

# Application for use of Lockyer Valley Regional Council (LVRC) logo

Please complete this application form and email, along with a draft of your promotional material/documentation to Council at [mailbox@lvrc.qld.gov.au](mailto:mailbox@lvrc.qld.gov.au) or to the relevant officer.

## Applicant Details

Title		Surname		Given Names	
Organisation Name					
Event					
Postal Address					
Suburb		State		Postcode	
Home Phone		Work Phone		Mobile	
Email Address					

Please see the guideline below to help us supply you with the correct version of the logo/corporate mark for use then select from the options below. Please note: The logo will only be supplied in an electronic format via email.

## Logo Use Guidelines

### Standard arrangement

The LVRC logo/corporate mark is made up of two elements; the logotype and the graphic symbol. Both these two elements rely on each other to create the corporate mark and should never be used separately.

### Alternative colour versions

These alternative versions of the corporate mark are to be used when the standard arrangement cannot be used. For example: a single colour or black and white print job, or when the logo is used on a coloured background.

- A. Reversed corporate mark for use on coloured backgrounds or images.
- B. Corporate mark for use on coloured backgrounds or images when the text 'Regional Council' is placed on a light-coloured background.
- C. Black and white version to be used on black and white print production.
- D. Reversed corporate mark version on a black background. Note: the black background is NOT part of the corporate logo.



A



B



C



D

## How not to use the corporate mark/logo

All the elements of the corporate mark have been carefully considered. To maintain the integrity of the logo under NO circumstance may any of the following changes apply.

Note: If you have any doubts about applying the corporate mark correctly, and your application is not included in these guidelines please contact LVRC.

- A. CHANGE COLOUR – Never change the colour of the corporate mark. Correct colour variations of the logo can be viewed on page 1 ‘Alternative colour versions’.
- B. MOVE ELEMENTS – Never separate, remove or rotate any of the elements of the corporate mark.
- C. CHANGE FONT – Never change the logotype. The logotype has been modified to create its unique look.
- D. STRETCH HORIZONTALLY OR VERTICALLY – Never distort the corporate mark in any way.
- E. OUTLINE – Never create outlines of any of the elements of the corporate mark.
- F. OVERLAY ON IMAGE – Never place the corporate mark over a contrasting image obscuring the legibility and integrity of the logo.



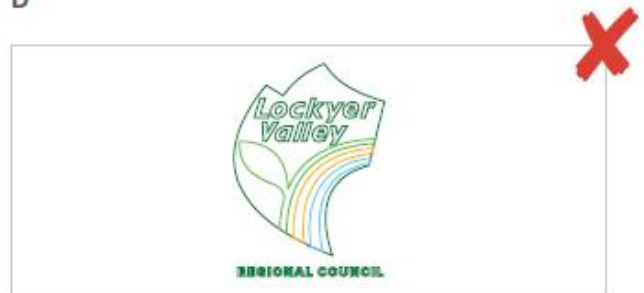
A



D



B



E



C



F

## Logo version (as seen on page 1)

- |  |                                   |
|--|-----------------------------------|
| <input type="checkbox"/> Standard                | <input type="checkbox"/> C. Black |
| <input type="checkbox"/> A. Reversed             | <input type="checkbox"/> D. White |
| <input type="checkbox"/> B. Reversed Alternative |                                   |

## File type

- |  |  |
|--|--|
| <input type="checkbox"/> CMYK (For print use)                | <input type="checkbox"/> RGB (For online use)                    |
| <input type="checkbox"/> JPEG (MS Office Suite)              | <input type="checkbox"/> TIFF (MS Office Suite, Adobe Photoshop) |
| <input type="checkbox"/> EPS (Adobe InDesign or Illustrator) | <input type="checkbox"/> PNG (MS Office Suite)                   |

**Description of use** e.g. The LVRC logo will be placed on a white poster to advertise our event as Council is a major sponsor.

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## Terms and Conditions

I have read, understood and agree to comply with the Terms and Conditions

1. I understand that I must provide a draft copy of any material incorporating the Lockyer Valley Regional Council logo to Council's Communication team to obtain approval of the design before publication.
2. I understand that the Lockyer Valley Regional Council logo can only be used in relation to the promotion of the above-mentioned event/information package.
3. I understand that the Council has the right to refuse the production and distribution of a design should they deem it inappropriate or non-compliant with these Terms and Conditions and Guidelines.
4. I understand that any deviations from these Terms and Conditions and Guidelines are not acceptable unless agreed to in writing by Lockyer Valley Regional Council.

I agree to the above Terms and Conditions

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*For further information please contact Council's Communication team.*

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## Privacy Statement

*These details will only be used for the purpose for which they have been collected and will not be used for any other purpose. We will not disclose the information you provide outside of Council unless we are required by law or you have given your consent. To the fullest extent allowed by Council, its officers and employees will not be liable for any claims in respect of any loss arising out of, or in connection with, the use of any of the supplied information.*