

## 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

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