



LOGO SPECIFICATIONS & GUIDELINES

AWARDS FOR EXCELLENCE LOGOS

These guidelines have been created to promote the Restaurant & Catering identity. Consistent and correct use of the logo helps to build a coherent distinctive image

RESTAURANT & CATERING AWARDS FOR EXCELLENCE LOGOS

WHO CAN USE THE LOGOS?

The **FINALIST** logo can only be used by current financial members of the Association who are finalists in the Savour Australia™ Restaurant & Catering Awards for Excellence program.

The **WINNER** logo can only be used by current financial members of the Association who are winners in the Savour Australia™ Restaurant & Catering Awards for Excellence program.

Please note, when marketing your entry into the Awards for Excellence program either as a finalist or a winner you must include the following:

- The category for which you received the award
- The region for which you received the award

When referring to the Awards for Excellence program in written material, banners, media releases and on websites the year and region of the Awards must be used for example:

2015 Savour Australia™ Awards for Excellence – Victoria

Please note that if you own more than one establishment you can only promote your award at the nominated establishment.

LOGO CLEAR ZONE

A clear space 'X' around the logo allows maximum legibility and impact.



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| x |



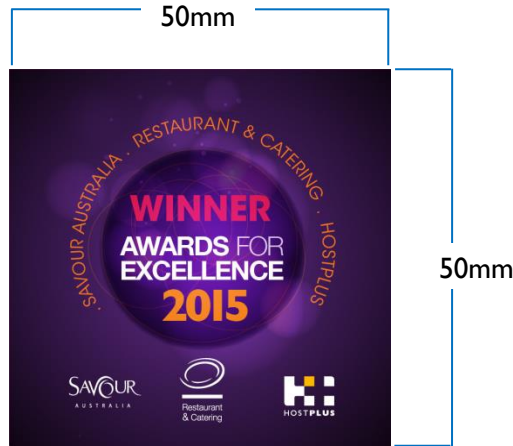
| x |

LOGO COLOURS Only the files provided should be used with no colour modification.

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MINIMUM SIZE

The logo should not be used at less than the minimum size shown below. For use in digital media, the minimum size is 300x300 pixels.



LOGO VERSIONS

There are different logos available for use to promote involvement in the Awards for Excellence program. They are all available in JPG, PNG and EPS format.

REGION AWARDS LOGOS



NATIONAL AWARDS LOGOS



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CORRECT USE OF LOGO

The logo must be used in its entirety and in such a way that it is clear and legible with sufficient contrast to the background or on a plain black background. Examples are shown below.



- ✓ Logo in a clear space
- ✓ Good background contrast



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- ✓ Good background contrast



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- ✓ Good background contrast



✗ Logo must be used in its entirety



✗ Logo must be used at correct proportion