

VISITCANBERRA LOGO

The VisitCanberra logo is the central visual element that identifies our organisation and must be present on all communications. The vibrant blue colour is inspired by the vast blue skies of the Canberra region. The shape reflects the 'speech bubble of Australia', symbolising the city that is home to Australia's stories.

There are three versions of the VisitCanberra logo: full colour (principal), black and white (2 colour) and mono (1 colour). Where design style and printing permits the full colour version of the logo should be used. The logo should only ever be placed on simple backgrounds that ensure good contrast and legibility. It must not be distorted, cropped, tilted or modified in any way.



Full colour logo (this logo should be used whenever possible)



Black and white logos (only to be used where the design style of an application denotes that a black and white logo is required)



Mono logo (only to be used on single-colour applications)

Size and spacing

In print the logo must never appear less than 16mm in width. In digital applications the logo must be a minimum of 64 pixels wide.

Ensure that there is a minimum exclusion zone surrounding logo (defined as 'X', based upon upon the elements shown on each logo). No graphic or text elements may encroach within this zone.



Partnership logos

Whenever our brand is adopted by business partners or stakeholders the partner logo must appear on the left hand side (LHS) of a dividing vertical rule and at equal 'visual weight' to the VisitCanberra logo.

At minimum size the vertical rule should be 0.25pt, scaled proportionately with the logo when increased in size.

Prior to publishing any works containing the VisitCanberra logo please send examples to tourism.advertising@act.gov.au for approval.

