LOGO SPECIFICATIONS AND GUIDELINES
AWARDS FOR EXCELLENCE LOGOS

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:

2012 Savour Australia™ Awards for Excellence – Sydney & Surrounds

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.

Use the height of the AWARDS FOR EXCELLENCE text as the minimum distance around the logo as shown below.

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

LOGO COLOURS

Burnt Orange	Teal	Black
PMS Warm Rec	PMS 3275	PMS Black
Spot colour reproduction: Pantone Warm Red C	Spot colour reproduction: Pantone 3275 C	Spot colour reproduction: Pantone Black C
4 colour process reproduction – CMYK **C**0 **M**86 **Y**97 **K**0	4 colour process reproduction – CMYK **C**79 **M**10 **Y**45 **K**0	4 colour process reproduction – CMYK **C**0 **M**0 **Y**0 **K**100
Electronic Media reproduction RGB: **R**254 **G**72 **B**25	Electronic Media reproduction RGB: **R**0 **G**169 **B**157	Electronic Media reproduction RGB: **R**0 **G**0 **B**0

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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 and EPS format.

REGION AWARDS LOGOS

NATIONAL AWARDS LOGOS

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