

Guide to using the Australian Teaching and Learning Council logo

These guidelines have been developed to help ensure the Australian Learning and Teaching Council corporate logo is used consistently and portrays a unified brand image. Please do not alter the logo in any way.

If you have an enquiry about the use of the logo, or require an alternative version for a specific purpose, please contact the ALTC Communications Team (details below) for assistance and approval.



A high resolution and low resolution jpeg version of the logo is available to cater for both print and web use. Download the jpeg logos at <http://www.altc.edu.au/logo-brand-management> If you require a transparent background eps version of the logo please email the ALTC Communications team.

Minimum size

To avoid any reproduction problems it is recommended that the logo should be used at a minimum size of 50mm.

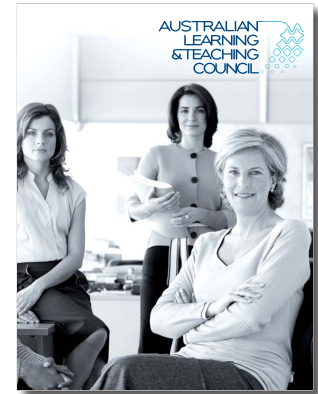


PDF Conversion

When creating a PDF file using our logo conversion settings should set at Print Quality.

Positioning

Our logo can be applied to different types of image backgrounds although it is recommended that the background be of light tones to ensure legibility. If the ALTC logo is placed alongside other brand marks, please ensure the ALTC logo is of equal size. If you require a specific execution where there are visibility issues please contact the ALTC for guidance and an appropriate logo solution.



Clearspace

Clearspace is the minimum area surrounding the logo which must remain clear of any visual elements or type. Wherever possible create more clearspace than the minimum specified. The formula is based on the clearspace being equal to the cap height of the logo words.



Further information

For further information about the guidelines or for assistance with alternate logo executions, please email ALTC Communications: media@altc.edu.au