

LAWWEEK
13-19 MAY 2019

UNLOCK
your
LAW



LAW WEEK LOGO USE
GUIDELINES FOR EVENT PARTNERS

STOP!

**Did you receive a Law Week Grant from
Victoria Law Foundation?**

Then you're reading the wrong guidelines!

You need to acknowledge your event's grant funding in any promotional materials for the event.

We have created a separate guide just for you that can be accessed **from the Law Week website**.

Please use those instructions instead.

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your
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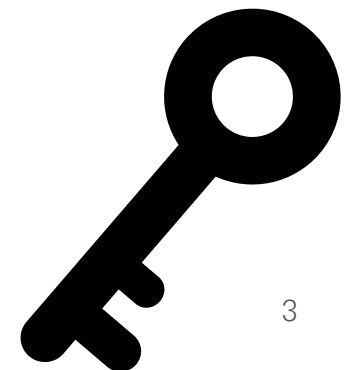
WELCOME TO LAW WEEK 2019

We're thrilled to have you on board as an Event Partner and look forward to working with you to make learning about the law easy for Victorians.

As an Event Partner for Law Week 2019, you have agreed to use the Law Week logo in any promotional materials produced for your event and to acknowledge Victoria Law Foundation as the presenter of Law Week.

We want to make it as easy as possible for you to affiliate your event with Law Week, so have made a full set of Law Week logos available for your marketing and promotional use.

The logo versions and their requirements for use are explained in this document.





LOGO ACCESS

The Law Week logo files are available on the **Resources page** of the Law Week website. They should be used by Event Partners within the guidelines set out in this document.

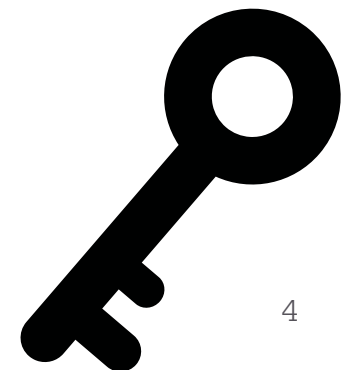
From the website's Resources page, you can access the logo files Dropbox folder, which is home to all the different logo files.

To choose the correct logo file, work through the simple questions on **page 6** of this guide.

Other resources to help promote your event

While you're in the Resources section of the Law Week website, be sure to look at the additional promotional collateral files, including:

- a promotional flyer template for your event
- social media images
- a poster
- an email signature image
- PowerPoint promotional display slides and more!



LOGO VARIATIONS

The 2019 Law Week logo is shown below in the three different colour variations that are available to use. They have been provided to work against a range of different coloured backgrounds in your promotional designs.

Colour

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Mono (black and white)

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Reverse (displayed on black background)

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CHOOSING THE RIGHT LOGO

Step 1 – Choose the best colour-type logo for your design

If your design will be produced in colour	If your design will be produced in black and white	If your design uses a dark solid background colour
Colour logo	Mono (B&W) logo	Reversed logo

Step 2 – Choose the best file format for your purpose

If your design is for digital use (e.g. website, email or other screen displays)	If your design is for print use (e.g. printed flyers or other printed materials)
.svg file (1st preference)	.eps file (1st preference)
.png file (2nd preference)	.svg file (2nd preference)
.jpg file (last preference; not available with transparent background)	.jpg file (last preference; not available with transparent background)

Step 3 – Access and download the correct logo file

Once you have answered the questions in Steps 1-3 above, you're ready to download the best logo file for your needs. All logo file versions are available here via the **Resources section** of the Law Week website.

IMPORTANT LOGO RULES

Clear space

When using the logo, please ensure that there is a clear space to the size of the 'L' in the logo.

This will ensure that the logo is always reproduced in a clear and consistent way.



Minimum size

When using the logo, please ensure its size meets the minimum width requirement of **25mm** set out below. This will ensure it is legible.



IMPORTANT LOGO RULES

Here are examples of how NOT to use the logo.

X

DO NOT distort or stretch the logo's proportions

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X

DO NOT add extra graphics or effects such as drop shadows

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X

DO NOT alter any of the colours

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X

DO NOT place the logo over colours that clash

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X

DO NOT move elements of the logo independently

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X

DO NOT change the logo's typography

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APPROVALS

The placement of the logo on all promotional products must be approved by the Foundation before final production.

Once you've finished your design, please email it (or a screencap, for website use) to the Events team at gangus@victorialawfoundation.org.au for final approval.

Do you need help?

If you require any logo file formats that haven't been supplied, or have any difficulty with the file types outlined in this guide, please contact the Foundation's Communications team:

- **Call 03 9604 8100**
- **Email contact@victorialawfoundation.org.au**

We'll be happy to help!

