

Guidelines for using the Screen Tasmania Logo

Do's and Don'ts

The Screen Tasmania and Tasmania Government logos must be used in the forms as specified and illustrated in this style guide and the *Tasmanian Government Style Guide and Logo Policy*.

- » Do not change the format, colour, shape or typeface used in the logo.
- » Do not use outlines of any kind.
- » Do not create your own logo. Use only the versions supplied by Screen Tasmania and the Tasmanian Government.
- » Do not add text underneath, beside or above the logo.

Correct usage



Incorrect typeface



Incorrect logos and dividing line



Note: Do not use the 'Explore the Possibilities' version of the Tasmanian Government logo.

Incorrect shape



Tip: When resizing the logo in Microsoft Word and other programs, hold the SHIFT key while dragging with the mouse to scale proportionately.

Incorrect colours



No outlines



No background colours or patterns



Minimum size for print

The minimum size for reproduction of either the Screen Tasmanian or the Tasmanian Government logo in print is 20 mm wide, or 54 mm wide when used together. If the logos are required to appear in a smaller size or a different configuration, please contact Screen Tasmania for approval.

The logos should always be big enough for the words 'Screen Tasmania' and 'Tasmanian Government' to be legible.

