Logos

How to use our Mackay Regional Council logos

Above: Main logo in mono blue.
First preference: Full colour logo on a white background.

Mackay REGIONAL COUNCIL

Left: Long logo

Types of logos

- **Main logo is the first preference**: Use with or without the Regional Device, vertically or horizontally
- Badge logo: Use when horizontal space is limited
- Long logo: Used for banners, screen presentations and signage
- URL logo: Used as a sign-off (eg on the back of a brochure)

Available colours of logos

- **Full colour is the first preference**/mono blue/mono green/mono black
- Never available in mono yellow
- In sponsorship or sub-branding situations, a reverse colour (white) logo may be placed on a solid colour background

Allowable backgrounds

- **Full colour logos must be used on a white background only**
- Single colour logos (ie all red) must be used in order of preference: White background; solid colour background (only PMS approved colours), on a light coloured background
- Mono white logo must not be used on a light coloured background
- A yellow background is only for limited corporate use

Other rules

- **All logos must be resized proportionally (never stretched)**
- All logos must have sufficient white space around them so they stand out

- Logo symbols should never appear without the words Mackay Regional Council
- Never apply a drop shadow to the logo.
- Regional Device must only be used in conjunction with the main logo
- Minimum size to use logos: Main logo - 32mm > Badge logo - 13mm > Long logo - 28mm > URL logo - 28mm

For more information call Corporate Communications on 4968 4446.

Above: Badge logo

Left: URL logo

mackay.qld.gov.au

Right and wrong ways to use the logo