

LOGOS AND GUIDELINES FOR USE

Funded organisations are required to display the Office for Recreation and Sport logo in a prominent position on material related to the purpose of the grant.

The guidelines for sizing and positioning must be followed, and the logo must not be used for any other purpose than to acknowledge the South Australian Government as a funding source.

The Office for Recreation and Sport logo consists of:

- The roundel, incorporating the Piping Shrike and the words 'South Australia'
- The words 'Government of South Australia', 'Office for Recreation and Sport' plus the separation line.
- There are two layouts for the logo: horizontal (preferred) with the text to the right of the roundel, and vertical, with the text stacked below the roundel (for use where the horizontal layout is inappropriate).

The Office for Recreation and Sport logo is also available in a combined logo with the graphics for the **be active** initiative (see page 4).

SIZE & POSITIONING

The minimum size of the logo must be 10mm as measured across the diameter of the 'roundel'. This applies to every design form, variation, and all applications, and is a minimum only.

The logo must be in proportion to the design to which it is applied.

- The logo must be protected by an isolation zone at all times (this applies to every version and all applications): a clear space, the width measuring 25% of the diameter of the roundel, must surround the logo on all sides (shown below as shaded box).
- The logo cannot be impinged upon by graphic elements, other logos, the edge of the page or an advertisement.
- It must be free of background colour changes.
- It cannot be rotated.
- No segment may be reproduced as a graphic element.



FULL COLOUR

Where full colour application is used for the material, the Office for Recreation and Sport logo must be in full colour.

The Office for Recreation and Sport logo may only be reproduced in prescribed colour formats from original artwork files.

The full colour Office for Recreation and Sport logo must appear on white or light colour background and never onto strong or dark colours.

Use the EPS file format when reproducing the Office for Recreation and Sport logo on a colour background.



Government of South Australia
Office for Recreation and Sport

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Office for Recreation and Sport

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PRESCRIBED COLOURS

The colours must be applied as follows:

COLOUR	PMS	4 COLOUR PROCESS	
Blue <i>Top and bottom segments of the roundel, words 'Government of South Australia' below or beside the roundel</i>	295	100 cyan, 60 magenta, 30 black	
Red <i>Intermediate segment of the roundel</i>	199	100 magenta, 65 yellow	
Yellow <i>Smallest segment of the roundel</i>	137	100 yellow, 35 magenta	
Charcoal Grey <i>Inner circle of the roundel and the Piping Shrike</i>	cool grey 11	60 black	

COLOUR SPECIFICATION FOR USE ON THE INTERNET

COLOUR	R	G	B
Blue	0	46	89
Red	224	5	54
Yellow	251	139	0
Charcoal Grey	95	93	92



SINGLE COLOUR (MONO)

The Office for Recreation and Sport logo may be reproduced in a single colour, where full colour is not available.

- Black or Blue (PMS 295) are the only permitted colours.
- The mono logo can be applied to a white or light colour background.



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WHITE (REVERSE)

- Any dark background colour is suitable.
- A light background colour is not permitted.
- The logo may only be reproduced reversed in white.



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Office for Recreation and Sport

OFFICE FOR RECREATION AND SPORT AND BE ACTIVE INITIATIVE - COMBINATION LOGO

The Office for Recreation and Sport and **be active** logo consists of:

- The roundel, incorporating the Piping Shrike and the words 'South Australia'
- The words 'Government of South Australia', 'Office for Recreation and Sport' plus the separation line
- The **be active** graphic

The minimum size of the logo must be 10mm as measured across the diameter of the roundel. This applies to every design form, variation, and all applications, and is a minimum only.

The logo must be in proportion to the design to which it is applied.

- The logo must be must be protected by an isolation zone at all times (this applies to every version and all applications): a clear space, the width measuring 25% of the diameter of the roundel, must surround the logo on all sides (shown below as shaded box).
- The logo cannot be impinged upon by graphic elements, other logos, the edge of the page or an advertisement.
- It must be free of background colour changes.
- It cannot be rotated.
- No segment may be reproduced as a graphic element.



FULL COLOUR

The Office for Recreation and Sport **be active** logo may only be reproduced in prescribed colour formats from original artwork files.

The full colour Office for Recreation and Sport **be active** logo must appear on white or light colour background and never onto strong or dark colours.

Use the EPS file format when reproducing the Office for Recreation and Sport **be active** logo on a colour background.



Government of South Australia
Office for Recreation and Sport

be active.

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SINGLE COLOUR (MONO)

The Office for Recreation and Sport **be active** logo may be reproduced in a single colour, where full colour is not available.

- Black is the only permitted colour.
- The mono logo can be applied to a white or light colour background.



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Office for Recreation and Sport

be active.

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WHITE (REVERSE)

Use the white version when reproducing the Office for Recreation and Sport **be active** logo on dark backgrounds.

- Any dark background colour is suitable.
- A light background colour is not permitted.
- The logo may only be reproduced reversed in white.



Government of South Australia
Office for Recreation and Sport

be active.

[Download GIF](#)

To obtain the **be active** graphic separately please email beactive@sa.gov.au.



CO-BRANDING AND VARIATIONS

The following principles are required for co-branding:

- The Government of South Australia or Office for Recreation and Sport logo must lead the order of appearance, either from the left in horizontal placement, or top in vertical placement situations (excluding corporate stationery and non-campaign press advertising)
- The Office for Recreation and Sport logo and the entity logos must be of equal visual weight
- Where full colour application is used, the Office for Recreation and Sport logo must be in full colour.

As a general rule, where more than one Government agency is acknowledged, use the Government of South Australia logo only. Reference to Government agencies should appear elsewhere within the text or design. Agency names should not be positioned so that they appear to be part of the Government of South Australia logo.

APPROVED VARIATIONS

Variations are available to highlight the Government's involvement through in-kind support, financial assistance or sponsorship. The only approved variations are 'Sponsored by', 'Supported by' and 'Initiative of'.

Sponsored by is applied in situations where a government entity enters into a sponsorship agreement for a particular program, event or initiative.



Sponsored by
**Government
of South Australia**

Supported by is appropriate where a government entity offers in-kind support, seed funding or other assistance towards a program, event or initiative without entering into a sponsorship arrangement.



Supported by
**Government
of South Australia**

Initiative of is applied in specific situations where a program, event or initiative is conceived, initiated or driven by a government entity and where the management or administration of the program, event or initiative is not necessarily the overall responsibility of a government entity.



An Initiative of
**Government
of South Australia**

For further queries about logo use and branding, contact the Office for Recreation and Sport on 08 7424 7677 or email recsportwebsite@sa.gov.au.

