VicHealth Brandmark

The VicHealth logo is the registered trademark
of the Victorian Health promotion Foundation.

VicHealth Brandmark

The brandmark is comprised of the symbol and wordmark. The proportions, weights and relationship between the symbol and wordmark have been carefully considered and should always appear together as shown. The symbol and wordmark must never appear in isolation.

The brandmark should never be changed or amended in any way or recreated from other sources and should always be used at a scale that does not degrade brand recognition.

Brandmark reproduction

The brandmark may be used in one of four colour variations: colour positive, colour negative, monochromatic positive or monochromatic negative.

The colour positive brandmark is the preferred option, however in cases where this is not appropriate (for reasons of legibility or print facilities) the colour negative and monochromatic versions may be used. Contrast with the background should always be a key consideration when choosing a brandmark to ensure legibility.

colour positive

colour negative

monochromatic positive

monochromatic negative

Brand colours

The brandmark consists of three colours, illustrated here. The breakdown of each colour is shown, for information only. Always use the official logo files from VicHealth.

For printed applications, the PMS version of the logo is the preferred option. Where it is not feasible to print using PMS colours, use the CMYK version. For digital viewing (web or slide presentations), use the RGB version.
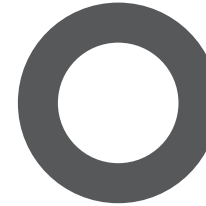
Primary palette – breakdowns are shown for information purposes only

Bright Green
PMS 802 C / 802 U
C 35 M 0 Y 70 K 0
R 000 G 235 B 51
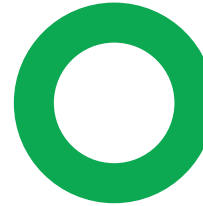
Dark Green
PMS 347 C / 354 U
C 85 M 5 Y 95 K 0
R 5 G 148 B 74

Dark Grey
PMS 425 C / 425 U
C 0 M 0 Y 0 K 80
R 75 G 75 B 75

Clear space and scale

Clear Space
The minimum clear space that surrounds the VicHealth brandmark is defined by a bounding box. This bounding box assists with positioning the logo and is defined using the diagram shown opposite. It also defines a zone within which no other graphic elements are to appear.

To ensure optimal visual presence, it is necessary to maintain clear space around the logo. This area should be kept free from all other logos, graphic elements and text.

Scale
To ensure legibility the logo should not be reproduced smaller than 7mm in height.

bounding box

X

X

X

Minimum size
7mm

VicHealth