Hunter TAFE Logo Usage Guide 2015
The new Hunter TAFE Logo is an evolution of the existing logo. It has been designed to look dynamic, conversational, engaging and approachable.
The new Hunter TAFE logo has been specially designed as a lock-up system.

1. This is to allow for the existing logo to be transitioned through to the new Hunter TAFE branding style
2. To ensure that all elements are housed consistently under the over-arching brand umbrella
3. To be able to house dual logos with opposing styles

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1. **Secondary Housing Petal**
   - Allows for element representation alongside the Hero logo into a neat, unique, and easy-to-use lock-up system
   - ‘X’ indicates element type
   - Easily identifiable and consistent secondary housing petal

2. **Hunter TAFE Existing Logo**
   - Includes the existing TAFE NSW logo
   - Includes the existing Hunter Institute logo

3. **Petal Housing Device**
   - The Petal shape is complimentary to the TAFE NSW curved corner shape
   - Allows for a neat, unique and easy-to-use lock-up system
   - Easily identifiable in the marketplace
The Hunter TAFE sub brand logo lock-up system allows for brand hierarchy versatility but ensures overall identity consistent across the hero brand.

1. Regional Logo Example
   - Single regional use only

2. Campus Logo Example
   - Single campus use only

3. Specialist Centres Logo Example

4. Support Services Logo Example
The Hunter TAFE logo is the key element in the Institute’s visual identity system and must appear on all official communications. It must not be modified in any way.

The Hunter TAFE Corporate Logo has a clear space allocation as indicated by the ‘X-Height.’ No text must ever appear in this area. (Please refer to page 13 for acceptable baseplate intersection usage).

The logo has a minimum size of 20mm wide.
The Hunter TAFE logo has colour variations available to be used instances where the full colour version of the corporate logo may not be utilised, i.e. due to reproduction or material issues.

1. Corporate Logo – Full Colour
2. Corporate Logo – Mono/Black and White
3. Corporate Logo – White Reversed
4. Corporate Logo – Mono/Black and Transparent – when reproduced on on a pale background the fill of the TAFE NSW letters remains the colour of the background and not white. This is for selected use, such as external sponsorship agreements.
5. Corporate Logo – Full Colour for use on a white background document
6. Corporate Logo – Full Colour for use on a the Hunter TAFE stripe

Note: Applications to use reversed out logo is on a case by case scenario. All requests need to be made to External Relations & Customer Service for approval. If you are unsure please contact: ers-unit.huntertafe@tafe.nsw.edu.au
Unacceptable Logo Usage

Logo must not appear without all its elements
Logo elements must not be rearranged
Logo elements should never be rotated
Logo should never appear with a drop shadow or bevel treatment
Logo should never be rotated
Logo colour cannot be altered or switched in any way
Unacceptable Logo Usage

Logo must never appear cropped

Logo must never be stretched

Logo should not sit on a coloured or detailed background other than those outlined in this guide

Logo should never look blurred or pixelated

Logo should never be warped

Logo must not sit on complex imagery
Contact

For further enquiries contact
External Relations and Customer Service

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Disclaimer: Information contained in this document is subject to change without notice. V7-210115