Foundation for Rural & Regional Renewal

Logo

As a partner, donor, recipient or friend of FRRR, you are welcome to use our logo on your website, in a report, on social media, or in any other public capacity. But before you do, we ask that you have a quick scan of the guidelines below, to ensure the logo is displayed correctly.

The logo is designed to be viewed in a certain way and must, therefore, not be changed, stretched or altered.

Note that in the logo, for aesthetic reasons, our name is written as 'Foundation for Rural Regional Renewal' but when written in a sentence or in a list of supporters, it should be Foundation for Rural & Regional Renewal (note the ampersand, rather than the word 'and'.)

This is our preferred logo:
When in doubt, use this one.

This is our secondary logo:
We only use this if the preferred logo does not fit the space or design.

Spacing guidelines

Clear space (the space around the logo)
For the logo to be readable and easy to recognise, it needs to have a bit of space around it. What you can see below is strictly the minimum space you should allow.

The easiest way to ensure there is enough space around the logo is to think of the F.

No matter where the logo is displayed, you should be able to fit at least one F on all sides (where X is in the graphic above).

Clear space (when next to other logos)
When displaying the FRRR logo next to other logos or graphics, please follow the format below.

Preferred logo:

x = 55% width of 'Symbol'

Secondary logo:

x = 40% height of 'Symbol'

Minimum size & best formats

Minimum Size
As we always want to show our logo in the best possible light, we ask that you never display it smaller than the sizes listed below.

Minimum Size:
Print 30mm width
Digital 200px width

Minimum Size:
Print 15mm width
Digital 100px width

Best formats
The FRRR logo is available in several formats that are best used in different ways, but the main ones are PNG and JPG (for the web). AI and EPS formats are available too (for print).

PNG files:
The png version is the one we use the most as it is a higher quality file and has a transparent background (see next page on colour too).


JPG files:
The jpg version is a classic image with a solid background. This is a smaller file and works well for emails.

P.S. To check whether a file is PNG or JPG, check the end of the file name (it looks something like this: Logo_Full colour_PNG).

Colours

The green logo on a white background is our preferred look, but if restricted you can use the black logo on a white background, or the white logo on a solid colour background / overlaying an image.
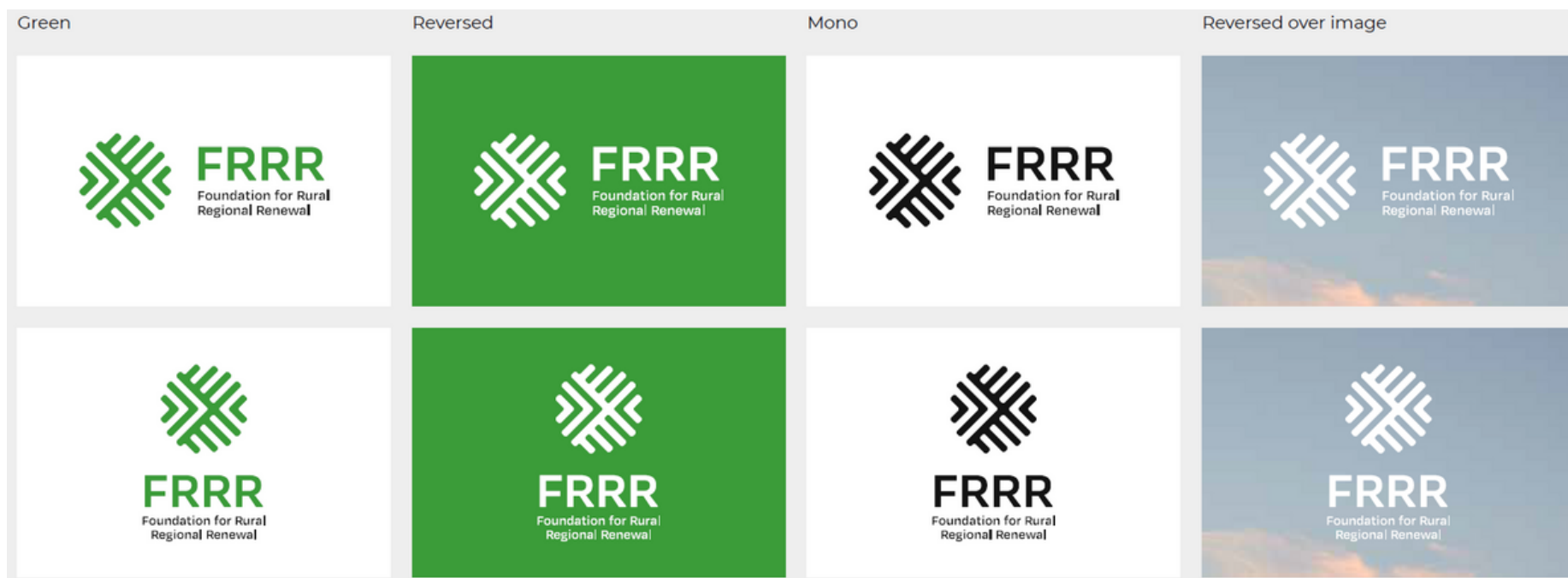
If you need the colour codes for the green colour, they are as follows:

HEX: 3B9C39   **RGB 59 156 57**   **PMS 3539 C, 3539 U**   **CMYK 74 4 94 9**

TIP: RGB colours are recommended for the web and CMYK for print. Get in touch if you need further assistance.

Questions?

If you have any questions or need a hand with any of the above,
don't hesitate to get in touch with our communications team:

Julie Weldon
julie.weldon@jawcomms.com.au
Managing Director
JAW Communications
M: 0423 110 802

www.frrr.org.au