

member's identity  
style guide

# member's identity style guide

## What is an identity style guide?

This style guide is a document outlining the usage of the VIEW logo. This is to ensure that at all times we are presenting ourselves as professionally and consistently as possible.

## Why do we need an identity style guide?

Because of the complexity of the varying technical usages, as well as differing logo styles for different contexts, this document is an aid to make clear which options are suitable at which times, allowing you to make an informed choice.

## How does this document work?

It's a general information guide. Have a look through to see if you can find examples of what you want to use the logo for, and then apply this example in the appropriate manner to your work. Due to the number of different word processing and publishing software packages available, specific instructions on how to insert logos or format your documents isn't feasible here. Please refer to your software's help file, or get some advice from a fellow club member who is familiar with what you are trying to do.

## I still don't know which option to choose!

Don't worry – sometimes when a number of logo options are technically suitable, the artistic choice can be just as difficult. There are also situations where, due to varying technical terminology, the description you're looking for won't quite match. If you are concerned, confused, or would like some advice don't hesitate to contact National Office.

## I'm worried that I've done it wrong.

Don't panic! If you've done a test print at home and the colours are incorrect, check the technical section at the back and try a different colour format. If the logos aren't looking in the proportion or size that you'd like, check your software's help file for instructions on how to resize an image, while retaining the correct ratio of width to height. If you don't know where you went wrong, or are even just not sure that what you've done is acceptable, please contact National Office for some advice.

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## Basic Logo Formats

The VIEW identity is a combination of the name VIEW – the logotype ('view'), the logo (stylized purple circle) and the tagline ('voice, interests and education of women'). The logotype and tagline are from a specifically drawn typeface and must not be typeset, redrawn or modified in any form by either manual or electronic methods.

The logo must only be used in the depicted configurations and any use must maintain the integrity of:

- the relationship of the logo to the name and tagline
- the size ratio between the type, logo and tagline
- the aspect ratio of the logo (width and height)
- the spacing between the letters

The standard colouring across all logos is the purple "circle of friends" accompanied by the green text.

## Primary Logo

This is the preferred primary VIEW logo. This should always be your first choice for consideration when looking to use the logo in any situation.

Usage examples: document headers, official invitations, websites, public posters or displays, placemats...



## Stack Logo

This logo is best used where horizontal space is limited, which will render the primary logo too

small to be effectively visible, or will significantly infringe upon the space requirements of the rest of the document. Usage examples: small document headers, narrow invitation cards, email footer...



## Horizontal Logo

This logo is expected to be the least used of the logo configurations, as this logo isn't as visually prominent as the other two options. It is best suited for a narrow space such as a document header or footer. Usage examples: document header and footer, email footer, powerpoint presentation header...



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## Colour Variations

The purple and green options on the previous page are the standard colours. Wherever the logo is being reproduced in colour, on a white background, this is the ideal option.

This will be the most common usage for letterhead, posters, emails, any printing and the like that will be displayed in colour. There are other options available for where full colour printing on white is not suitable.

## Monotone Black & Grey

This version is to be used where colour printing of any kind is not an option. For example, at National Office, most printed documents use this, as the cost of printing in colour is prohibitive where the only item of colour will be the logo. Usage example: faxes, newsletters, forms, flyers...

## Solid Black

This version is to be used where colour printing of any kind is not an option. The solid black version is to be used where the black & grey option isn't able to be rendered correctly or clearly.

## Monotone Purple

In some professional printing applications, printing both the purple and the green is either not possible, or will increase the printing cost. It is expected that this version of the logo will not be used often at Club level.

## Solid White & White and Coloured

(note: obviously these would need to be presented on an appropriately coloured background) In some printing applications, printing on a non-white background may be required for design or practical reasons. These logos should ideally only be used on purple, teal, black or silver backgrounds. If the logo needs to appear on a colour not listed here, we recommend the use of the plain black (for lighter coloured backings) or plain white (for darker coloured backings).

Black & grey



Mono purple



Solid Black



Solid white & white and coloured



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## Technical Colour Specification

### RGB

The RGB logo is for use on websites, and PowerPoint presentations. The RGB logo is also for use when inserting it into any MS Word or MS Publisher documents on your home computers.

The RGB logo is not to be used with any external, professional quality printing. The RGB versions when used in printing (outside of MS Word or Publisher) will not print the correct shade of purple or teal.

RGB Colour Values:

Purple – R: 90, G:68, B:122

Teal – R:0, G:122, B:135

### CMYK

The CMYK logo is for use in most professional printing and design work – any printer requiring “process colour” or “four colour” artwork will need to use the CMYK versions. If the document being printed uses only black and our official teal and purple, consideration should be given to using PMS colours.

The CMYK logo is not to be used in any MS Word or MS Publisher document. The CMYK versions when used in this manner will print as bright blue and bright green instead of purple and teal.

CMYK Colour Values for coated papers (most commonly used):

Purple      Green

C: 69      C: 100

M: 76      M: 0

Y: 0      Y: 40

K: 6      K: 27

CMYK Colour Values for uncoated papers (for example stationery):

Purple      Green

C: 72      C: 100

M: 75      M: 0

Y: 17      Y: 45

K: 0      K: 20

If you are unsure of paper stock you are using please check with your printer.

### PMS

PMS colours (Pantone Matching System) are specific individual ink colours for direct printing. Ideally any professional printer will be able to print using these as spot colours, instead of using CMYK. Although the printing is generally of a better colour quality than CMYK, it will be more expensive. Any document that needs to be printed in colour that has any more than black, purple and teal (and shades thereof) should be printed using the CMYK process, not PMS.

The PMS logos should not be used in any context outside of professional printing.

PMS Colour Codes:

Purple: PMS 668C or 273U

Teal: PMS 7474C or 327U

C is for coated stocks and U is for uncoated stocks, check with your printer which is required.

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## File Formats

There are three different file formats available to insert in documents.

### JPEG

JPEG images will be the ones you insert most often, as they are the format that is suitable on almost every place where the logo is required.

JPEG images should not be enlarged beyond the size provided. Enlarging beyond the provided size will result in a jagged or soft looking presentation instead of a clear, legible image.

JPEG images should not be used anywhere transparency is required (i.e. over a background colour other than white).

### PNG

PNG images are designed for use only on the web and PowerPoint presentations.

PNG images should not be enlarged beyond the size provided. Enlarging beyond the provided size will result in a jagged or soft looking presentation instead of a clear, legible image. PNG images should also be avoided when printing documents, as it may result in a soft, unclear image.

PNG images are transparent so can be used over non-white background in PowerPoint slides and on websites.

### EPS

EPS images (also known as 'PostScript') are designed for use where large images are required, as they can be scaled up or down without a loss of detail. They are also the best images to use for any professional document or poster printing. Most professional designers and print shops should ask for the logo to be provided in EPS format.

Do not be concerned if EPS files do not open on your home computer – they require additional software.

EPS images may not be suitable for use in home desktop publishing – use the JPEG format instead.

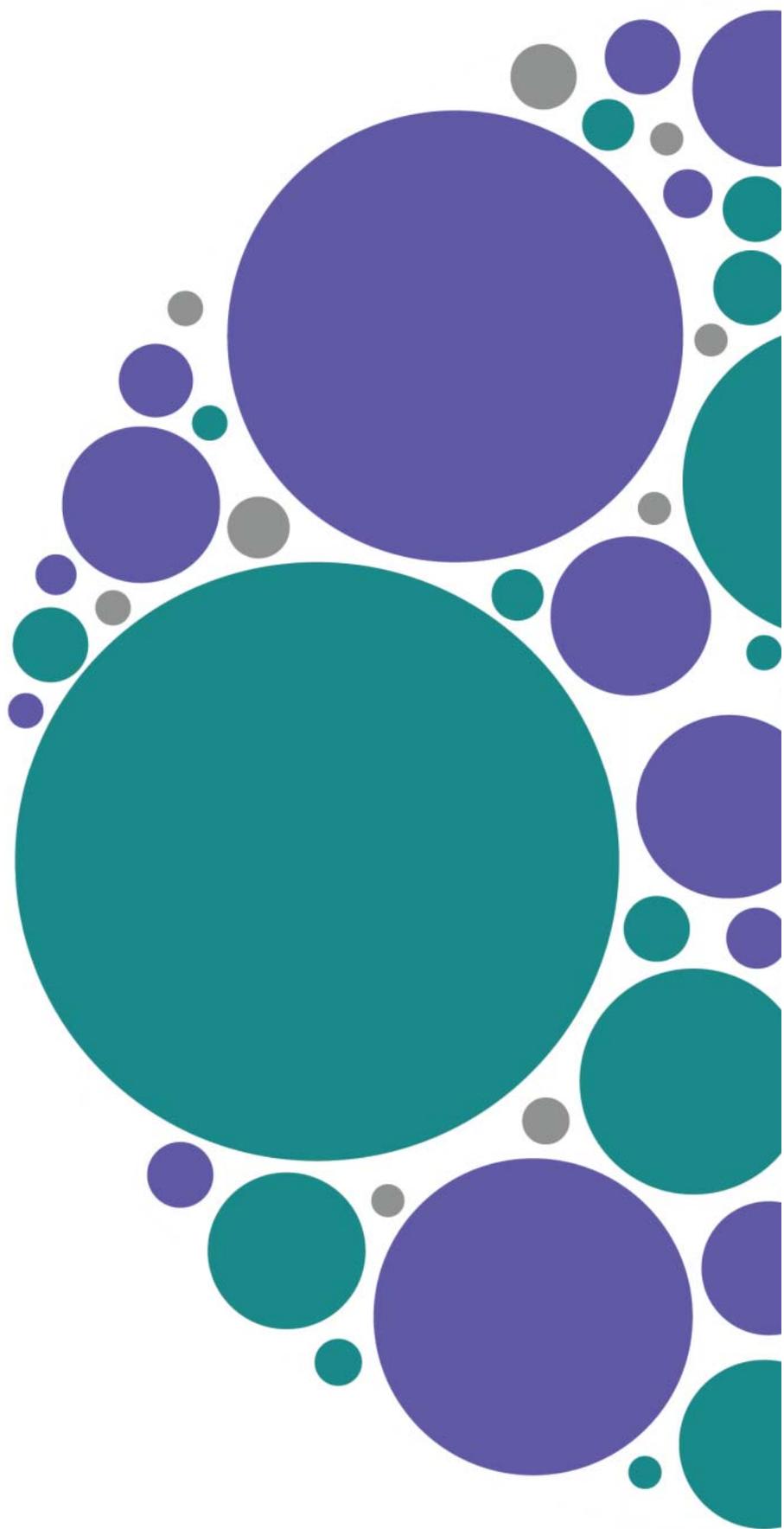
EPS images are transparent, so can be used over non-white backgrounds in any professional documents.

EPS is not recommended for use in documents to be distributed electronically (including PowerPoint presentations) because they are very large files.

## Help

For more information please contact VIEW National Office on 1800 805 366 or Email [view@thesmithfamily.com.au](mailto:view@thesmithfamily.com.au)

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GPO Box 10500  
Sydney NSW 2001  
1800 805 366  
[view@thesmithfamily.com.au](mailto:view@thesmithfamily.com.au)