

BRAND GUIDELINES

MELBOURNE
CONVENTION
BUREAU (MCB)

EXTERNAL
SUPPLIERS



MELBOURNE
Convention
Bureau

MCB BRANDMARK AND USAGE GUIDELINES

MCB Logo Set

Full Colour on White (Primary)



Black on White



White on Black/Background Image



C: 18 M: 94 Y: 100 K: 9

R: 189 G: 50 B: 38

Minimum size

Minimum size specifications are provided to ensure the brandmark is reproduced effectively at a small size. Minimum size specifications must be observed in all applications. Where there is a question of the quality of reproduction, the brandmark must be used at a size larger than the minimum size.

Print Logo



Digital Logo

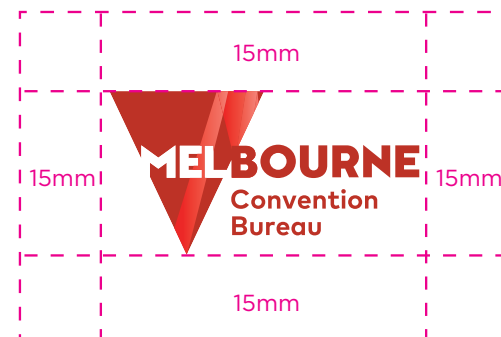


Clear Space and Dual Branding

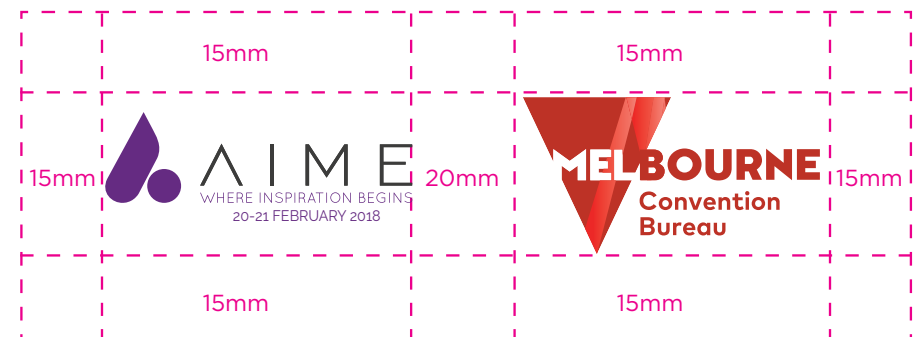
To maintain the clarity and integrity of our brandmark, a minimum 'clear space' must be observed in all applications.

Clear space creates an invisible frame that is a minimum area surrounding the brandmark that must remain free of any conflicting visual element. Wherever possible, apply additional clear space beyond the minimum requirement.

Single Logo



Dual Branding - MCB logo always to the right edge



**Visual is indicative and not to scale*

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DO'S

The following examples indicate the correct ways to use the brandmark on or with imagery.



Correct logo proportion



Use white logo on background imagery
- Logo to be right aligned in top or bottom right corner.



Primary logo to be separated by white footer with imagery.
All logos to be right aligned.



White logo use with co-sponsor logos (also white).



Primary logo with co-sponsor logos to be separated by white footer with imagery.
All logos to be right aligned.



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DON'TS

Do not use the brandmark in the following manner.



Do not stretch logo



Do not edit or remove logo gradient detail

This applies only to the primary logo



Do not flip logo



Do not change primary logo colour



Do not rotate logo



Do not use primary or black logo on background imagery

