LAW WEEK
14-20 MAY
2018

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#LawWeek

Presented by Victoria Law Foundation

LAW WEEK LOGO USE:
Guidelines for Law Week Grant recipients

STOP!
These guidelines are for Event Partners who received a Law Week Grant in 2018.
If this is not you, you're reading the wrong guidelines!

If you did not receive a Law Week Grant, we have created a separate guide just for you that can be accessed here. Please use those instructions instead.

Welcome to Law Week 2018, and congratulations on being awarded a Law Week Grant! 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 2018 and a Law Week Grant recipient, you have agreed to use the Law Week Grant acknowledgement 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 meet these requirements, so have made a full set of Law Week Grant logos available for your marketing and promotional use. The logo versions and their requirements for use are explained in this document.

Please note that **all logo use must be approved by the Foundation before final production**.

Using this guide

This document explains the different versions of the Law Week 2018 logo, how to choose the best version of the logo for your needs, and lists dos and don'ts for when using the logo. It is arranged into sections:

Further information

If you require any other logo formats, or have any difficulty with the file types outlined in this guide, please contact the Foundation's Communications team on 03 9604 8100 or email contact@victorialawfoundation.org.au – we'll be happy to help.

1   How to access the Law Week Grant logo files

The Law Week Grant logo files are available under the 'Resources' tab 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 4 of this guide.

Additional promotional goodies for Law Week

While you're in the Resources section of the Law Week website, be sure to look at the additional promotional collateral files we've made available in the Resources section of the Law Week website.

The full set includes:

- a promotional flyer template for your event (this template includes acknowledgment of your Law Week Grant)
- standard promotional content (a text blurb) to use when you're writing about Law Week
- a poster
- an email signature image
- social media images for use on Facebook, Twitter and LinkedIn
- PowerPoint promotional display slides (both 16:9 and 4:3 aspect ratios).

And remember, from early- to mid-April you'll be receiving your Event Partner promotional kit in the mail containing Law Week posters and postcards to display.

2   Law Week Grant logo variations

The 2018 Law Week Grant 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.

Available file formats for each version of the logo are also indicated below.

Full colour

Funded by a grant from **Victoria Law Foundation**   **LAWWEEK** 14-20 MAY 2018

Available as .eps, .svg, .png and .jpg file formats

Mono
(black & white)

Funded by a grant from **Victoria Law Foundation**   **LAWWEEK** 14-20 MAY 2018

Available as .eps, .svg, .png and .jpg file formats

Reversed
(displayed here on black background)

Funded by a grant from **Victoria Law Foundation**   **LAWWEEK** 14-20 MAY 2018

Available as .eps, .svg and .png file formats

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3 How to choose the best logo variation for your design

Follow the simple steps below to determine the best logo file version for your needs.

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

If your design will be reproduced in colour	If your design will be reproduced 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 background colour configuration for your design

If your design has a white or light-coloured solid background	If your design has a dark-coloured solid background
Transparent background logo (1st preference)	Transparent background logo
White background logo (2nd preference)	

Step 3 – 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 4 – 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 – just follow the links to the logo file version you need.

4   Important DOs when using the Law Week Grant logo

Clear space

When using the Law Week Grant logo, please ensure that there is a clear space to the value of 'x' surrounding it.

'x' is equal to the height of the brandmark's uppercase 'K'.

This will ensure that the Law Week brandmark is always reproduced in a clear and consistent way.

Minimum size

When using the Law Week Grant logo, please ensure its size meets the minimum width requirement set out below. This will ensure it is legible.

50mm

5 Important DON'Ts when using the Law Week Grants logo

Every aspect of the Law Week Grants logo and its use has been considered.

To ensure the strength of the brandmark, consistency is of utmost importance.

These are examples of how NOT to use the logo.

DO NOT distort or stretch the logo's proportional dimensions

DO NOT add extra graphics or effects such as drop shadows

DO NOT alter any of the colours

DO NOT place the logo over colours that clash

DO NOT move elements of the logo independently

DO NOT change the logo's typography

6   Approvals

The placement of the Law Week Grant 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 Foundation's Events team at gangus@victorialawfoundation.org.au for final approval.

7   Further information or technical 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 on 03 9604 8100 or email contact@victorialawfoundation.org.au – we'll be happy to help.

That's it from us! Wishing you and your organisation a great Law Week!