South Australia's History Festival

2024 Style Guide

Primary Colours

Bright Green

HEX #66FF83
RGB 102, 255, 131
CMYK 55, 0, 50, 0
PMS 7479 C

Pale Green

HEX #e0ffbf
RGB 224, 255, 191
CMYK 12, 0, 28, 0
PMS 372 C

Cool Green

HEX #6DD9A7
RGB 109, 217, 167
CMYK 60, 0, 40, 0
PMS 3265 C

Lime Green

HEX #B5FF66
RGB 181, 255, 102
CMYK 30, 0, 65, 0
PMS 375 C

Forest Green

HEX #0A9664
RGB 10, 150, 100
CMYK 100, 0, 65, 5
PMS 334 C

Emerald Green

HEX #78DB00
RGB 120, 219, 0
CMYK 55, 0, 100, 0
PMS 802 C

Secondary Colours

Olive Green

HEX #A0B400
RGB 160, 180, 0
CMYK 20, 0, 100, 20
PMS 383 C

Lime Green

HEX #C8DC50
RGB 200, 220, 80
CMYK 25, 0, 85, 0
PMS 584 C

Blue

HEX #0057BA
RGB 0, 87, 186
CMYK 100, 55, 0, 0
PMS 2935 C

Pale Blue

HEX #B6DFF6
RGB 182, 223, 246
CMYK 25, 2, 0, 0
PMS 290 C

Purple

HEX #A500FF
RGB 165, 0, 255
CMYK 50, 70, 0, 0
PMS 7442 C

Base Colours

Black

HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100
PMS Process Black C

Grey

HEX #DCDDDE
RGB 220, 221, 222
CMYK 7, 5, 5, 5
PMS Cool Gray 2C

Download Adobe CC Swatches

SCREEN   PRINT

When using the History Festival logo, the mono-black version should be given priority. However, if placed on an image or dark colored background, the mono-white version may be more appropriate.

Download All

Lockup Primary - Black

Download for Print

CMYK   PDF   EPS

SPOT   PDF   EPS

Download for Screen

PNG   JPG   PDF

South Australia's MAY 2024 **History Festival**

Lockup Primary - White

Download for Print

CMYK   PDF   EPS

SPOT   PDF   EPS

Download for Screen

PNG   JPG   PDF

South Australia's MAY 2024 **History Festival**

When using the History Festival logo, the mono-black version should be given priority. However, if placed on an image or dark colored background, the mono-white version may be more appropriate.

Download All

Lockup Stacked - Black

Download for Print

CMYK   PDF   EPS

SPOT   PDF   EPS

Download for Screen

PNG   JPG   PDF

South Australia's

1–31 May 2024

History Festival

Lockup Stacked - White

Download for Print

CMYK   PDF   EPS

SPOT   PDF   EPS

Download for Screen

PNG   JPG   PDF

South Australia's

1–31 May 2024

History Festival

The area highlighted in blue is to indicate the safe clear space for the logo.

This information is only provided in the style guide and is not included within the logo files.

To ensure the History Festival branding is easily readable, please refrain from placing any text or images within this designated space.

When using the History Festival logo, the mono-black version should be given priority. However, if placed on an image or dark colored background, the mono-white version may be more appropriate.

× 1   × 1

× 1

South Australia's MAY2024 **History Festival**

× 1

× 1

Minimum sizes: Print: 10mm (h)   Digital: 50px (h)

× 1   × 1

× 1

South Australia's   **History**

× 1

× ⅓

1–31 May 2024   **Festival**

× 1

× 1

Minimum sizes: Print: 20mm (h)   Digital: 100px (h)

Please ensure the logofiles are only used as supplied.

Do not change the logo to a colour outside of the colour palette.

Do not change the typeface or recreate the logo.

Do not change the layout of the logos.

Do not rotate the logos.

Do not stretch the logos.

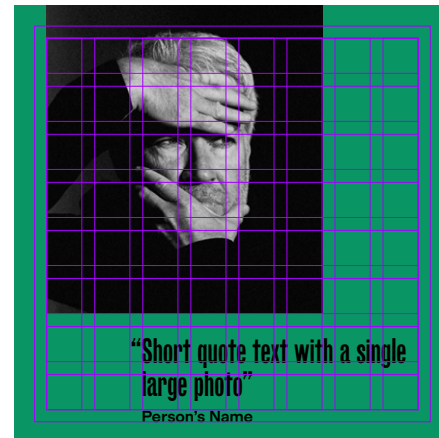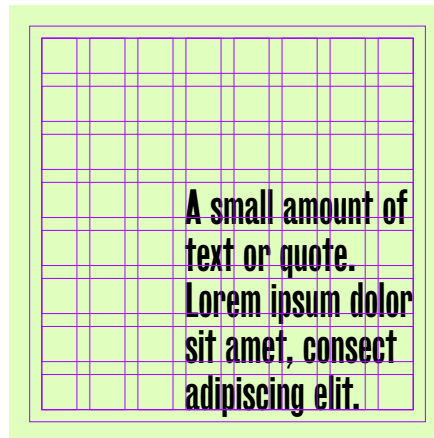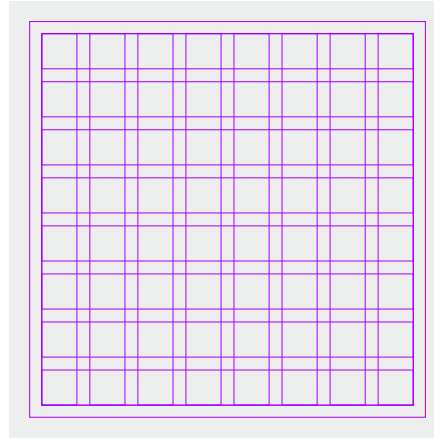**Do not** change the size relationship between the "South Australia's" text and "History Festival".

Social media tiles use an underlying base grid to maintain consistency while allowing a variety of layouts for different purposes.

Where possible, line text and images off grid lines.

A small amount of text or quote. Lorem ipsum dolor sit amet, consect adipiscing elit.

"Short quote text with a single large photo"
Person's Name

South Australia's
History Festival
Power
1–31 May 2024

Examples of title style tiles with festival branding and dates.

Download All

Examples of text and image tiles.

These can be adapted depending on the amount of text, and the number of images to be shown. Vary the layout from post to post.

"A longer amount of text or quote. Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis."

Anna Lindner

A small amount of text or quote. Lorem ipsum dolor sit amet, consect adipiscing elit.

Large heading text or title.

"Short quote text with a single large photo"

Person's Name

Participants can use the frame to place over images for sharing. These are provided in the six primary colours.

Download All

| Power | 1–31 May 2024 |
| South Australia's | **History Festival** |

| Power | 1–31 May 2024 |
| South Australia's | **History Festival** |

| Power | 1–31 May 2024 |
| South Australia's | **History Festival** |

| Power | 1–31 May 2024 |
| South Australia's | **History Festival** |

| Power | 1–31 May 2024 |
| South Australia's | **History Festival** |

| Power | 1–31 May 2024 |
| South Australia's | **History Festival** |

The visible area is 920px x 682px. Images can be placed to fill that area, or to fit with it.

If placing an image to fit, place the solid background colour behind so that the tile appears to extend behind the image.

When using the frame, ensure the image is placed correctly.

Do not extend the image outside of the visible area.

Do not have a different background colour behind the image within the visible area.

Do not place image behind the branding.

Do not modify the positioning or colour of the branding.

History Festival

Participant tiles are available for sharing.

Download All

A set of five posters that mirror the program covers. They have a QR code that directs to the festival website.

Do not alter the poster in anyway, including modifcations to the sponsor logo lockup.

Download All

A set of five posters that mirror the program covers. They are adapted to include 'Get your program here' text.

Do not alter the poster in anyway, including modifcations to the sponsor logo lockup.

Download All

Community posters have festival branding and an empty area which is available for participants to display content and edit.

Do not alter the poster beyond the editable fields to add event information, including History Festival branding, festival dates, the sponsor logo lockup, and their positioning on the page.

Download All

The venue sticker is for displaying at the entrance to particpating venues.

South Australia's **History Festival**

Event Venue

Power   1–31 May 2024

PRESENTED BY

PRESENTING PARTNER | MAJOR PARTNER | PROJECT PARTNER | DISTRIBUTION PARTNER