



NSW ACCREDITED VISITOR INFORMATION CENTRE

GRAPHIC STANDARDS GUIDELINES



ACCREDITED VISITOR INFORMATION CENTRE IDENTITY

The italic yellow “i” sign on the blue background is a registered trademark. It denotes an accredited Visitor Information Centre. Accredited Visitor Information Centres adhere to a set of standards related to good business practices and customer service.

The trademark combines the internationally recognised symbol for information and the italic “i”, with a typographical panel. It is an important part of the brand for Accredited Visitor Information Centres throughout Australia. These guidelines have been created to demonstrate the correct use of the trademark and should be retained as an official reference document.

Accredited Visitor Information Centres may use this symbol at any time for any use, as long as the image is in keeping with these guidelines.

COPYRIGHT INFORMATION

The use of the Accredited Visitor Information Centre trademark is restricted to accredited Visitor Information Centres only.

Non accredited centres or other organisations are not permitted to use this symbol or identity.

For accredited centres, please take care to avoid any misinterpretation of the Accredited Visitor Information Centre branding. It is in your best interests to ensure that this identity is used by accredited centres only. Any incorrect use, or unauthorised use, should be reported to Destination NSW (DNSW).

Similarly, any proposed use of the elements other than that shown must be referred to DNSW for prior approval.

To ensure visual consistency, the trademark must always be reproduced from master artwork and must not be altered in any way. Master art can be made available electronically in a variety of file formats.

The master artwork material supplied is intended to service all known requirements. Any enquiries regarding the trademark should be forwarded to:

Destination NSW
Level 2, 88 Cumberland Street
Sydney NSW 2000

avic@dnsw.com.au
(02) 9931 1483





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PRINTING FORMAT

When the symbol is used alone, it must include a border of clear space. The clear specifications are shown in Image 1. The clear space requirements always apply unless otherwise specified in this guide (e.g. site signs or building signs).

The clear space, as indicated in Image 1 by '1.0 unit', shall not be less than the dimension from the bottom of the symbol to outer edge of the blue field.

When the symbol accompanies type or other elements, a further clear space of not less than '2.0 units' shall be recognised outside the blue field.

Where deviation from the clear space is required to meet specific design parameters, prior approval must be sought from DNSW who will supply the relevant master artwork.

The "i" trademark must always be used with ® symbol.

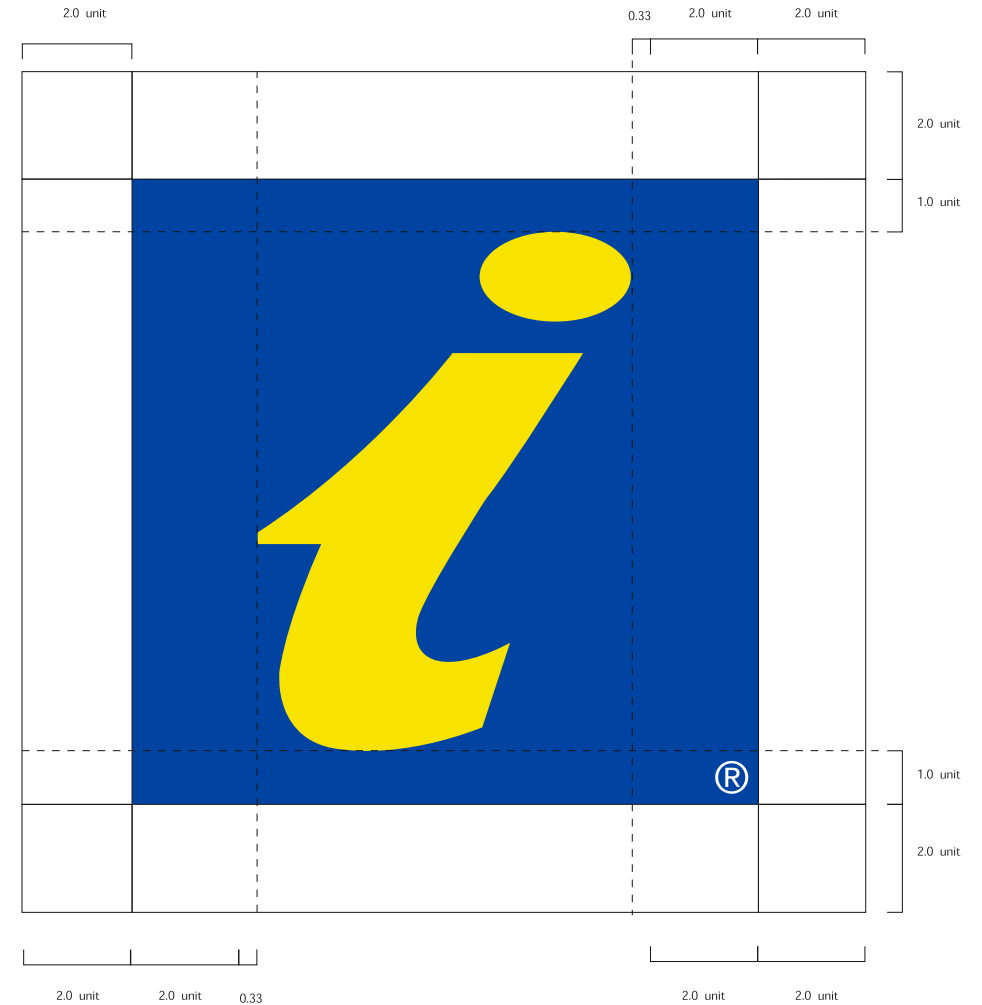


Image 1

BUILDING OR SITE SIGNS

SITE SIGNS: HORIZONTAL & VERTICAL FORMAT

The “i” symbol and logotype form a distinctive identity for use in all signing and three-dimensional applications.

There are two identity applications: a horizontal format (Image 2) and a vertical format (Image 3). These two formats enable every possible use.

The horizontal format is the preferred use of the identity, with the “i” symbol right justified.

The vertical form (see Image 3) with the “i” symbol right justified, should only be used where space constraints do not allow the use of the preferred horizontal form.

The relationship between the symbol and logotype must not be altered under any circumstances.



Image 2

CLEAR SPACE – SITE SIGNS: HORIZONTAL & VERTICAL FORMAT

To ensure all elements of the site are positioned correctly within their own fields, the elements should always appear with minimum standards of clear space.

The clear space, as indicated by 'X = 1.0 unit' shall not be less than the cap height of the support typeface.

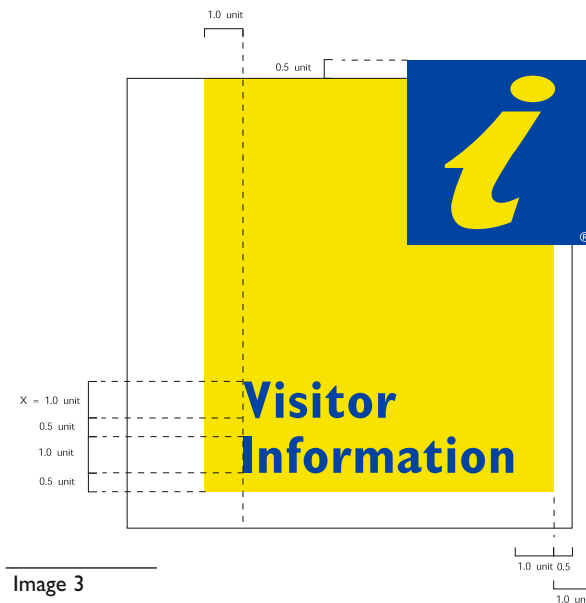


Image 3

COLOUR PRODUCTION

I SYMBOL

The colour of the “i” symbol is always yellow out of a blue background. This colour combination must never be reversed to appear

as a ‘negative’ image, nor should the symbol appear in other colours, be contained within another shape or be altered in any way.

LOGOTYPE – PRIMARY TYPEFACE

The preferred colour for the Visitor Information Network identity logotype is:

- blue on a yellow background. (see page 8)

LOGOTYPE – SUPPORT TYPEFACE

The preferred colour for this application is:

- blue on a white background. (see page 9)

PRINTING – PMS COLOUR REPRODUCTION (PANTONE)

When applied to a print medium, the identity should be reproduced in the two PMS colours:

- Blue – PMS 293
- Yellow – PMS 109

PRINTING – PROCESS COLOUR REPRODUCTION

If PMS colours are not available (i.e. in process colour reproduction), the identity should be reproduced as a combination of:

- PMS 293 – 100% Cyan, 56% Magenta
- PMS 109 – 95% Yellow, 9% Magenta

VINYL - SIGNING APPLICATIONS

When applied to signs, the identity can be cut away from self-adhesive vinyl.

The corresponding vinyl specifications are:

- PMS 293 – Blue (006)
- PMS 109 – Bo Canary (982)



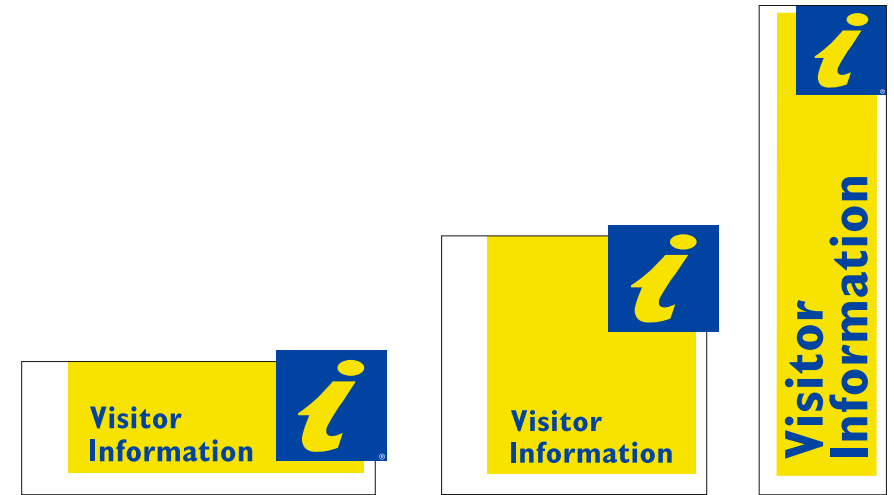
COLOUR PRODUCTION

PAINT - SPECIFICATIONS

The identity may also be painted for sign applications. A paint application of the identity may be developed for external or internal use.

As there are many variables for a paint base, the colours should always be matched to:

- Blue – PMS 293
- Yellow – PMS 109



SINGLE COLOUR – “i” SYMBOL

The “i” symbol is the only element which can be reproduced in black and white.

This should be white reversed out of black:

- Black – PMS Black



Printing – PMS Colour Reproduction (Pantone)



PMS 293

PMS 109

PMS Black

white

Printing – Process Colour Reproduction



100% Cyan
56% Magenta

95% Yellow
9% Magenta

100% Black

100% White

Sign Application Vinyl – (Graphical Cast Vinyl)



Blue (006)

Bo Canary (982)

TYPEFACES

TYPOGRAPHICAL RULES

Setting is always to be in capitals and lower case. Words should not be underlined.

PRIMARY TYPEFACE

The identity typeface is Gill Sans Condensed, of which Bold is the only acceptable weight.

This typeface is used on the typographic panel of the identity only.

No wording other than 'Visitor Information' can be produced in this specific typeface.



**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

Gill Sans Condensed Bold

TYPEFACES

SUPPORT TYPEFACE

The support typeface is Gill Sans of which Roman is the only acceptable weight.



ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Gill Sans Roman

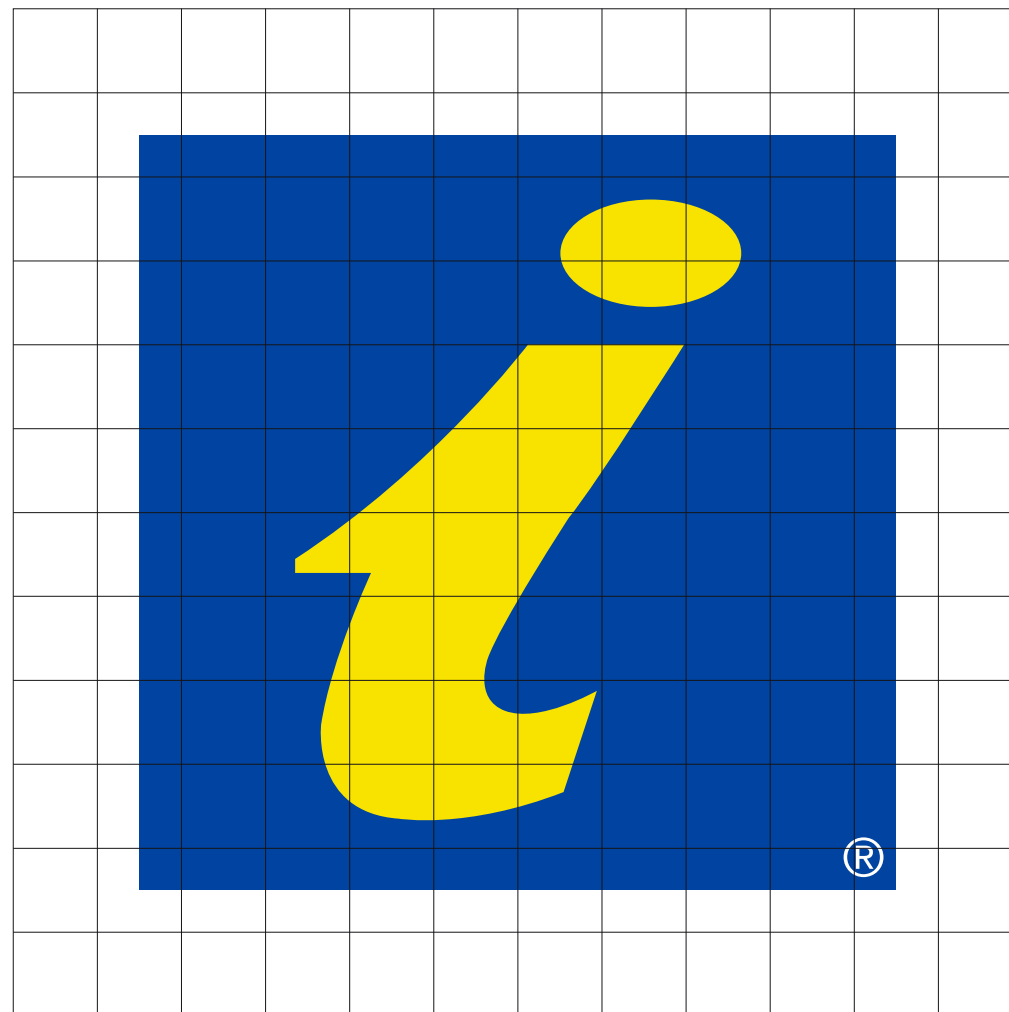
SIGNWRITER'S GRID

SITE SIGNS

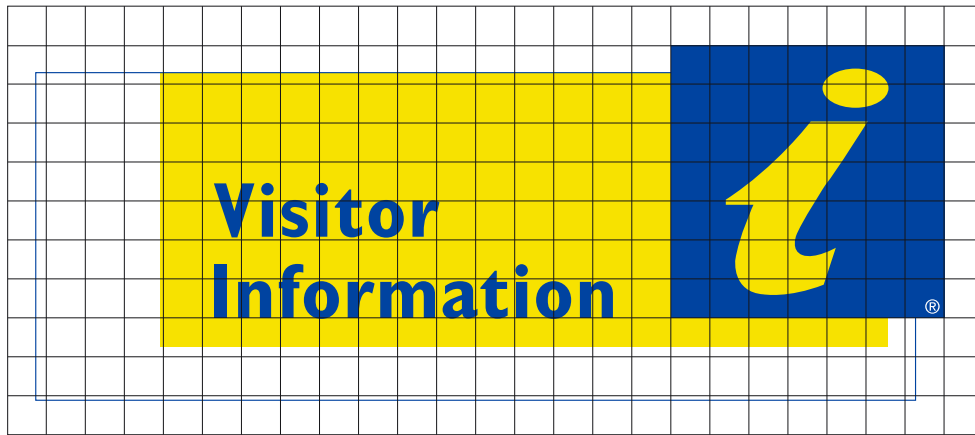
When photographic enlargements are not practical a signwriter's grid, as shown, must be used to construct the symbol and logotype.

The position of all elements within this grid must not be changed.

(A signwriter's grid has been provided for each format).



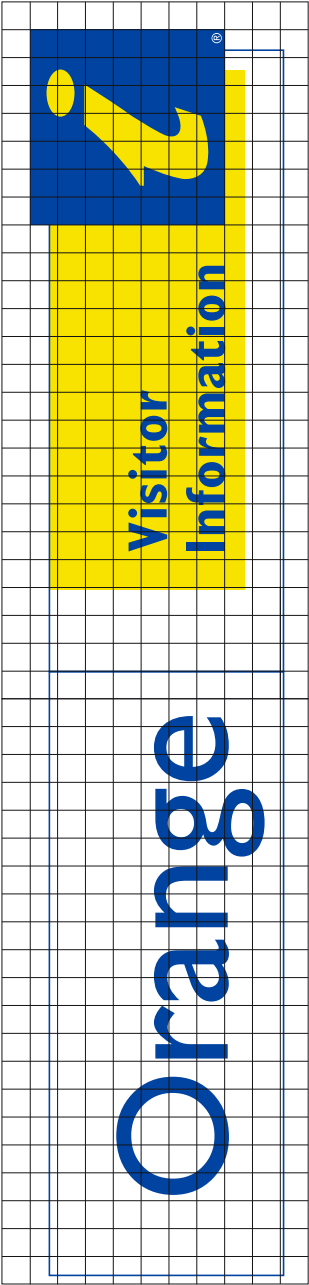
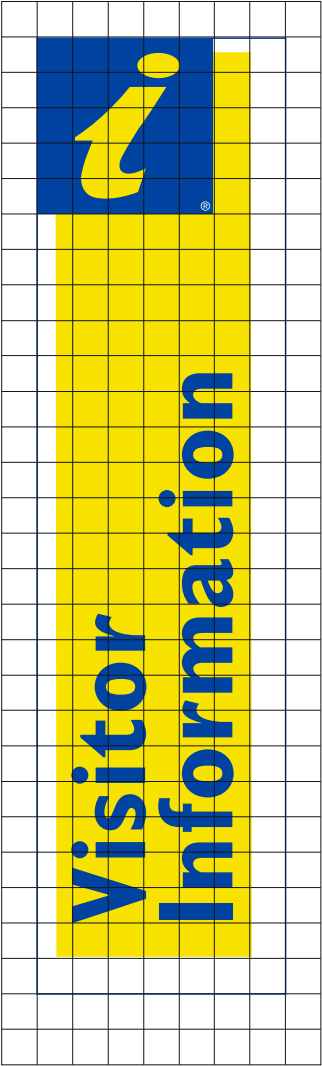
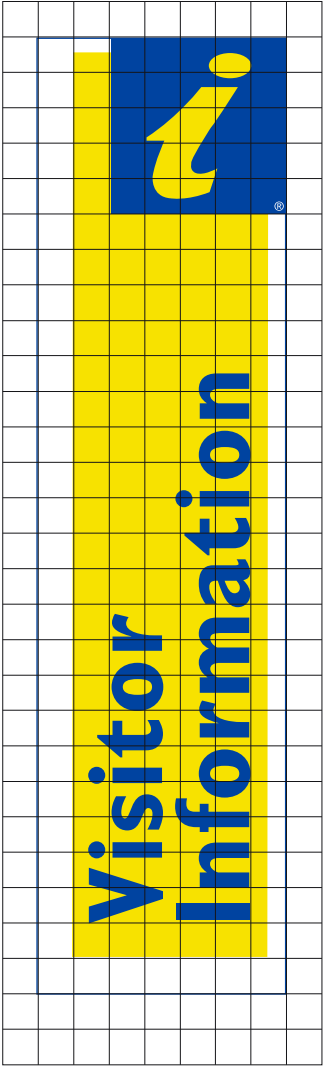
SIGNWRITER'S GRID



SIGNWRITER'S GRID



SIGNWRITER'S GRID



OTHER APPLICATIONS

SMALL USE

Reproduction of the two colour “i” symbol at small sizes may result in loss of detail, recognition and colour. For this reason recommendations need to be made for this application.

The recommended minimum size is 5mm square in full colour.

If smaller sizes are necessary, for example in the case of mapping, a single colour should be used, preferably black.



HERITAGE SITE APPLICATIONS

There will be a number of situations where heritage and historical restrictions will not allow the simple application of a sign on sites coming under the jurisdiction of heritage listings.

In this instance the Visitor Information Centre will need to seek approval of design refinements through DNSW.

ROAD SIGN APPLICATIONS

For road sign applications, please refer to the Tourist Signposting Manual for guidance.

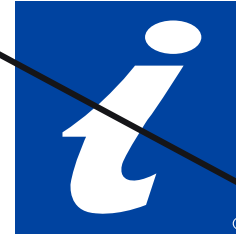
Contact TASAC@dnsw.com.au

INCORRECT USE

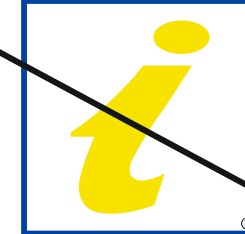
“i” SYMBOL

To achieve consistency and preserve the value of the identity, it is important to use it correctly

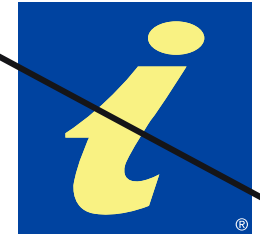
These are some examples of incorrect use to be avoided.



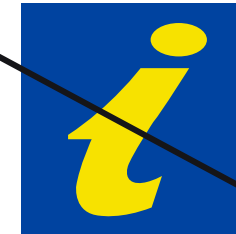
Single PMS Blue 293 colour must not be used without yellow



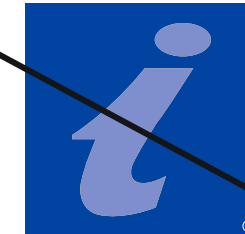
Solid yellow “i” must only be used on a solid blue background



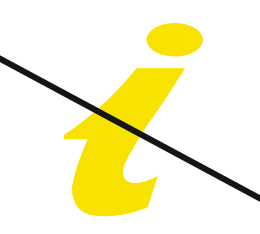
Incorrect PMS colours must not be used



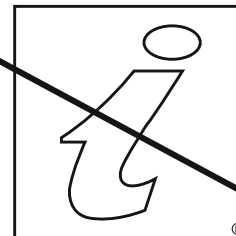
Symbol without ® not permitted.



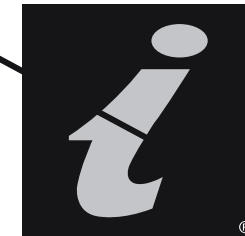
Introduction of any other colours is not permitted



“i” sign on it's own without blue box is not permitted.



Single black keyline is not permitted



Greyscale “i” must not be used on a black field



Greyscale field must not be used with a black “i” symbol

INCORRECT USE

SITE SIGN

These are some examples of incorrect use to be avoided.



A white "i" symbol is not acceptable



Type must only appear on a yellow field

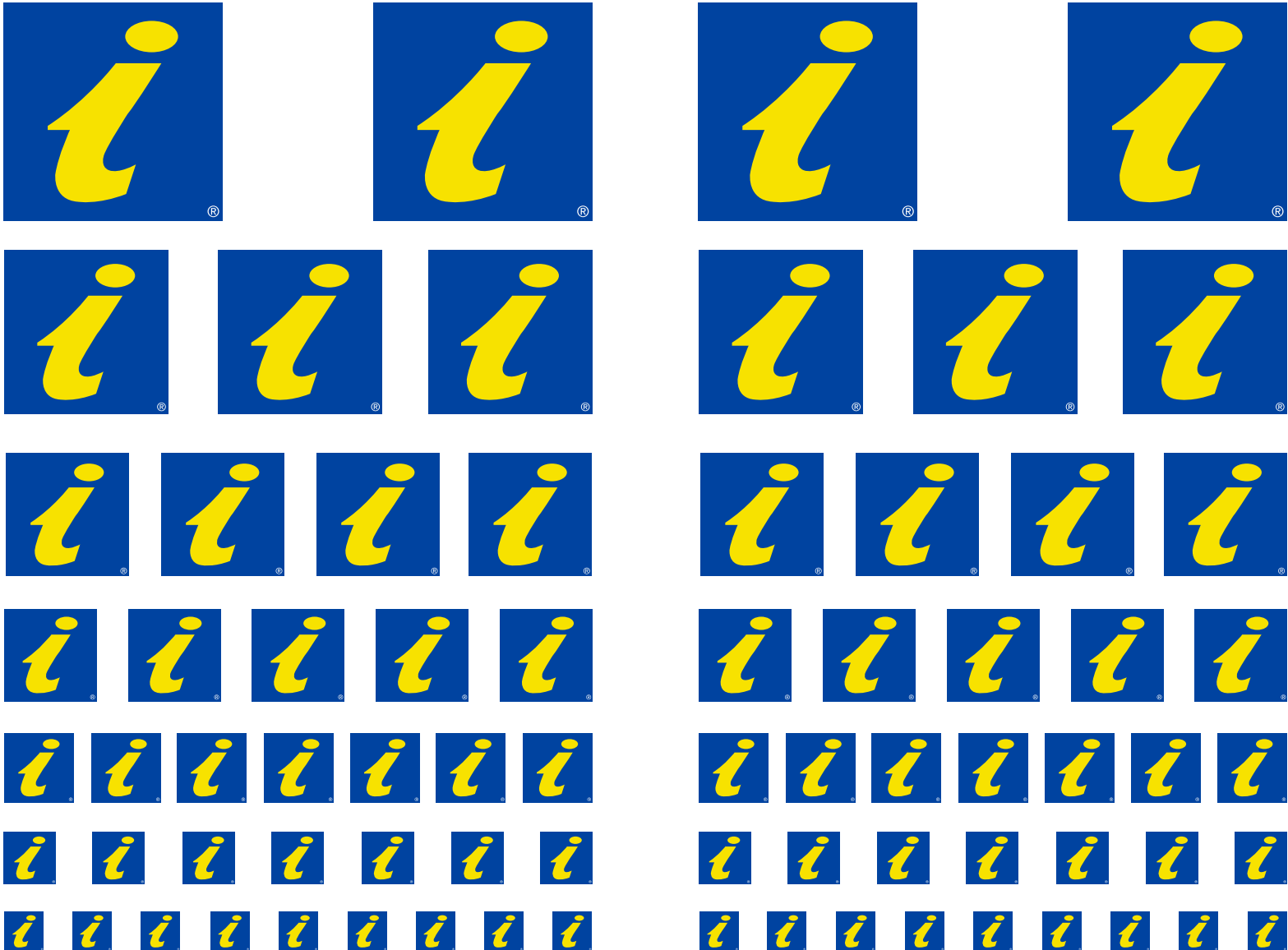


Type is only to be reproduced in blue, other colours are not acceptable



Introduction of any other colours is not permitted

COLOUR SHEET



SUPPLIED FILES

Shown here is a list of Accredited Visitor Information Centres “i” symbol files.

The “i” symbol has been supplied in a number of different file formats depending on the circumstance in which it is to be used. A guide on preferred usage formats has been provided.

We strongly advise that the “i” symbol should only be used in the application as specified. It is not necessary to utilise every format. All files have been created for use on both Mac and PC platform formats.

FILE CATEGORIES

SPOT

Printed material in PMS colours.

CMYK

Printed material in 4 colour process.

RGB

Any application where the end use is to view via a computer monitor (screen).

GREYSCALE

Printed material or screen, black and white version.

FILE FORMATS

EPS

Scalable vector graphic.

JPG

Resolution dependant image (can be high resolution).

GIF

Resolution dependant image, general used for web pages. (low resolution).

WMF

Compatible with Word and various Microsoft applications.

SPOT

VIN_LOGO_SPOT.EPS



CMYK

VIN_LOGO_CMYK.EPS



RGB

VIN_LOGO_RGB.EPS

VIN_LOGO_RGB.JPG

VIN_LOGO_RGB.GIF

VIN_LOGO_RGB.WMF



GREYSCALE

VIN_LOGO_BLK.EPS

VIN_LOGO_BLK.GIF

VIN_LOGO_BLK.WMF

