the rules and resources for staff and external suppliers to accurately and effectively apply the Nillumbik brand to any application.

Our aim is to present a strong, unified and consistent brand while providing some opportunity for creative flexibility.

Please follow the guidelines carefully. Consistency is an important part of building recognition and trust in our brand.

# Background

People consume content at a rapid pace. They are bombarded with communication material every minute of their day.

Effective brands need to be sharper and more concise than ever before, this transcends into the logo. The most successful logos are simple. They convey clarity through their very simplicity. They need to be instantly recognisable on any application and size: digital, print, signage and merchandise.

The current Nillumbik Shire Council logo was created through a community competition when the Shires of Diamond Valley and Eltham amalgamated in 1994. Many of the applications for the logo were not required at that time and the logo now does not present with enough clarity or cohesion across the range of different applications that are now needed.

The solution presented is a simple evolution of the current logo. It ensures ease of application and an ability to scale to print and digital media without compromising the integrity of the landmark.

The key elements have been thoughtfully refined for precision and sharpness. The sweeping brushstrokes have been streamlined to create strength and harmony. The modern sans serif typeface reflects the progressive nature of Nillumbik and the use of upper and lower case makes it friendlier and more approachable.

The proposed new logo embraces the key elements of the original landmark and harmoniously refines them in a contemporary way.

The tagline “The Green Wedge Shire” will appear in uses of the logo when the size of the font is large enough to be legible on publications and uses and not take away from the core logo identity.

LOGO  
4



COLOUR PALETTE  
7



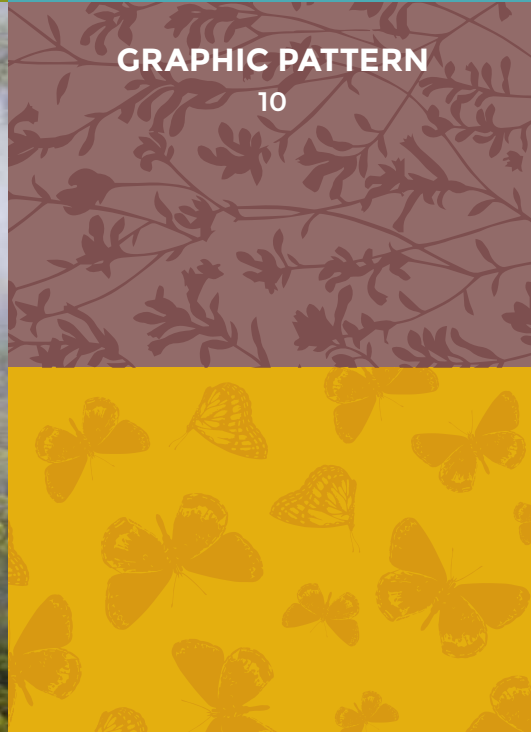
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Aa Bb Cc  
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# Our Story

The Shire of Nillumbik is known as the Green Wedge Shire and covers an area of 432 square kilometres, 25 kilometres north east of Melbourne.

The Nillumbik Green Wedge covers 91 per cent of the total area of the Shire. Kinglake National Park, reserve and bushland, together with lifestyle properties, hobby farms, orchards, wineries and broad acre farms, all make up this unique landscape.

Nillumbik is a collection of townships, each with its own unique identity and heritage. Residents feel connected to their local townships and have a strong sense of community. The community values and wishes to enhance the Green Wedge with its history and diversity, its open spaces, bushland environment and artistic heritage.

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## Our Vision

Nillumbik is Australia's most liveable Shire

## Logo

The Nillumbik logo is available in a variety of formats to ensure easy reproduction across all communications material.

The formats available are:

### Full colour

The full colour version of the logo should only be presented on a white background. It is used primarily on corporate communications.

### Single colour

The mono version of the logo should be used for applications where colour reproduction is not available. It can be used on a white or light coloured background. Care must be taken to ensure sufficient contrast between the logo and the background.

### Reverse

The reverse version of the logo can be used on the colour backgrounds that differentiate the various business units (see page 8). Application is primarily for use on marketing communication that promotes Nillumbik to an external audience.

**Please note:** Communications intended for an external audience should include the logo with the positioning line "The Green Wedge Shire". The logo can be used without the positioning line for select communications and instances where availability of space is an issue. (see page 6)

Always ensure our logo is reproduced from the master artwork files.

Full colour



Mono



Reverse



## Clear Space and Minimum Size

### Clear Space

To maintain the clarity and integrity of our logo, a minimum 'clear space' must be observed in all applications. Clear space creates an invisible frame surrounding the logo that must remain free of any conflicting visual element. Wherever possible, apply additional clear space beyond the minimum requirement.



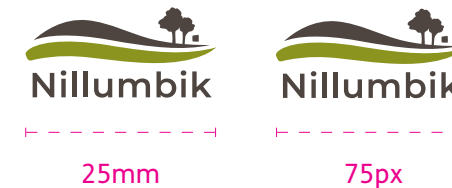
### Minimum Size

Minimum size specifications are provided to ensure the logo is reproduced effectively at a small size. Minimum size specifications must be observed in all applications.

The positioning statement may be dropped from the Nillumbik logo for smaller applications and select communications where size is an issue, for instance DL and A5 sizes and digital.



Minimum size with positioning line



Minimum size for A5, DL and smaller applications.

# Colour Palette

Colour is an essential part of the Nillumbik visual language and helps create a strong and consistent brand image. The colours have been chosen to reflect the hues of the urban, rural and bushland landscape environments of Nillumbik.

Our colour palette consists of two primary and nine secondary colours.

Each business unit has been allocated a hero colour to provide a degree of uniqueness. This will help differentiate where the communication is coming from within Council and maintain the integrity of the Nillumbik master brand.

Business units are required to present the Nillumbik logo with their department identifier reversed out of the allocated hero colour, on the front of all external facing communications material.

Any colours from the colour palette can be used internally on communications material. They can be used for headings, as tints for background colours or when constructing graphs and tables requiring tonal definition. Complementary tonal values should be selected when using a combination of colours. Each primary and secondary colour has an accompanying support colour that can be used when creating graphic patterns (see page 12).

To ensure consistency use the exact colour specifications outlined here. For printed material, use the spot colour (Pantone) or 4-colour process (CMYK) breakdown for each colour. For on screen applications, use the RGB or HEX breakdown.

| Primary  | Unit/Sub-brand colour       | Tints       | Support colour                                   |
|--|-----------------------------|-------------|--|
|  |                             | 75% 50% 25% |  |
| <b>PMS 384</b><br>C26 M4 Y99 K35<br>R138 G148 B30<br>HTML 8a941e |                             |             |  |
|  |                             |             | C26 M4 Y99 K70<br>R81 G90 B2<br>HTML 515a02      |
| <b>PMS 405</b><br>C26 M31 Y35 K72<br>R78 G69 B64<br>HTML 4e4540  |                             |             |  |
|  |                             |             | C28 M24 Y25 K4<br>R178 G174 B172<br>HTML b2aeac  |
| <b>Secondary</b>   |                             |             |  |
| C0 M25 Y100 K11<br>R228 G175 B15<br>HTML e4af0f                  | <b>LIVING AND LEARNING</b>  |             |  |
|  |                             |             | C0 M38 Y100 K18<br>R211 G143 B20<br>HTML d38f14  |
| C0 M0 Y0 K100<br>R35 G31 B32<br>HTML 231f20                      | <b>ARTS AND CULTURE</b>     |             |  |
|  |                             |             | C10 M30 Y7 K80<br>R78 G61 B71<br>HTML 4e3d47     |
| C65 M45 Y100 K25<br>R90 G102 B47<br>HTML 5a662f                  | <b>ENVIRONMENT SERVICES</b> |             |  |
|  |                             |             | C42 M23 Y70 K0<br>R159 G171 B110<br>HTML 9fab6e  |
| C65 M30 Y20 K55<br>R48 G83 B101<br>HTML 305365                   | <b>COMMUNITY SAFETY</b>     |             |  |
|  |                             |             | C46 M10 Y10 K0<br>R134 G192 B215<br>HTML 86c0d7  |
| C65 M9 Y25 K6<br>R75 G169 B180<br>HTML 4ba9b4                    | <b>LEISURE FACILITIES</b>   |             |  |
|  |                             |             | C70 M28 Y25 K38<br>R52 G105 B121<br>HTML 346979  |
| C0 M34 Y22 K50<br>R146 G107 B105<br>HTML 926b69                  | <b>edendale</b>             |             |  |
|  |                             |             | C0 M55 Y22 K85<br>R75 G33 B41<br>HTML 4b2129     |
| C24 M99 Y100 K18<br>R165 G34 B34<br>HTML a52222                  | <b>YOU TH</b>               |             |  |
|  |                             |             | C36 M100 Y100 K42<br>R111 G19 B21<br>HTML 6f1315 |
| C26 M62 Y100 K21<br>R159 G97 B35<br>HTML 9f6123                  |                             |             |  |
|  |                             |             | C26 M70 Y100 K45<br>R120 G63 B19<br>HTML 783f13  |
| C28 M24 Y25 K4<br>R178 G174 B172<br>HTML b2aeac                  |                             |             |  |
|  |                             |             | C28 M24 Y25 K45<br>R116 G115 B115<br>HTML 747373 |



## Brand Architecture

Nillumbik has five business units and two sub-brands (Endendale and Youth). Each unit and sub-brand communicates with a specific audience whilst still belonging to the master Nillumbik brand.

To ensure consistency while providing a degree of uniqueness, each of the business units as well as the two sub-brands have been allocated their own colour from the style guide colour palette. This will help differentiate communication from within Council while maintaining the integrity of the master Nillumbik brand.

Each business unit and sub-brand is required to present the Nillumbik logo with their department identifier reversed out of an allocated colour, on the front of all external facing communications material (see page 7).

Master templates have been developed for each of these base plates in vertical and landscape formats for D/L and A5 - A0 sizes.

Master



Business Units



Sub-brands



## Typography

The typefaces nominated for use across all communications are Montserrat and Din.

Where Montserrat or Din are not available, for example on-screen presentations or internal Microsoft Office templates, then Arial should be substituted.

Titles, headlines and marketing messages should always be set in Montserrat. Upper case can be used to highlight words or phrases within a headline. Supporting body copy set in Din.

There are several weights (bold, medium, light etc.) available in each font. Each should be used as indicated.

Size, colour and positioning of typography should be carefully considered to ensure accessibility requirements are met.

Design Font Primary

# Montserrat

**BOLD** - used for main headings  
**SEMIBOLD** - used for intro text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
0 1 2 3 4 5 6 7 8 9

Design Font Body Copy

# DIN

**BOLD** - used for sub-headings  
**REGULAR** - used for body copy  
*ITALIC* - used to highlight text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
0 1 2 3 4 5 6 7 8 9

Internal Default Font

# ARIAL

**BOLD** - used for main headings  
**REGULAR** - used for body copy  
*ITALIC* - used to highlight text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
0 1 2 3 4 5 6 7 8 9

# Call to action

All material (excluding digital) must have the website and phone number as a call to action.

Social media icons are to be used to direct people to the Nillumbik Facebook, Twitter, Instagram and LinkedIn pages where appropriate.

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**Nillumbik Health and Wellbeing Plan 2017-2021**

Health Promotion Showcase and Strategic Directions Workshop

Date Monday 5 June 2017  
Time 9:15am – 3:00pm  
Location Civic Centre, Civic Drive, Greensborough

You are invited to participate in planning the strategies for the next Nillumbik Health and Wellbeing Plan 2017-2021. Presentations from VicHealth, Heart Foundation, Climate and Health Alliance, DHHS and more on health and wellbeing directions and examples of local government prevention projects.

Help shape the strategies for a healthier community by considering community feedback, research findings, and evidence-based prevention strategies and policy directions.

nillumbik.vic.gov.au  
9433 3111  
f @ i n t w




**Diamond Creek dog park renewal**

**Details Heading**  
Date Between August 2018 to February 2019.  
Location Eltham, Eltham North and Research.

The works are part of regular maintenance to ensure compliance with the Electric Line Clearance Regulations 2015. Council is responsible for maintaining a minimum clearance space around the powerlines to avoid the chance of trees contacting powerlines, which could lead to power outages, and in some instances, fires.

nillumbik.vic.gov.au  
9433 3111



# Photography and Video

Photography is an important way of communicating with our audience.

Our photographic style is an extension of our brand, and strives to communicate the diversity of living, working or visiting Nillumbik.

When using images, it's important that they convey the diversity of our community; people of different ages and cultural backgrounds.

Imagery should be emotive, natural, un-posed and showcase key components of our offering, as well as using a depth of field, natural light and simple compositions.

Social Media are exempt for live event photos only.



## Graphic Pattern

Several graphic patterns have been created to provide visual interest in certain applications when photography isn't available. The graphic patterns take inspiration from the native flora and fauna of Nillumbik and symbolise a connection to the environment. The graphic pattern can be used in a restrained manner on selected communications material.

Correct usage:

- Must only ever be used as provided
- If used with a heading, care should be taken to ensure legibility
- Can only be scaled proportionally
- Only one pattern can only be applied at a time
- Care should be taken to balance the pattern with other layout features

Each pattern can be used in any colour from the colour palette, matched with the nominated support colour.



# Logo Placement

The first step in building a strong brand is a consistent approach with its application.

Over time brand recognition helps establish trust.

It is essential that the Nillumbik brand appears consistently across all communications material.

There are four positions available for logo placement on communications material:

## 1. Printed collateral:

Brochure covers, fact sheets and advertising: bottom right corner combined with the brand shape and relevant department identifier.

Stationery: (letterhead and business cards) top right corner

## 2. Website: top left corner

3. Edm: top right corner, combined with brand shape and relevant department identifier.

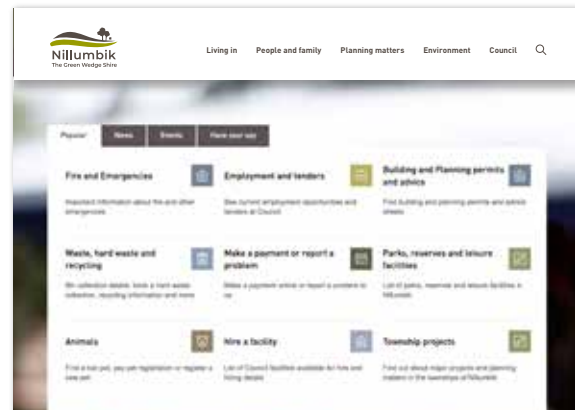
4. Digital adverts and banners: bottom right corner

5. Signage: centered or top left corner combined with brand shape

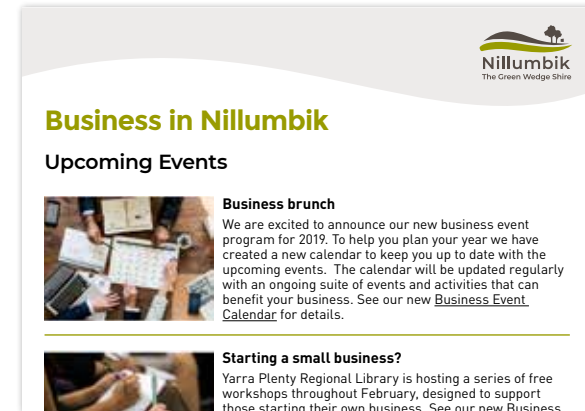
The logo must be inset by the clear space X calculation (see page 6).



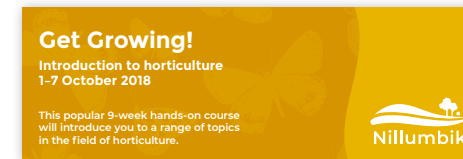
1. Printed



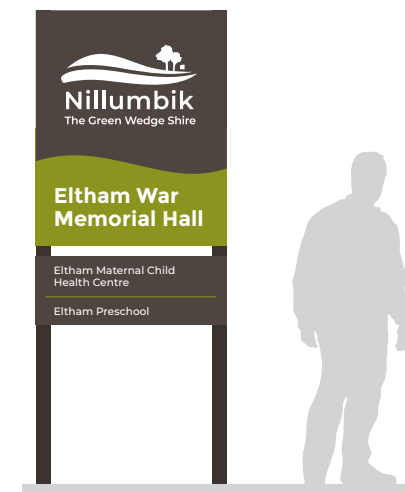
2. Website



3. Electronic Direct Mail (eDM)



4. Digital Adverts

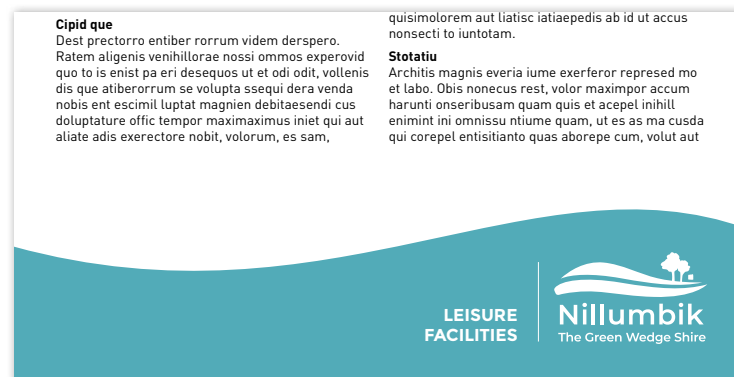


5. Signage

## Brand Shape

A brand shape has been developed as a holding device to lockup the Nillumbik logo with the business unit name or sub-brands (Endendale and Youth). It has been designed to link all communication materials and hero the Nillumbik logo. It must be used as a base plate on all printed communications material to maintain a consistent brand.

Symbolising the hills that surround Nillumbik, the shape adds dimension and versatility to our communications material and celebrates our natural environment as demonstrated in the footers.



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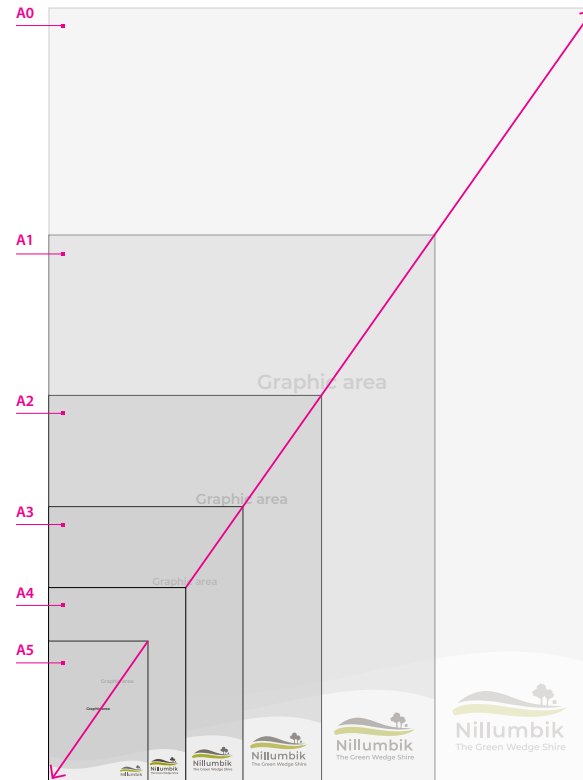
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## Brand Shape Application

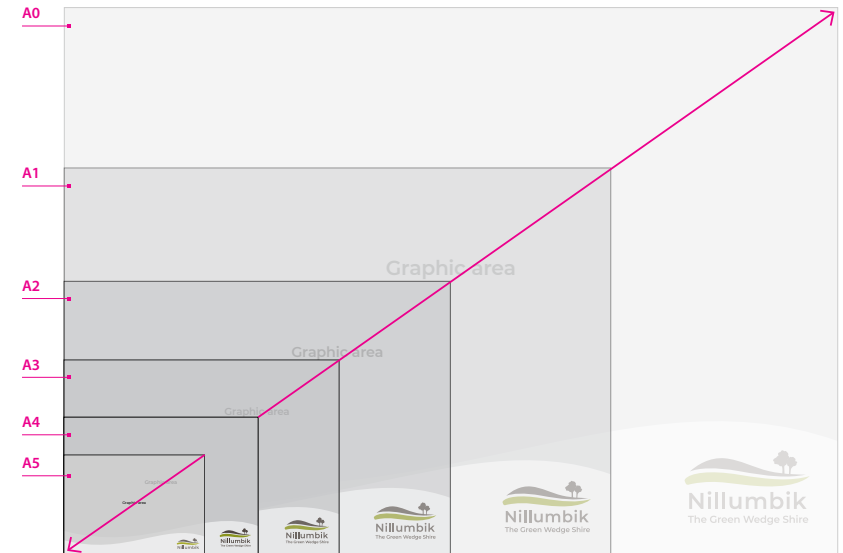
The brand shape is a modular design used as a holding device for the logo, business unit name or sub-brands:

- The brand shape must be adhered to and never be altered or recreated
- The width and height of the brand shape is fixed and should only be used as supplied (see page 33)
- It scales for all A-sized material (or variations of) in both vertical or horizontal formats as specified here
- The positioning line can be dropped from under the Nillumbik logo for D/L size and smaller applications
- The base colour should only appear using the colour allocated to the business unit or sub-brand (see page 7)
- It can be used as a holding device for titles and headings in advertising, presentations and brochure covers
- The wave graphic can be rotated for narrow applications e.g. banner ads

To ensure consistency across communications material, there are recommended sizes of the brand shape for standard size formats. These rules apply to all versions of the wave graphic.



A5-A0 template scaling – Portrait



A5-A0 template scaling – Landscape



Rotated wave graphic example



## Co-branding and Sponsorship

There may be instances where co-branding requirements will present the Nillumbik logo with partner or sponsor organisations.

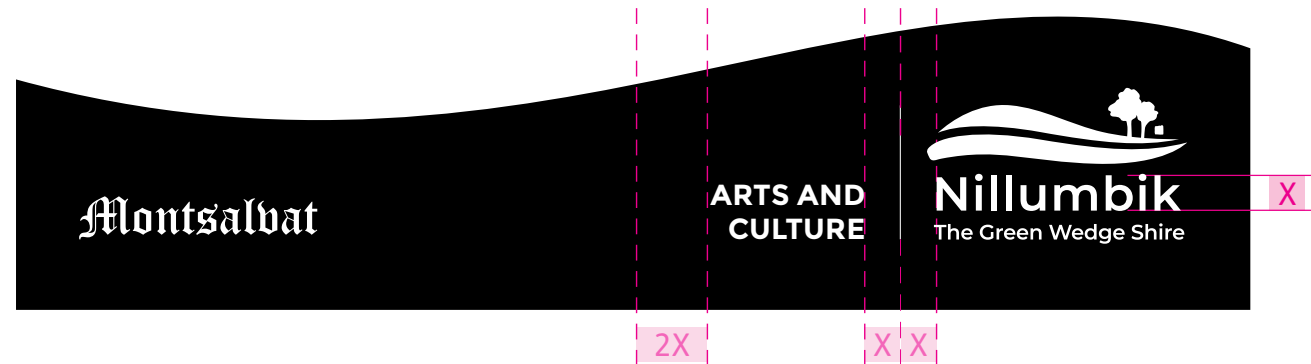
If co-branding is required, the Nillumbik logo should always appear as the primary logo. All the application instructions for the Nillumbik logo apply as outlined in this document.

Co-branding logos should be placed to the far left of the Nillumbik logo and accompanying business units or sub-brands.

Co-branding logos should not exceed the height of the Nillumbik logo. A (x2) clear space should be used between the Nillumbik logo and accompanying business unit or sub-brand and the partner or sponsor organisation logo.

The examples provided demonstrate options on how co-branding can be applied.

Please note: A sponsorship package to be developed



Footer options

# Best practice

The background of the slide is a repeating pattern of stylized green leaves and flowers. The pattern is composed of thin, dark green stems that branch out, bearing clusters of small, rounded leaves and simple, five-petaled flowers. The overall color palette is a range of greens, from a very light, almost white-green to a deep, forest green. The pattern is dense and covers the entire area of the slide.

## Stationery



**Nillumbik**  
The Green Wedge Shire

**Mr John Smith**  
24/10 Main Rd  
Hurstbridge  
VIC 3099

9 February 2019

Dear Mr Smith,

Invenietur modit, to volentios eatis eturest, omniscidebis alit magnihil ium heritas a vel excest, nat ipisci con nisquid qui diteces totatus excestibea consequatis inciand usciisc illuptae pro es voluptatiam, consecto to doluptae eatur?

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Consecero et acculpa suntius quis etur sin conem quatum fugit, si iunt venis quossunt de nosam, quat parcidunt in comnima ximolorias ea diori conecae vene est, que nemodip iscitia alignatusdae saperumque quiam inustotatium harchitis magnis everia quatem et quissi apic temporibus et ipsapediant, cora sam derum que volorporum fugitias que molutas porrovi tionsequis siminum res secuptata siminctur, qui quis doloriatum latiam que velitas ent minctus, temolorum doluptatur sinvendi ditint, sequeOrruptur? Tus, qui idio. Nam ratate culparcid que vollatem ipiende plam re et eume si nos et rerum laborpo saecerum facea quibusantiae coreped ullendae sandem est facero molorum volorae sunt, si niet voluptat quatem que nonsequia sequiae periori bustist, sitatem poritatis earuptur sumque non nihil milles dolor simus verspito. Inus.magnam et aborae imaximet iunt omnis incium verrovita con ne minulpario. Um di quatecus. Atur, od eiciist.

Kind regards,



**Cr Karen Egan**  
Mayor

Civic Drive (PO Box 476) Greensborough Victoria 3088  
03 9433 3159 | nillumbik@nillumbik.vic.gov.au

nillumbik.vic.gov.au

Letterhead



**Nillumbik**  
The Green Wedge Shire

**Ask me about:**  
Economic Development  
Local business support  
Business events  
Tourism

**Nillumbik Shire Council**  
Civic Drive (PO Box 476) Greensborough Victoria 3088  
03 9433 3159 | nillumbik@nillumbik.vic.gov.au  
nillumbik.vic.gov.au

**Person Name**  
Position Title  
Department Name  
perons.name@nillumbik.vic.gov.au  
03 0000 0000 | 1234 000 000

**Business card**

Dear Mr Smith,

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Kind Regards,

**Person Name**  
Position Title  
Department Name  
person.name@nillumbik.vic.gov.au  
03 0000 0000 | 1234 000 000

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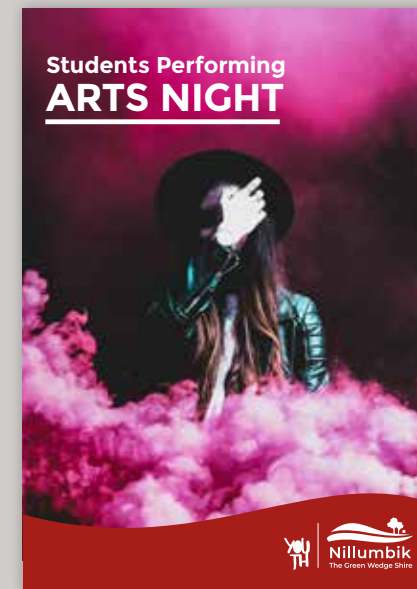
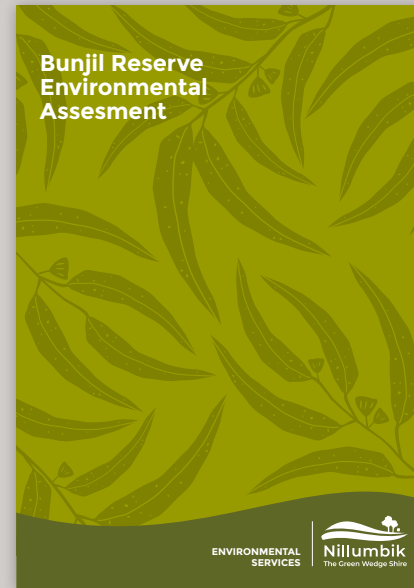
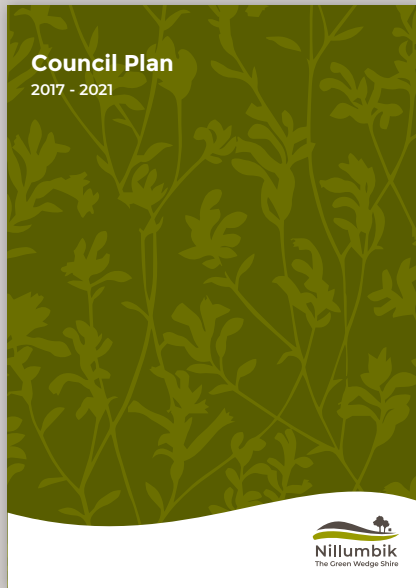


**Nillumbik**  
The Green Wedge Shire

**Nillumbik Shire Council**  
Civic Drive (PO Box 476) Greensborough Victoria 3088  
03 9433 3159 | nillumbik@nillumbik.vic.gov.au  
nillumbik.vic.gov.au [f](#) [@](#) [in](#) [t](#)

Email signature

A4 portrait cover examples



## A4 landscape examples



A4 Flyer

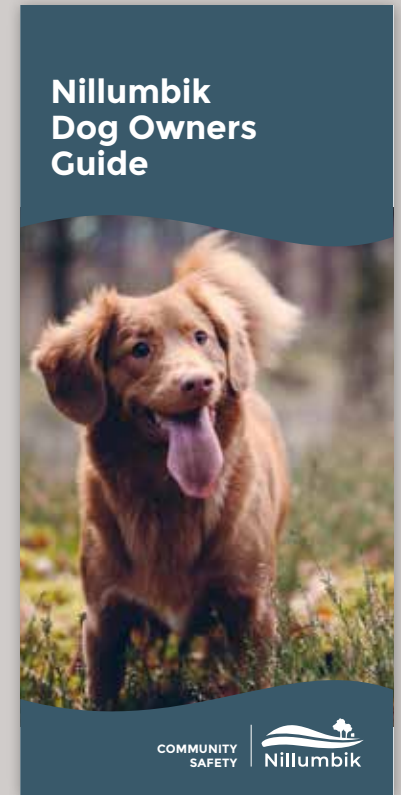
DL examples



DL Invitation



DL Brochure



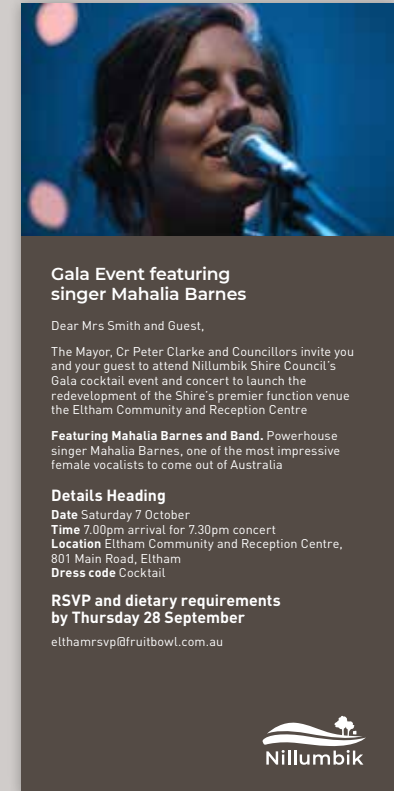
DL examples



DL Double Sided Invitation



DL Double Sided Invitation – Front



DL Double Sided Invitation – Back

## The Age Public Notices

**Tree pruning  
around powerlines**

**Nillumbik Shire Council contractors will be undertaking pruning works around overhead powerlines.**

**Details Heading**  
**Date** Between August 2018 to February 2019.  
**Location** Eltham, Eltham North and Research.

The works are part of regular maintenance to ensure compliance with the Electric Line Clearance Regulations 2015.

**nillumbik.vic.gov.au**  
**9433 3111**



92x96mm

**Diamond Creek dog park renewal**

**Nillumbik Shire Council contractors will be undertaking pruning works around overhead powerlines.**


**Details Heading**  
**Date** Between August 2018 to February 2019.  
**Location** Eltham, Eltham North and Research.

The works are part of regular maintenance to ensure compliance with the Electric Line Clearance Regulations 2015. Council is responsible for maintaining a minimum clearance space around the powerlines to avoid the chance of trees contacting powerlines, which could lead to power outages, and in some instances, fires.

**nillumbik.vic.gov.au**  
**9433 3111**



92x129mm




**Tree pruning  
around powerlines**

**Details Heading**  
**Date** Between August 2018 to February 2019.  
**Location** Eltham, Eltham North and Research.

The works are part of regular maintenance to ensure compliance with the Electric Line Clearance Regulations 2015.

**nillumbik.vic.gov.au**  
**9433 3111**




**Diamond Creek  
dog park renewal**

**Details Heading**  
**Date** Between August 2018 to February 2019.  
**Location** Eltham, Eltham North and Research.

The works are part of regular maintenance to ensure compliance with the Electric Line Clearance Regulations 2015. Council is responsible for maintaining a minimum clearance space around the powerlines to avoid the chance of trees contacting powerlines, which could lead to power outages, and in some instances, fires.

**nillumbik.vic.gov.au**  
**9433 3111**





The Diamond Valley Leader Notices

**Tree pruning around powerlines**

**Nillumbik Shire Council contractors will be undertaking pruning works and possible tree removal around overhead powerlines.**

**Details Heading**  
**Date** Between August 2018 to February 2019.  
**Location** Eltham, Eltham North and Research.

The works are part of regular maintenance to ensure compliance with the Electric Line Clearance Regulations 2015.

Council is responsible for maintaining a minimum clearance space around the powerlines to avoid the chance of trees contacting powerlines, which could lead to power outages, and fires.

**nillumbik.vic.gov.au**  
**9433 3111**



170x63mm

**Tree pruning around powerlines**


**Nillumbik Shire Council contractors will be undertaking pruning works around overhead powerlines.**

**Details Heading**  
**Date** Between August 2018 to February 2019.  
**Location** Eltham, Eltham North and Research.

The works are part of regular maintenance to ensure compliance with the Electric Line Clearance Regulations 2015.

Council is responsible for maintaining a minimum clearance space around the powerlines to avoid the chance of trees contacting powerlines, which could lead to power outages, and fires.

**nillumbik.vic.gov.au**  
**9433 3111**



**National park surveying**

**Details Heading**  
**Date** Between August 2018 to February 2019.  
**Location** Eltham, Eltham North and Research.

The works are part of regular maintenance to ensure compliance with the Electric Line Clearance Regulations 2015.

**nillumbik.vic.gov.au**  
**9433 3111**



100x63mm

**National park surveying**

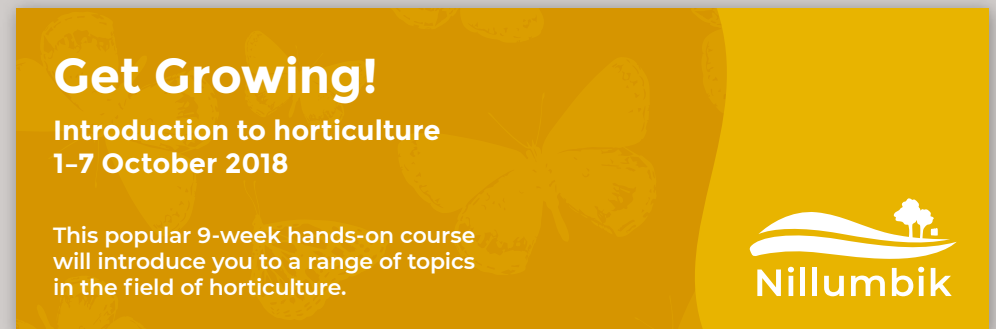
**Date** Between August 2018 to February 2019.  
**Location** Eltham, Eltham North and Research.

The works are part of regular maintenance to ensure compliance with the Electric Line Clearance Regulations 2015.

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**9433 3111**



Digital ads and banners





A4 information sheets



**Beginner Painting Classes**

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**Diamond Creek Trail Extension Project**

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**Environmental Report**

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A4 information sheets

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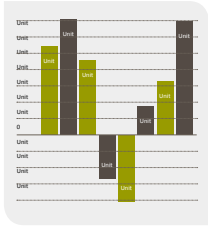



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## Permanent Signage

The purpose of our permanent signage is to provide clear identification and wayfinding. Permanent signage needs to deliver a brand message that conveys a sense of arrival and a sense of place and clearly communicates important information.

As a highly visible application of the Nillumbik brand, signage is an important opportunity to present our logo consistently.

The guidelines within this document should be adhered to when designing signage.

Correct application of signage components:

- The Nillumbik logo with the positioning statement must be placed top and center in the primary grey (PMS 405) colour.
- The brand shape must be used to divide the logo and primary location message
- The primary location identifier text should always be ranged left in the primary green (PMS 384).
- The secondary location identifier text should always be ranged left in the (grey colour)
- The two primary colours (grey PMS 405 and green PMS 384) should only be used.

The following examples demonstrate design intent only:

1. Welcome to Nillumbik sign
2. Welcome to our township sign
3. Directory board

Interpretive signage should reflect these guidelines, however can be treated on a project basis, with an understanding that more detailed content will need to be presented.

Nillumbik permanent signs are class 2 reflective, with the approximate life span of 5-7 years.



## Uniforms

Council uniforms (shirt, polo, jumper, jacket etc.) must incorporate the Nillumbik logo with the positioning statement in the top left corner.

The different colour of the uniforms require the logo to be applied in different colours:

**White/light coloured garment:** full colour logo or primary charcoal

**Black/dark coloured garment:** white logo

**Bold coloured garment:** white logo

Uniforms must not include any other logos unless approved by Marketing and Online Strategy.





## Uniforms

The Community Safety officer uniform consists of a Jumper/ Cardigan, Long Sleeve polo shirt, Short Sleeve Polo Shirt, Hi Vis Jacket, Rain Coat, Black Cargo Pants, Cap, Long sleeve Jacket, Short Sleeve Vest, Steel Toed Boots and a Winter Black Jacket.

The Community Safety business unit must be clear on all uniform material. It is to be placed to the left of the Nillumbik logo as seen here.



## Vehicle Signage

All Nillumbik owned or licensed vehicles should be branded according to the visual principles as shown in these examples.

Only the Nillumbik logo with the positioning statement should be used.



## Which Logo Format to use?

### Raster files (jpg & png)

Designed to be used on-screen (ie web, Microsoft Word, Powerpoint etc.) They are an RGB file so they will not print accurately from colour laser/inkjet printers to match our primary brand colour specification. There may also view differently from screen to screen depending on the model, age and settings used.

These JPEG's are saved at high resolution. This allows them to be scaled slightly prior to losing sharpness.

These PNG's are used when a transparent background is required, (ie reversed white logo.)

### Vector files (ai & pdf)

Vector based AI's and PDF's (created in Adobe Illustrator) are the best format for logos used in artwork. Design studios and printers will require these files when creating material for Nillumbik. They can be scaled to any size without affecting the quality.

| Assets          | Available formats    | Available colour space         |
|-----------------|----------------------|--------------------------------|
| Logos           | AI / JPG / PNG / PDF | SPOT / CMYK / RGB / MONO / REV |
| Templates       |                      |                                |
| Word Letterhead | DOCX                 |                                |
| Word Document   | DOCX                 |                                |
| Powerpoint      | PPTX                 |                                |

### Logo abbreviations

SPOT = Pantone printing  
 CMYK = Process printing  
 RGB = Screen use (word or web)  
 MONO = Black printing only  
 REV = Logo is white

AI = Vector file (Illustrator)  
 JPG = Raster file  
 PNG = Raster file that maintains a transparent background  
 DOCX = Microsoft Word file  
 PPTX = Powerpoint file