

## Meaning of the logo

Latrobe City's New Energy logo depicts the strength, ambition and vitality of this thriving municipality, the hub of eastern Victoria.

The wave of New Energy surges through the spectrum of yellow and red, rising from a field of black, reflecting our industrial heritage, the traditional custodians of the region and the diversity of its citizens who, with unique talents and skills, contribute to one another and our society.

Latrobe City's New Energy logo is a powerful image, radiating a vision of youthfulness, of growth and learning, signifying progression and adaptability, knowledge and creativity and symbolising a society moving on towards the future with optimism, to maximise its potential.

## Use of the logo

### Standard logo

The standard logo is the horizontal version. The standard logo (horizontal version) should always be used in preference to the vertical format. Only use the vertical logo when the horizontal logo is not appropriate, because of space restraints or page layout considerations.



### Vertical Logo

The vertical logo is restricted for use only in those environments where the standard (horizontal) version is not appropriate.



## Don't



Use stretched or contracted versions

Use altered versions

Place the logo on top of images

If using a single colour logo, only use black or white



### Heading

*Ignam faccum quianimi, quid quis esendam inihicient.*

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## Slogans

The slogans are only to be used in marketing materials, not on Latrobe City Council's formal stationery. It is important that these taglines are applied correctly.

The slogans have been prepared to expand the New Energy theme, and the promotion of Latrobe City Council internally and beyond its geographical boundaries. These slogans have been designed for use by Latrobe City Council and the community in partnerships and projects, hence the broader selection. Latrobe City Council approval is to be obtained for additional slogans.

## Approved Slogans

A new energy in the arts  
 A new energy in business  
 A new energy in childcare  
 A new energy in community building  
 A new energy in community safety  
 A new energy in customer service  
 A new energy in economic development  
 A new energy in environmental sustainability  
 A new energy in events  
 A new energy in history and heritage  
 A new energy in home care

A new energy in international relations  
 A new energy in libraries  
 A new energy in preschools  
 A new energy in public health  
 A new energy in road safety  
 A new energy in sport  
 A new energy in tourism  
 A new energy in volunteers  
 A new energy in industry  
 A new energy in leadership



Use the corporate logo on all formal corporate material

Use slogan versions on minor marketing material



Don't



Add text to the logo yourself

Use unauthorised versions

