



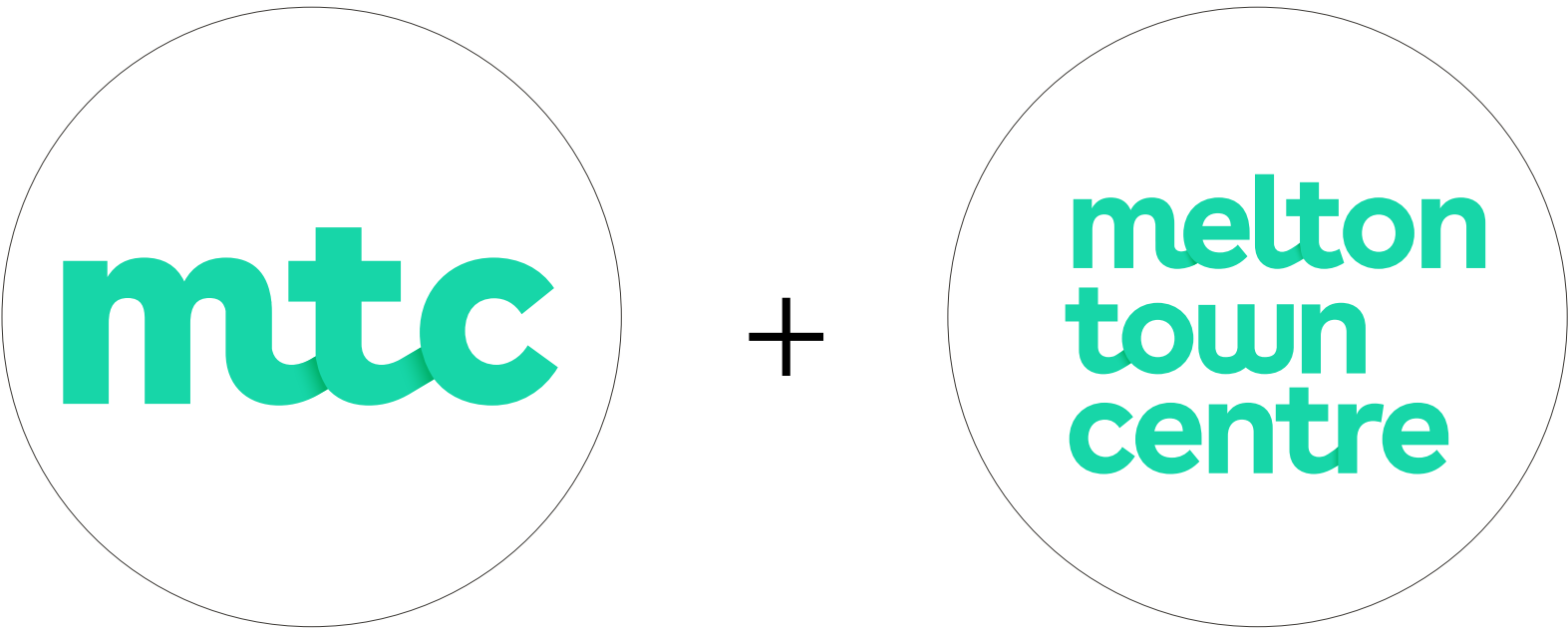
BRAND GUIDELINES



mtc melton
town
centre



PRIMARY LOGO



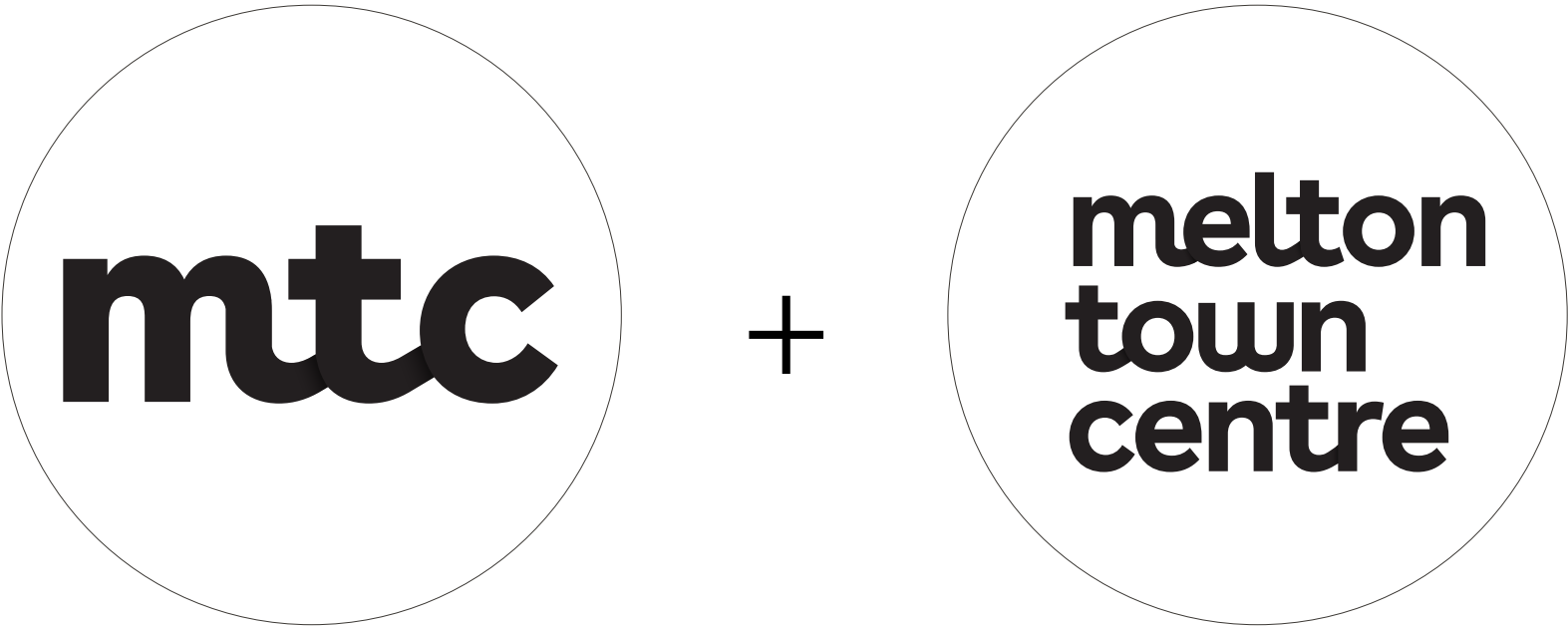
PRIMARY (LOCK UP) - PORTRAIT FORMAT

‘MTC’ CAN BE ISOLATED WITHIN THE DESIGN, THE STACKED LEFT ALIGNED VERSION MUST BE PRESENT ALSO.

mtc melton
town
centre

PRIMARY LOGO

mtc
melton town centre



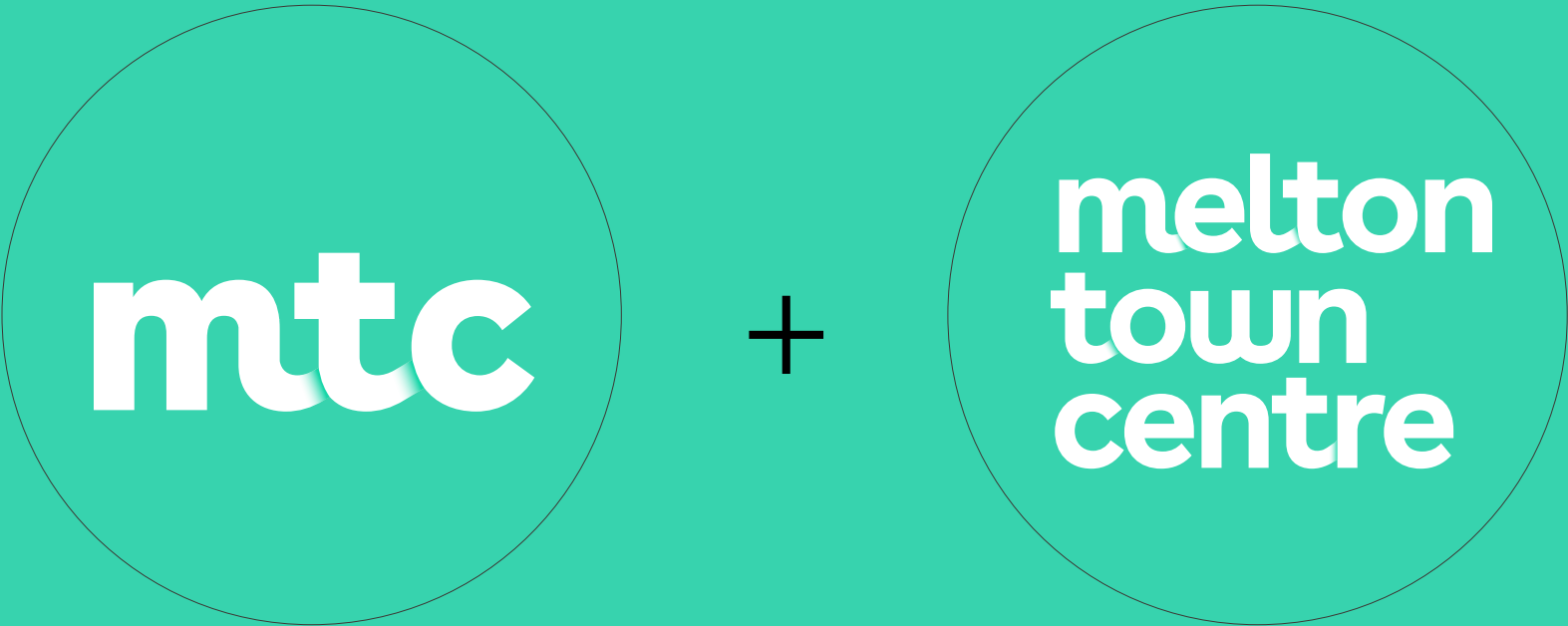
PRIMARY (LOCK UP) - PORTRAIT FORMAT

‘MTC’ CAN BE ISOLATED WITHIN THE DESIGN, THE STACKED LEFT ALIGNED VERSION MUST BE PRESENT ALSO.

mtc melton
town
centre

PRIMARY LOGO

mtc
melton town centre



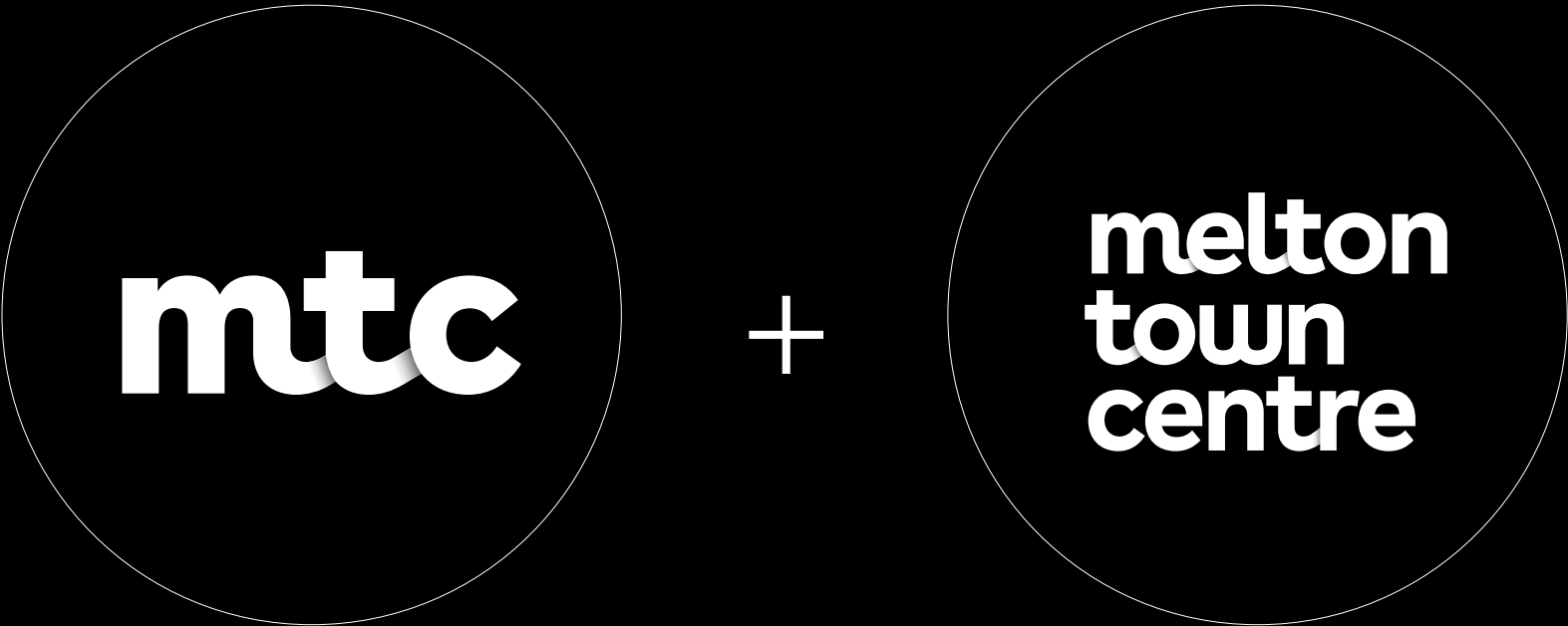
PRIMARY (LOCK UP) - PORTRAIT FORMAT

‘MTC’ CAN BE ISOLATED WITHIN THE DESIGN, THE STACKED LEFT ALIGNED VERSION MUST BE PRESENT ALSO.

mtc melton
town
centre

PRIMARY LOGO

mtc
melton town centre



PRIMARY (LOCK UP) - PORTRAIT FORMAT

‘MTC’ CAN BE ISOLATED WITHIN THE DESIGN, THE STACKED LEFT ALIGNED VERSION MUST BE PRESENT ALSO.

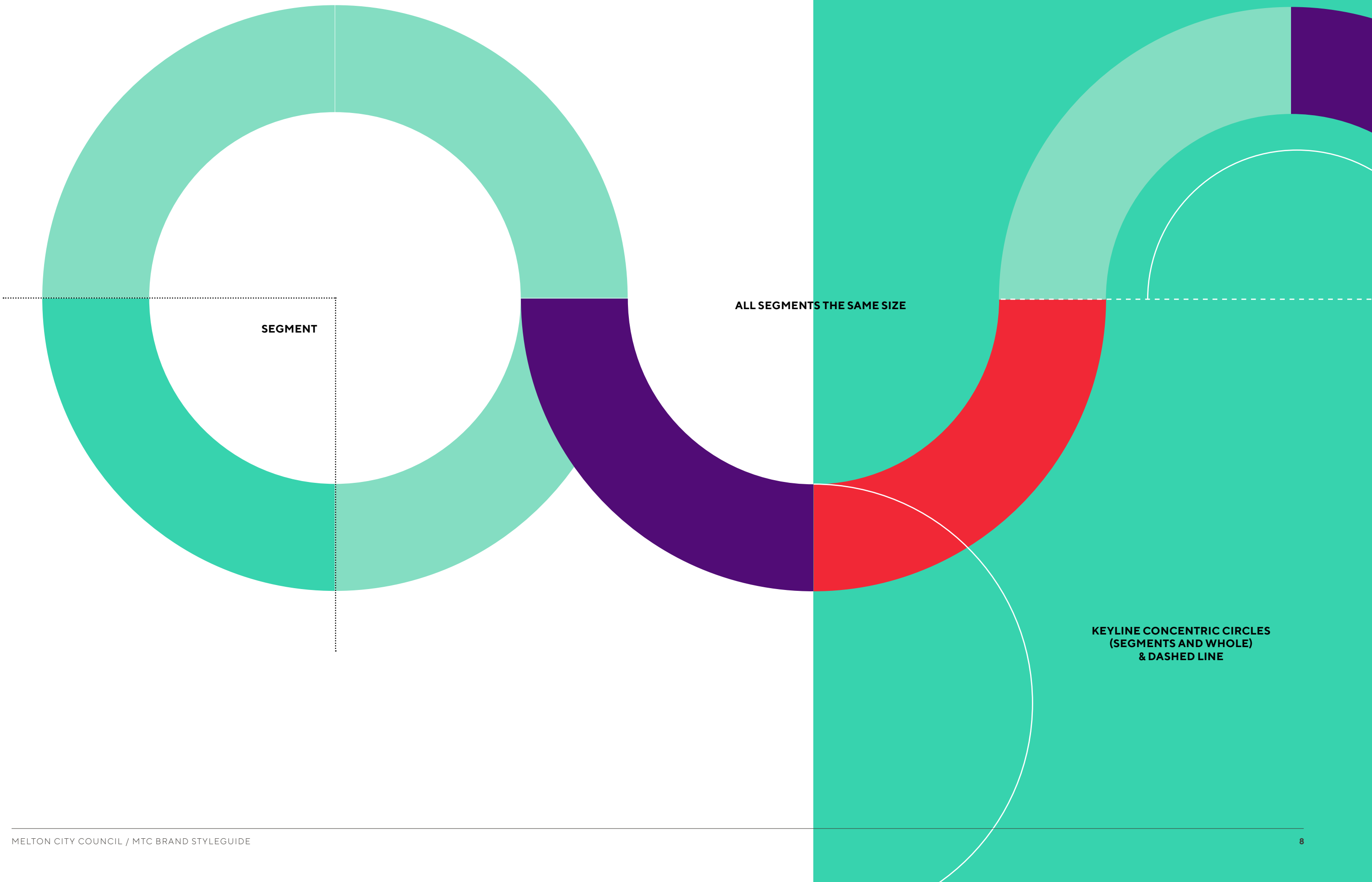
BRAND MARK
REVERSED

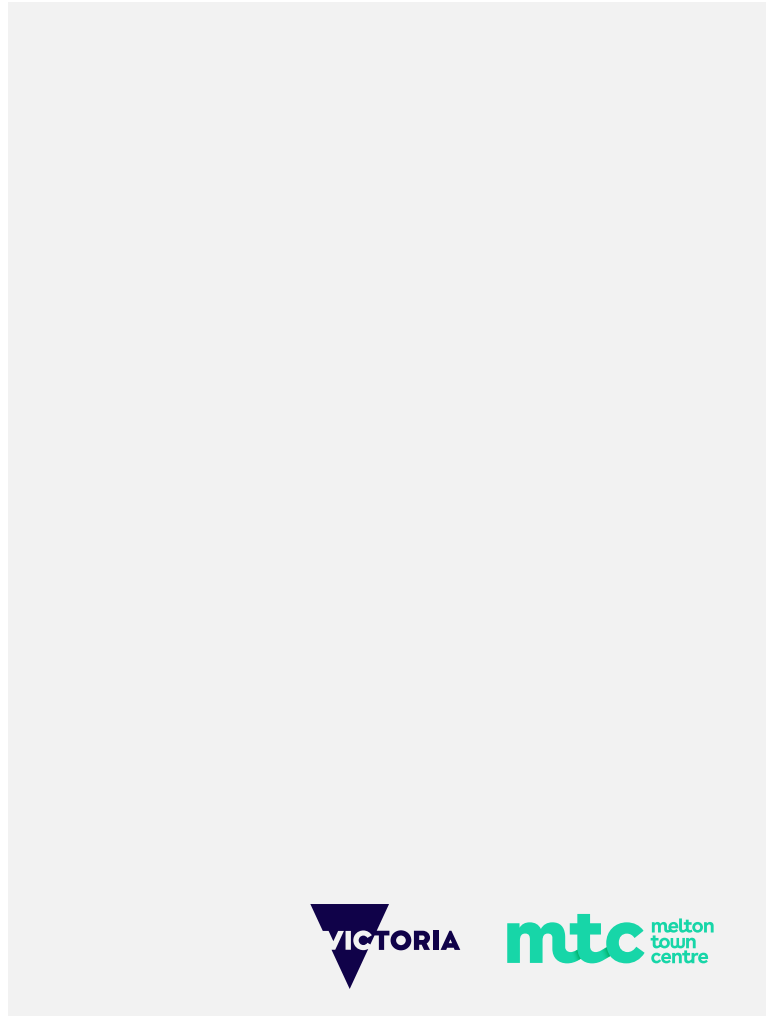
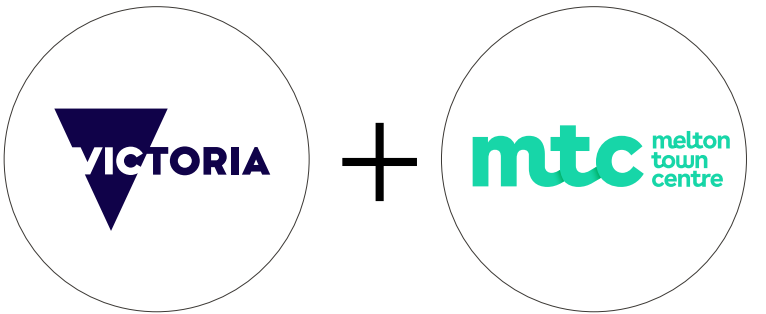
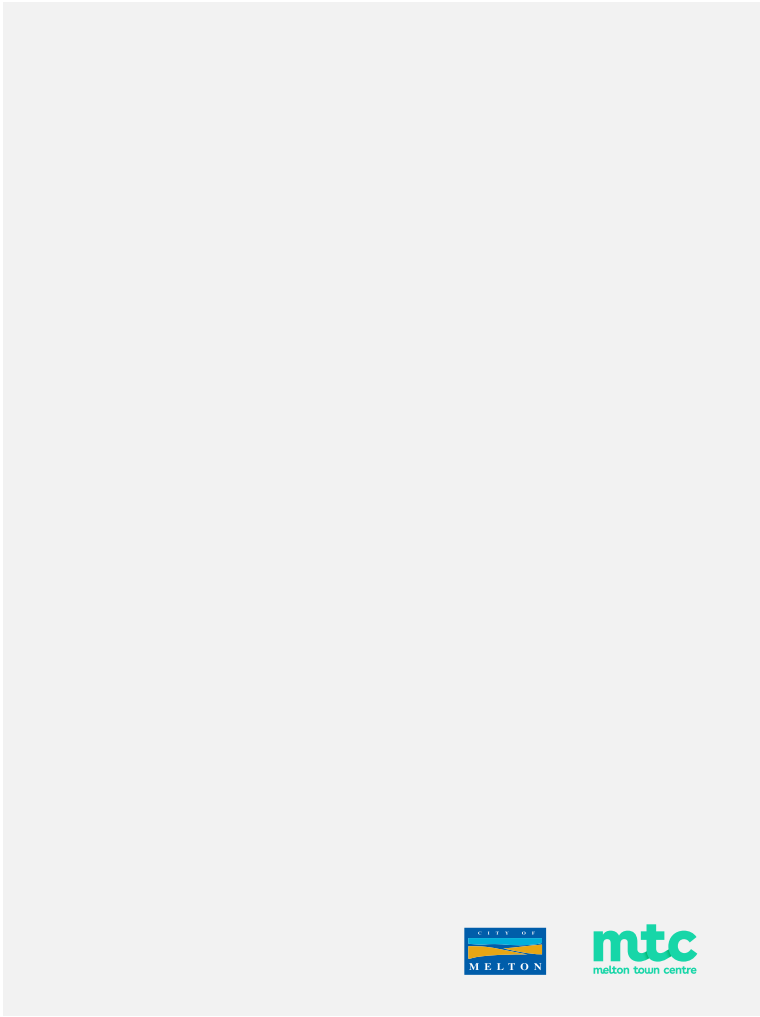
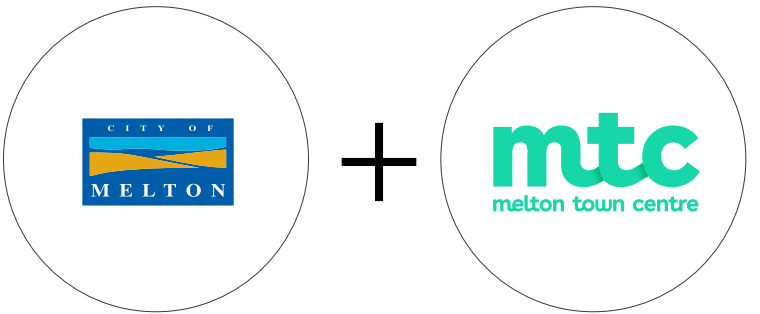
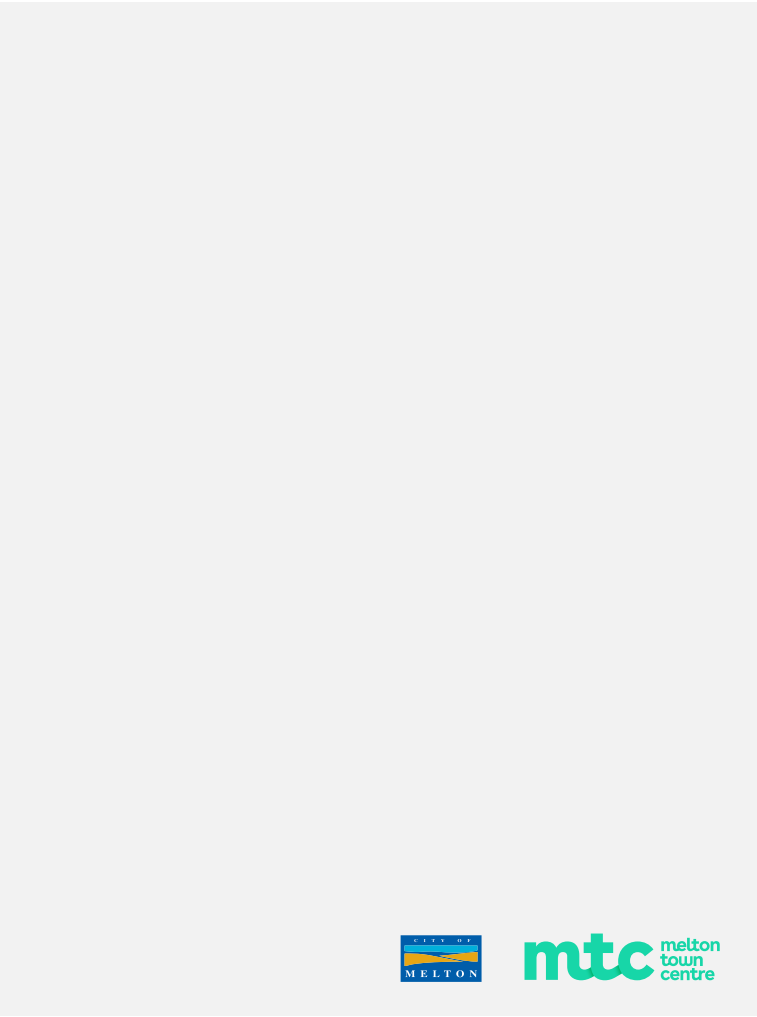
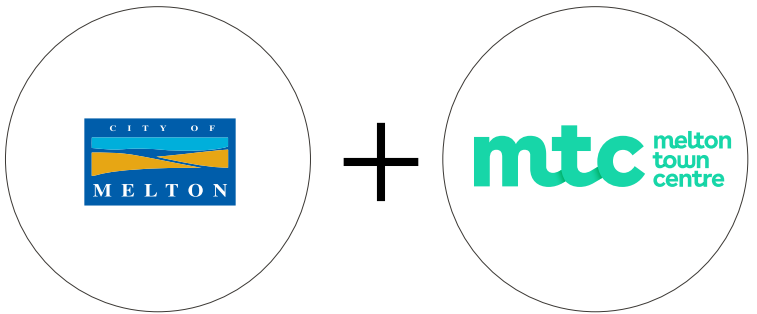
melton
town
centre

mtc
Melton Town Centre

mtc melton
town
centre

mtc
mtc mtc

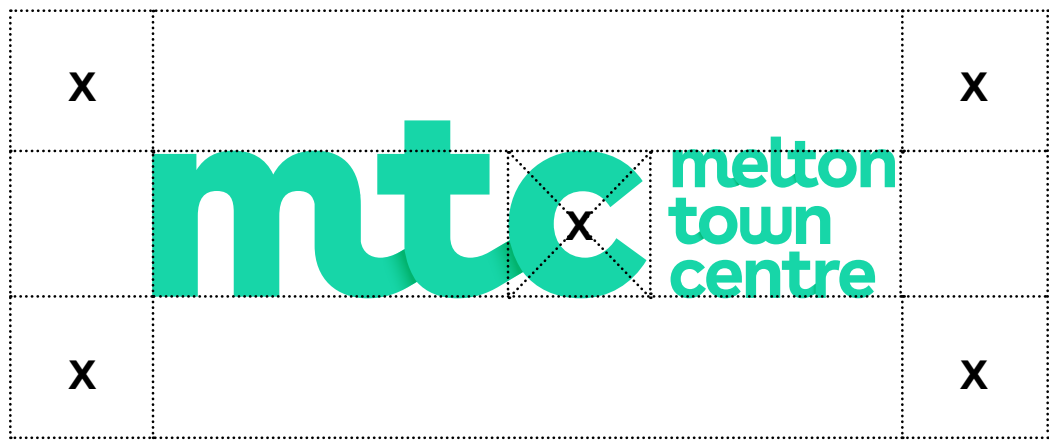




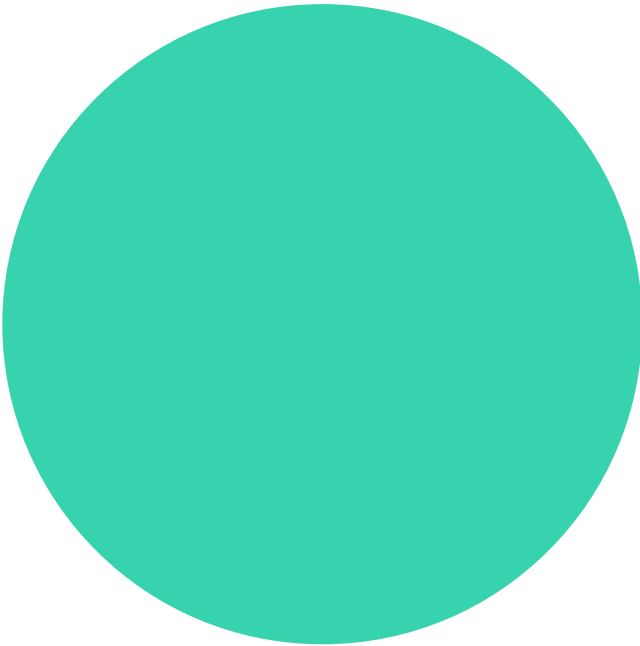
MINIMUM SIZE



CLEAR SPACE



PRIMARY



VIBRANT GREEN
PMS 3385 C
RGB 23/214/168
CMYK 65/0/47/0
#17d6a8

ACCESSIBILITY WCAG 2.0 AA



VIBRANT GREEN AND WHITE
Accessible for large text



VIBRANT GREEN AND RED
NOT Accessible for small and large text



VIBRANT GREEN AND BLACK
Accessible for small and large text

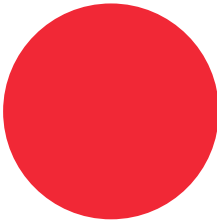


VIBRANT GREEN AND RED
NOT Accessible for small and large text

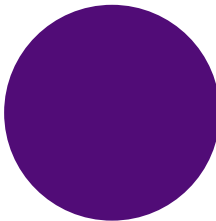


VIBRANT GREEN AND PURPLE
Accessible for small and large text

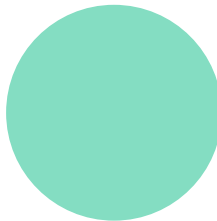
SECONDARY



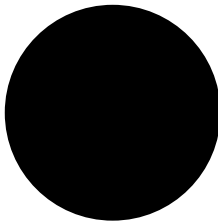
VIBRANT RED
PMS 1788 C
RGB 243/39/53
CMYK 0/96/83/0
#f22635



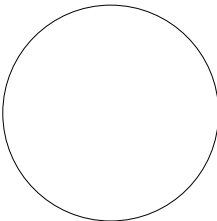
VIBRANT PURPLE
PMS 2607 C
RGB 81/12/118
CMYK 82/100/18/12
#510c76



**VIBRANT GREEN
(60%)**
RGB 153/230/205
CMYK 37/0/27/0
#99e6cd



BLACK



WHITE

PRIMARY TYPEFACE

Buenos Aires

Aa

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SECONDARY TYPEFACE (IN-HOUSE AND TEMPLATES ONLY)

Arial

Aa

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890





Fugiandipit, cus ne et
delest rum facea vend
unt alitam quis ace
rum volor ioratis mos
am verios sior.

meltontowncentre.com.au

mtc

melton
town
centre



EXAMPLE BRAND APPLICATION

Example application:
Badges

For further information regarding the brand please contact:

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E:name@melton.vic.gov.au

