



STANDARD REGULATIONS FOR THE USE OF THE GOZO COUNCIL FOR CULTURE & ARTS LOGO

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1. Introduction

The Gozo Council for Culture & Arts logo ("The Logo") is available for download to be used by clients and other organisations ("The Clients").

As a Ministry for Gozo statutory committee, the Gozo Council for Culture & Arts ("The Council") co-brands with the same Ministry. This guide explains when and how to use the logo of The Council.

2. The Logo components

- **The design component** comprising a red, a green and a yellow coloured curves, two blue waves and the wording 'GOZO The Island of Culture' with the letter G being the red coloured curve of the design.
- **The Council and Ministry component** comprising the words 'THE GOZO COUNCIL FOR CULTURE & ARTS' and '(MINISTRY FOR GOZO)' printed in black beneath the logo design.

The two components of The Logo must never be separated. Two versions of The Logo are available – horizontal and vertical. Either may be used and are available for direct download from www.gozoculture.com. (Should you encounter any problems in downloading, you are kindly asked to contact the Gozo Culture Office). Always use The Logo supplied by these means. Recreating is strictly prohibited under any circumstances.

3. The use of The Logo

Using The Logo is only permitted if the enclosed guidelines are adhered to. This section illustrates all the necessary specifications how to use The Logo. Users must abide by these specifications to ensure that the correct version of The Logo is used in accordance with the medium to be utilized.

3.1 Appearance

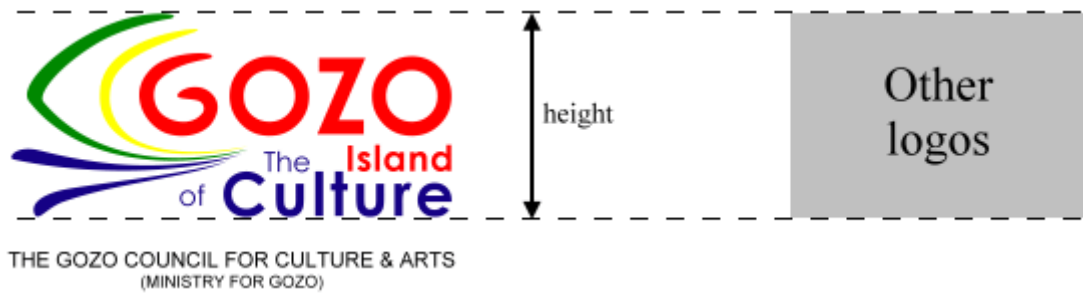
It is a condition of Cultural Support that The Clients of The Council or the Gozo Culture Office include The Logo and acknowledge The Council's support in all promotional material and publications (including websites – see paragraph 3.5 below). In these instances the following acknowledgement must be used on the left hand side of or above The Logo:

This event has been assisted by the Ministry for Gozo through the Gozo Council for Culture & Arts.

3.2 Size

The Logo artwork excluding the The Council's and Ministry's wording must be used such that the width of the logo is not less than 20mm.

When The Logo appears with other logos to reflect The Council's participation in collaborative ventures, The Logo must be equal in size to the logo of the partnership agencies or organisations as represented hereunder, but not smaller than the minimum size stated above of 20mm in width.



3.3 Spacing

No type, additional logos or other graphic elements of any kind should be placed closer to any edge of The Logo than a distance that is equivalent to half the size of The Logo's height as illustrated above.

3.4 Colour

The Logo incorporates 4 different colours, and black. The colours must be faithfully reproduced since they specifically represent the meaning of the logo. Should The Client require a specific colour/tone to match the rest of the printing layout, The Client is to contact the Gozo Culture Office for assistance. The hereunder colour-codes represent the colours for various applications:

	Red	Yellow	Green	Blue	Black
CMYK	C: 0.000 M: 1.000 Y: 1.000 K: 0.000	C: 0.000 M: 0.000 Y: 1.000 K: 0.000	C: 1.000 M: 0.000 Y: 1.000 K: 0.467	C: 0.842 M: 0.992 Y: 0.000 K: 0.478	C: 0.000 M: 0.000 Y: 0.000 K: 1.000
RGB	R: 255 G: 0 B: 0	R: 255 G: 255 B: 0	R: 0 G: 136 B: 0	R: 21 G: 1 B: 133	R: 0 G: 0 B: 0
HEX	#FF0000	#FFFF00	#008800	#150185	#000000
Greyscale	#4C4C4C	#E2E2E2	#505050	#161616	#000000

There are different options for using The Logo, depending on how many colours are being used.

- **Full colour** – For online use (see also paragraph 3.5) and when four or more colours are used for printing, downloadable versions are available either with a white background or transparent background. If a textured background is used, The Logo must be outlined in white as shown below:



The Clients must endeavour to produce (during the printing process) the colours as closely as possible. No other colour combinations are permitted.

- **Two-colour printing** – If one of the colours is black, the monochrome logo must be used. If other colours are used, please contact the Gozo Culture Office for assistance.
- **One-colour printing** – When black is the colour used for contents on white background, the monochrome logo must be used. If white is the colour used for contents on black background, the monochrome logo outlined in white as indicated below must be used.



- **Greyscale printing** – For a monochrome (Greyscale) printing, monochrome logo must be used.

If The Clients are in doubt or need assistance, the Gozo Culture Office should be consulted for further advice.

3.5 Website

The Logo should appear exactly as displayed, and should not be resized or amended in any way. The minimum dimensions should be set at 185 pixels x 116

pixels for horizontal version and 185 pixels x 225 pixels for vertical version so that The Logo is not distorted. You must also link to www.gozoculture.com website from The Logo.

4. Incorrect usage

The size, shape and weight relationship including any other aspect of The Logo and its elements must not be altered.

Do not:

- Add other visual elements and text to The Logo
 - Obscure or cover The Logo by text or technical processes, such as additional screens of colours
 - Place The Logo in shapes or borders apart the white outline as and when indicated
 - Crop, trim or bleed The Logo off a page or in a fold. The Logo must always appear in its entirety
 - Stretch or distort The Logo
 - Rearrange the elements of The Logo
 - Tilt The Logo
 - Use any part of The Logo as a graphic element.
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5. Approval of use by third parties

The Logo can only be used after the final draft, sample or proof is sent to the Gozo Culture Office for approval. Modifications or alterations to the approved draft, sample or proof prior printing are not allowed unless resubmitted and approved.

6. Copyright and use by third parties

The copyright of The Logo is entirely of The Council. The use as a whole or any part of the logo should not appear on material not related to the support unless otherwise authorized by The Council.

7. The Logo's downloadable versions

The Logo can be downloaded only from www.gozoculture.com/artwork.html

8. Contact details

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