

Brand logo guidelines

Discover all the variations of our logo and read our **full brand guidelines** on our website.

Explore now ↗

For approvals, please send to the Brand and Design Manager
corporatecommunications@landcom.nsw.gov.au

Logo



Use this lockup on any major public facing brand materials, to strengthen brand awareness.

View all ↗

Logo (with tagline)



It is crucial the **tagline lockup** is used at scale to ensure is clearly legible.

View all ↗

50 years anniversary logo



Use the **50 years lockup** when referencing Landcom's 50th Anniversary or in other relevant anniversary contexts.

View all ↗

Important information

Use **RGB** logos for all digital applications and **CMYK** logos for print, selecting the colour and orientation variation that best fits your design layout and ensuring enough clearspace between elements.


Clearspace





Always leave space around the logo to keep it clear and easy to read. Don't place text, images or graphics too close. This applies to all logo variations.

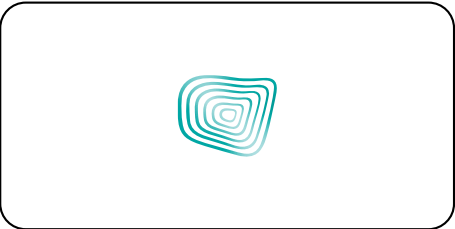
Logo usage rules


Always prioritise legibility of our logo. If required, adjust the background image or colour to improve visual clarity.


 Do not place over busy imagery





 Do not separate lockup components





 Do not change the brand wordmark





 Do not stretch, skew, rotate or distort





 Do not change the logo colours





 Do not use a drop shadow




 Do not outline lockup elements



 Do not change lockup proportions



 Do not use the logo to mask images

