

25TH MELBOURNE INTERNATIONAL

30 MAR →  
24 APR  
2011

COMEDY FESTIVAL



→ COMEDYFESTIVAL.COM.AU

## Season Logo Guidelines

### Master logo



Minimum  
height  
20mm

File name:  
2011 ID - Leunig - Master - Col.pdf

### Smallest application logo



Minimum  
height  
15mm

File name:  
2011 ID - Leunig - Crop - Col.pdf

### Smallest application logo - No dates



Minimum  
height  
15mm

File name:  
2011 ID - Leunig - Crop - no dates - Col.pdf

### Smallest application logo - No Leunig



Minimum  
height  
15mm

File name:  
2011 ID - Leunig - No - BW.pdf

The Comedy Festival logo must appear on all the advertising and promotional material produced by shows officially registered in the 2011 Festival. The logo is only to be used on promotional material pertaining to your registered show and not for any other purpose.

### Promotional Materials (Posters, Flyers, Press ads, Press Releases)

The logo must appear no smaller than 25mm high.

For placement use the pdf file as this allows for overlay. A jpg must not be used for final artwork as this will create a white border around the logo. PDF files can be imported into InDesign, just as you would import a TIF, EPS, etc. Use the file > place command. There is no need to open the PDF file.

Placement for this logo should appear in the bottom right corner of the promotion with at least 5mm clearspace from right of the page and 5mm from bottom of the page.

### Colours

The logo can only be reproduced in the colour supplied. All variants have mono versions except 2011 ID - Leunig - No - BW.pdf which is only greyscale.

Do not stretch, alter or reverse the colour of the logo.

### Clear space for all logo variants



5mm  
clearspace  
around logo

Lock logo to  
bottom right  
hand corner