















## TYPEFACES

### TYPOGRAPHICAL RULES

Setting is always to be in capitals and lower case. Words should not be underlined.

### PRIMARY TYPEFACE

The identity typeface is Gill Sans Condensed, of which Bold is the only acceptable weight.

This typeface is used on the typographic panel of the identity only.

No wording other than 'Visitor Information' can be produced in this specific typeface.



**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890**

**Gill Sans Condensed Bold**



## TYPEFACES

### SUPPORT TYPEFACE

The support typeface is Gill Sans of which Roman is the only acceptable weight.

Mildura

Visitor  
Information



Attractions

Visitor  
Information

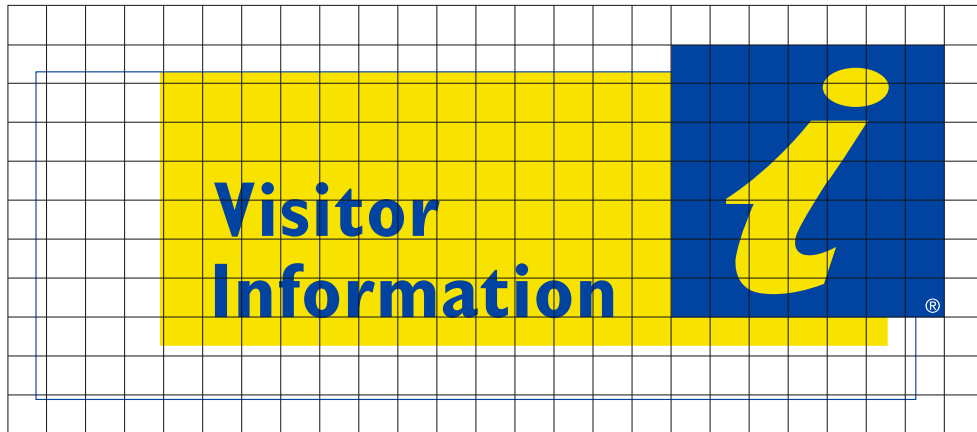


ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890

Gill Sans Roman



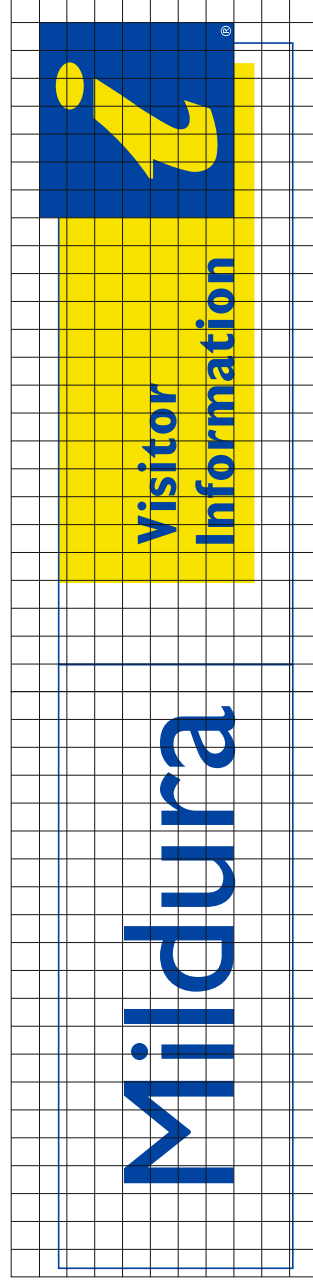
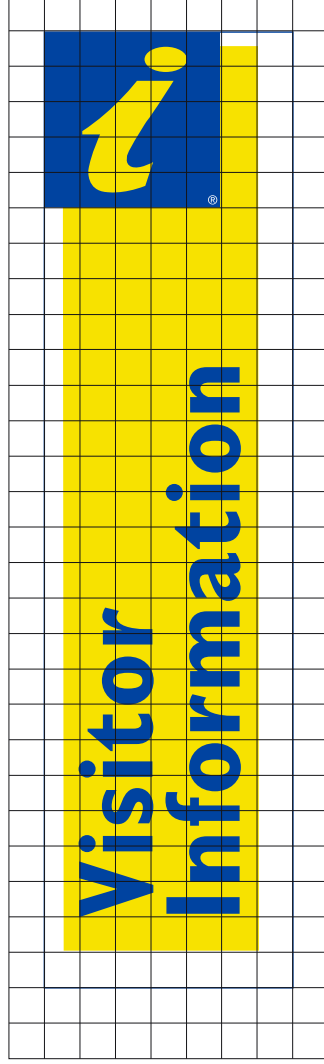
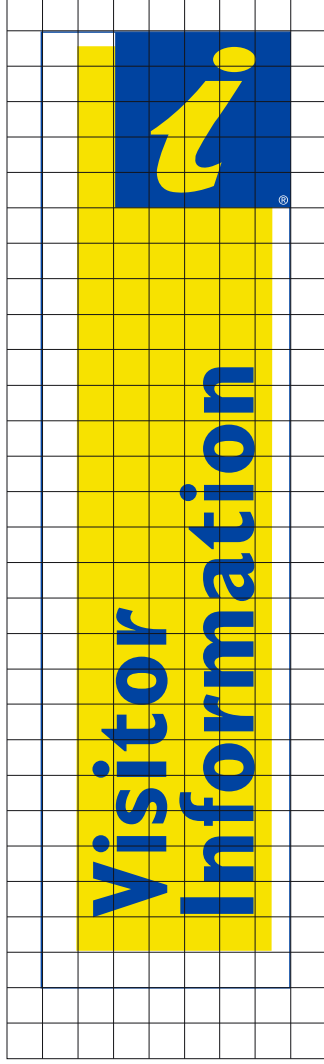
SIGNWRITER'S GRID



SIGNWRITER'S GRID



SIGNWRITER'S GRID







## INCORRECT USE

### SITE SIGN

These are some examples of incorrect use to be avoided.



A white i symbol is not acceptable



Type must only appear on a yellow field



Type is only to be reproduced in blue, other colours are not acceptable



Introduction of any other colours is not permitted



COLOUR SHEET



## SUPPLIED FILES

Shown here is a list of Accredited Visitor Information Centres i symbol files.

The i symbol has been supplied in a number of different file formats depending on the circumstance in which it is to be used. A guide on preferred usage formats has been provided.

We strongly advise that the i symbol should only be used in the application as specified. It is not necessary to utilise every format. All files have been created for use on both Mac & PC platform formats.

### FILE CATEGORIES

#### SPOT

Printed material in PMS colours.

#### CMYK

Printed material in 4 colour process.

#### RGB

Any application where the end use is to view via a computer monitor (screen).

#### GREYSCALE

Printed material or screen, black & white version.

### FILE FORMATS

#### EPS

Scalable vector graphic.

#### JPG

Resolution dependant image (can be high resolution).

#### GIF

Resolution dependant image, general used for web pages. (low resolution).

#### WMF

Compatible with Word & various Microsoft applications.

#### SPOT

VIN\_LOGO\_SPOT.EPS



#### CMYK

VIN\_LOGO\_CMYK.EPS



#### RGB

VIN\_LOGO\_RGB.EPS

VIN\_LOGO\_RGB.JPG

VIN\_LOGO\_RGB.GIF

VIN\_LOGO\_RGB.WMF



#### GREYSCALE

VIN\_LOGO\_BLK.EPS

VIN\_LOGO\_BLK.GIF

VIN\_LOGO\_BLK.WMF

