1.1 Logo

1.1.1 Colour Logo

The colour logo is for primary use and has been created in CMYK and RGB colour modes. (There is no Pantone® Matching System [PMS] version of the TasNetworks logo, however references have been provided in the colour values table.)
Use the CMYK version for use in print-based media and the RGB version for screen-based media such as online or mobile devices, email, intranet, animation, television and cinema. The logo should only appear on a white background or on TasNetworks 'Indigo'. For use over images, please use the mono reverse logo version.

NOTE: The TasNetworks logo exists only as a stacked version (vertical arrangement). The symbol and text components of the logo must NOT be rearranged or scaled under any circumstances.

COLOUR POSITIVE VERSION

COLOUR REVERSED VERSION

COLOUR VALUES TABLE

			Pantone®
MAGENTA	0, 100, 0, 0	235, 0, 139	Hexachrome
FUSCHIA	35, 100, 35, 10	158, 31, 99	221C
DARK BLUE	100, 59, 25, 63	0, 44, 73	281C
LIME	28, 0, 92, 0	195, 217, 65	382C
CYAN	100, 0, 0, 0	0, 173, 238	Hexachrome
DARK GREEN	60, 14, 11, 84	9, 53, 66	546C
BURGUNDY	15, 100, 90, 70	90, 0, 0	504C
RED	15, 100, 90, 10	190, 30, 45	1795C
ORANGE	0, 35, 85, 0	250, 175, 64	137C
CHARCOAL	0, 0, 0, 90	64, 64, 65	447C
MID GREY	0, 0, 0, 50	146, 148, 151	403C
INDIGO	100, 90, 10, 70	0, 1, 61	282C

? Where do I find the TasNetworks logos? Download **here**.

1.1.2 Mono Logo

The mono (monochromatic) or single-colour logo is for alternate use. This version should only be used where production method is limited to single colour, eg. embroidery, press advertising, screen-printing. The reversed version may also be used where it is positioned on top of a colour or mono image.

NOTE: The TasNetworks logo exists only as a stacked version (vertical arrangement). The symbol and text components of the logo must NOT be rearranged or scaled under any circumstances. Logo minimum size and clear space values are as per the colour logo version outlined on the previous page.

MONO POSITIVE VERSION (BLACK)

MONO REVERSED VERSION

NOTE: Other mono positive versions (grey and indigo) are available by request.
Please contact Sarah Pestrucci on 03 6271 6375 | 0428 119 033 | sarah.pestrucci@tasnetworks.com.au

COLOUR VALUES TABLE

			Pantone®
BLACK	0, 0, 0, 100	0, 0, 0	-
WHITE	0, 0, 0, 0	255, 255, 255	-

MONO POSITIVE VERSION
(ON SINE WAVE BACKGROUND)

MONO POSITIVE VERSION
(ON TEXTURED BACKGROUND)

? Where do I find the TasNetworks logos? Download **here**.

1.1.3 Corporate logo exclusion zone

To maximise the visual impact of the TasNetworks corporate logo, it is protected by an exclusion zone. This allows the logo an area of clear space in which it can be seen.

The preferred exclusion zone can be calculated by the height (X) of the TasNetworks 'T', where this value is then halved to determine the exclusion zone value.

EXCLUSION ZONE= 0.5 of X value

1.1.4 Corporate logo minimum size

LOGO MINIMUM SIZE= 20x11mm

1.1.5 Logo usage don'ts

1 Don't change the logo orientation
2 Don't bevel or emboss the logo
3 Don't place the logo on a busy photograph or pattern
4 Don't change the logo colours
5 Don't crop or partially obscure the logo in any way
6 Don't present the logo on a brightly coloured background
7 Don't present the logo in 'outline only' fashion
8 Don't add 'drop shadow' effects to the logo
9 Don't reconfigure or change the size or placement of any logo elements
10 Don't squeeze the logo to distort proportions
11 Don't stretch the logo to distort proportions
12 Don't present the logo without the strapline

1

2

3

4

5

6

7

8

9

10

11

12