

ROYAL AUSTRALIAN MINT PLAIN TEXT LOGO GUIDELINES

MINT Plain Text Logo:

ROYAL AUSTRALIAN MINT

Introduction

- To maintain the strength and integrity of the Royal Australian Mint brand, it is important that the guidelines below are adhered to when using the Royal Australian Mint plain text logo.
- The Royal Australian Mint plain text logo must never be altered or recreated.
- The Royal Australian Mint plain text logo must never be distorted (i.e. smudged or pixelated) or be represented in any other way other than in the exact proportions as supplied.
- The logo or any part of the logo must never be used as a graphic element in a design.

Logo Direction

- The plain text logo must always be used horizontally.
- The logo must never be placed on an angle.
- The words in the plain text logo must never be split or stacked.
- The plain text logo must always be used in the format provided.
- The plain text logo may be justified left, right or centered to suit a design.

Minimum Size

- For legibility reasons, the logo should never be reproduced for print any smaller than 45mm in width.
- The logo can be supplied in various file formats for various usages.
- Any pixel based logos must never be enlarged in size from the size provided, as this will compromise the quality of the logo.
- Only vector EPS logos may be enlarged to suit a specific purpose.

Minimum Clear Space

- The minimum clear space for the use of the Royal Australian Mint plain text logo is equal to the height of the logo. For example, if the logo is 10mm high, then there must be at least 10mm of space on all sides of the logo. No other type or logo should invade this clear space. If more space is available then the clear space area around the logo can be increased.

Additions to the Logo

- No additional text or images should be added to the Royal Australian Mint plain text logo.
- The minimum clear space must be adhered to when placed near text or images.
- The Royal Australian Mint text logo must not be placed near another logo without prior approval from the Royal Australian Mint. If approval is granted, the Royal Australian Mint text logo must be equal in size and prominence as the other logos.

Logo Colour

1. The logo can be supplied in black and white.
2. The black logo should be used on white or light coloured backgrounds, with adequate contrast, ensuring the logo is clearly visible.
3. The white logo should be used on black or dark coloured backgrounds, with adequate contrast, ensuring the logo is clearly visible.

4. It is preferred that the logo only appear in black or white, however, in limited circumstances, the logo may appear as one colour on another colour, with adequate contrast between the two colours, ensuring that the logo is clearly visible.
5. Approval must be sought from the Royal Australian Mint if it is being represented in any colour other than the black or white logos provided.
6. The logo should not be used on busy backgrounds where the visibility and clarity of the logo is compromised.
7. The logo must never be represented as a tint of another colour.
8. The logo must not be represented in any more than one colour.
9. Contrast, clarity and prominence of the logo must always be a prime consideration.

(Examples of the above guidelines will be included, showing correct logo usage and incorrect usage of the logo with a large red cross through them).

Merchandise

- Anyone who wishes to apply any of the Royal Australian Mint logos to any merchandise (for example, pens, mugs etc.) must obtain permission from the Royal Australian Mint Communications Section.
- Royal Australian Mint logos must not be placed onto clothing of any description unless authorised by the Royal Australian Mint Communications Section.

Use of Royal Australian Mint Australian Government logos

- Use of the Royal Australian Mint's Australian Government logos is not included in this document.
- The use of the Royal Australian Mint Australian Government logos must adhere to the Australian Government Design Guidelines, which is available from the Royal Australian Mint Communications Section.

Approval to Use Royal Australian Mint logos

Requests for the approval to use the Royal Australian Mint plain text logo should be directed to the Royal Australian Mint Communications Section on 02 6202 6974 or info@ramint.gov.au.