

COLOUR SWATCHES

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CLEAR SPACE

The Penrith valley positioning graphic is most effective when surrounded by as much white space as possible.

The examples below illustrate a simple formula for calculating the minimum clear space and should be used as a guide for all positioning graphic applications.

Use of additional clear space, outside the minimum requirement is desirable.

Formula for minimum clear space



MINIMUM SIZES

When reproducing the three configurations of the Penrith Valley positioning graphic at small sizes the following specifications must be adhered to. Any variations require the approval of the Economic Development and Marketing Manager of Penrith City Council.



Further Information

For information about reproduction guidelines, additional bromides, disks or colour swatches please contact the Economic Development and Marketing Manager of Penrith City Council.

VISUAL STANDARDS

A GUIDE TO PRESENTING

OUR IDENTITY

AT ITS BEST



