



## Brandmark

Full Colour

Midsumma brings people together to create shared experiences and to celebrate LGBTQIA+ culture. Midsumma seeks new perspectives – the brandmark is a friendly, inclusive and fluid mark that acts as a window to the organisation for the community to engage with.

The integrity of the brandmark must be maintained at all times.

It comprises of **two** elements:

- The Symbol
- The Logotype

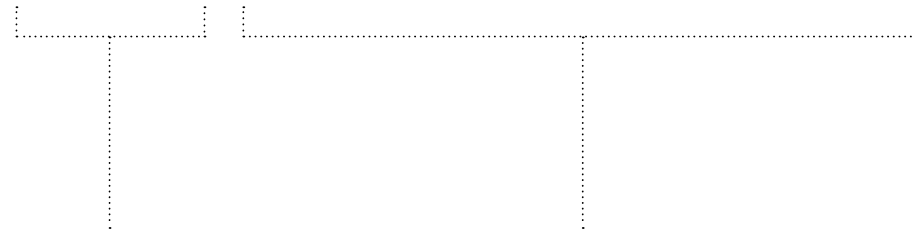
The Identity system has been designed to work equally well in positive and negative.



Black

C=0, M=0, Y=0, K=100

R=0, G=0, B=0



symbol

logotype



symbol

logotype

## Brandmark

## Clear Space

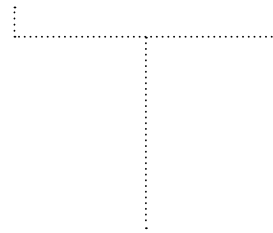
Clear space is the minimum area surrounding the brandmark which must remain clear of any other visual elements or text. This can be measured by using the symbol.



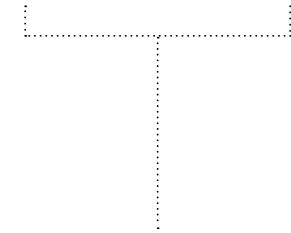
## Brandmark

## Minimum Size

Minimum size specifications ensure that the brandmark remains clearly legible in all applications and methods of reproduction. It may sometimes be necessary to increase and decrease the marks size depending on the print area. Always keep it in proportion.



35mm



100px

## Brandmark

Please ensure you use the Midsumma brand with respect. These are examples of how NOT to use the brandmark.

Never:

- Recreate or reconfigure any elements
- Stretch or squash the logo, vertically or horizontally.
- Add extra graphics to the brand
- Change the colour
- Rotate the brand
- Delete any part of the brand
- Logo should not be used as part of a sentence

It is important not to redraw or reconstruct the brand, always use the supplied master files.

## Incorrect Use



