

OUR BRAND GUIDELINES



OUR MASTER LOGO

Our landmark captures the special place Geelong Arts Centre has in the lives of our community.

The lowercase g becomes the hero, a symbol of us celebrating our second city status. Modern, graphic, strong and bold, our landmark is about seeing familiar things through a new lens and shifting your perspective. It symbolises two parties coming together and captures our excitement.

The arts offer a window to the world, and we're inviting Geelong to look through it with us.



Secondary logo

The secondary logo still includes our symbol and wordmark. This lock-up works best on limited-space publications.



CLEAR SPACE AND MINIMUM SIZE

Master Logo
Clear space



Clear space is the width of 2 x 'g'

Secondary Logo
Clear space



Clear space is the width of 3 x 'g'

Wordmark
Clear space



Clear space is the width of 2 x 'g'

Master Logo
Minimum size



20mm wide

Secondary Logo
Minimum size



20mm wide

Wordmark
Minimum size



15mm wide

OUR BRAND NAME IN WRITTEN TEXT

Writing our brand name

We achieve consistency in the use of the Geelong Arts Centre brand name in written text by following these rules:

- Geelong Arts Centre must be listed in full and always in Title Case.
- We never refer to it using an acronym, e.g. 'gac' or 'GAC'.
- The use of 'the' should only preface Geelong Arts Centre when it is grammatically required.
- When Geelong Arts Centre needs to be abbreviated, refer to it as 'the arts centre'.



Do
Spell our brand name in full and always in Title Case.

Do
Preface Geelong Arts Centre with 'the' only when it is grammatically required.

Do
Refer to 'the arts centre' when our full brand name needs to be abbreviated.

At **Geelong Arts Centre** we're big enough to attract high calibre productions, but small enough to retain our friendly and accessible atmosphere.

The Geelong Arts Centre brandmark captures the magic of Geelong and the special place it has in people's lives.

The arts centre is located in the heart of Geelong and the G21 region, which was recently put on the map as creative and clever.

Geelong Arts Centre is located in the heart of Geelong.



Don't
Abbreviate our brand name into acronyms or write in uppercase 'G' when our brand name starts a sentence.

Don't
Always preface Geelong Arts Centre with 'the'. 'The' is not a part of our brand name.

Don't
Use only 'the centre' or 'arts centre' when our full brand name needs to be abbreviated.

At **GAC** we're big enough to attract high calibre productions, but small enough to retain our friendly and accessible atmosphere.

At **the Geelong Arts Centre** we're big enough to attract high calibre productions, but small enough to retain our friendly and accessible atmosphere.

Geelong arts centre is located in the heart of Geelong.

The centre is located in the heart of Geelong and the G21 region, which was recently put on the map as creative and clever.

OUR PRIMARY COLOUR PALETTE

Primary Palette
Blue
PMS 2738C
C100 M95 Y0 K0
R6 G3 B141
HEX 06038D

Any text under 14pt must appear in either black or white to ensure web safe legibility.

Primary Palette
Light Pink
PMS 706C
C0 M23 Y7 K0
R247 G206 B215
HEX F7CED7

Any text under 14pt must appear in either Primary Brand Blue (PMS 2738C) or white to ensure web safe legibility.

CONTACT US

When using our assets please ensure you obtain our approval prior to Releasing to the public.

For any other questions relating to our branding please contact:

Director, Development & Marketing

Kate Brereton

kate@geelongartscentre.org.au

Marketing Campaign Coordinator

Hamish Wilkinson

hamish@geelongartscentre.org.au

Marketing Campaign Coordinator

Samantha Born

samantha@geelongartscentre.org.au