

HOMES MELBOURNE BRAND GUIDELINES

2022



HOMES MELBOURNE LOGO

INTRODUCTION

Homes Melbourne is a special entity of the City of Melbourne, created to reduce homelessness and increase safe, secure, and affordable housing in our city. The City of Melbourne established Homes Melbourne in early 2022, recognising that the complexity and extent of the housing crisis needed a comprehensive, targeted response.

HOMES MELBOURNE LOGO

All Homes Melbourne activities are represented by our Homes Melbourne logo. The logo is made up of two components: the M symbol and the words 'Homes Melbourne'. They must always appear together. The Homes Melbourne logo must appear on all promotional communications created for the entity

HOMES MELBOURNE LOGO CONFIGURATIONS

The logo can be used in the following different configurations:

FIRST PREFERENCE (LANDSCAPE)

The landscape format can be used as the preferred version for legibility of the words. The landscape 'accent colour' version can be used as a point of visual difference.

SECOND PREFERENCE (STACKED)

The stacked version can be used with sponsorship and partnership application such as logo farms (dependent on the shape of overall logos).

COLOUR LOGOS

The full colour landscape and stacked logo can be used as an alternative option for large format, presentations, corporate letters and video end frames. It can only be used against white background.

Do not use the Homes Melbourne logo with the City of Melbourne logo.

PRINCIPLE LOGOS

First preference (landscape)



(accent colour)



Second preference (stacked)



(accent colour)



COLOUR LOGOS



HOMES MELBOURNE COLOURS

The Homes Melbourne logo exists in four versions: accent, black, white and full colour.

BLACK / ACCENT COLOUR

The black or accent version may be used in situations where the colour version clashes with the design of a communication, or when colour reproduction is not possible. It is suitable to be used over white or pale backgrounds.



(accent colour)

WHITE

The white version may be used where the legibility of the colour or black logos is compromised, for example over dark backgrounds or applied on background design or photos.



FULL COLOUR

The full colour version should be used over white backgrounds only.



A4 POSTER



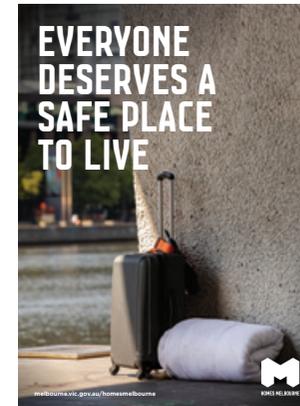
LARGE FORMAT SIGNAGE



A4 REPORT



A2 POSTER



LETTER



VIDEO END FRAME



HOMES MELBOURNE LOGO CLEAR SPACE

CLEAR SPACE GUIDE

There must be a defined clear space around the Homes Melbourne logo. This clearance space should be applied to all applications of the logotype. This area must also remain free of other graphic elements, type and logos.

The recommended clearance space for the primary and secondary logo is measured by the width of descending leg of the 'M' logo, as indicated by 'x' in the examples shown.

FIRST PREFERENCE (LANDSCAPE) - CLEAR SPACE



SECOND PREFERENCE (STACKED) - CLEAR SPACE



HOMES MELBOURNE LOGO MINIMUM SIZES

MINIMUM SIZES

To ensure legibility, the Homes Melbourne logo must not be reproduced smaller than the minimum pixel sizes (height of logo) when applying to digital applications, and minimum millimetre sizes when applied to print.

USE OF THE LOGO ON SOCIAL MEDIA

The Homes Melbourne logo is not to be used within a post. This is because the logo will not meet our minimum size requirements and therefore legibility will be impacted. To acknowledge Homes Melbourne in a post, make reference to us in the accompanying text box. In addition, you can use the hashtag #homesmelbourne

If the post is a video the standard end frame crediting Homes Melbourne, and showing our logo, can be used.

PRIMARY LOGO - MINIMUM SIZE



SECONDARY LOGO - MINIMUM SIZE



HOME MELBOURNE LOGO INCORRECT USE OF THE LOGO

To maintain brand equity and consistency of application, it is essential that the Homes Melbourne logo is never altered in any way.

It is essential that the Homes Melbourne logo is always reproduced from the master artwork and never recreated or cut and pasted from secondary sources.

Here are a few examples of what not to do.



Never change the colour or distort the logo.



Never change the arrangement of the M Shape and logotype.



Never use the logotype without the M Shape.



Never alter the physical appearance of the logo in any way.



Never apply any effects such as drop shadows or glows to the logo.



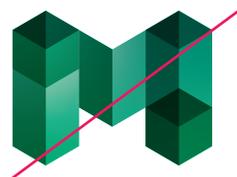
Never use the logo on dark colours or colours that cause it to lose legibility.



Never use a different font for the logotype, or attempt to recreate any part of the logo.



Never use the Homes Melbourne logo with the CoM logo. Homes Melbourne is its own entity.



Never use the M symbol without the logotype



Never place the CoM logo over background detail which interferes with the legibility.



Never rotate the logotype



Do not place the CoM logo within a shape on a coloured background

HOMES MELBOURNE COLOUR PALETTES

COLOUR PALETTE

The Homes Melbourne colour palette includes the principle colours of Homes Melbourne teal (accent colour) and black.

There are also secondary colours available for use in design, including warm grey, Homes Melbourne dark, mid and light teal.

PRIMARY COLOURS

	PANTONE COLOURS	CMYK COLOURS	RGB COLOURS	HEX VALUE
HOMES MELBOURNE TEAL	PMS 3405C	C=94, M=24, Y=65, K=0	R=0, G=143, B=122	#008E79
BLACK	PMS Black C	C=0, M=0, Y=0, K=100	R=0, G=0, B=0	#000000

SECONDARY COLOURS

	PANTONE COLOURS	CMYK COLOURS	RGB COLOURS	HEX VALUE
BACKGROUND WARM GREY	PMS Warm Gray 1C	C=4, M=5, Y=7, K=10	R=229, G=225, B=221	#E5E1DD
HOMES MELBOURNE DARK TEAL	PMS 341C	C=100, M=26, Y=69, K=25	R=0, G=111, B=92	#006E5B
HOMES MELBOURNE MID TEAL	PMS 2241C	C=68, M=17, Y=47, K=0	R=0, G=167, B=105	#55A596
HOMES MELBOURNE LIGHT TEAL	PMS 565C	C=38, M=10, Y=27, K=0	R=160, G=197, B=188	#A0C4BB

FURTHER INFORMATION

Contact us at
creative&brand@melbourne.vic.gov.au
with any queries regarding the
Homes Melbourne logo.

All applications of Homes Melbourne
branding can be sent to
logoapprovals@melbourne.vic.gov.au
for review and approval.