



## **Collateral Style Guide and Recommendations**

### **Place SA**

Place SA has developed a range of tools to help you advertise and promote your Place SA event or activity.

#### **The web banner & poster**

The web banner and poster both contain an image which was the result of a poster competition held in conjunction with Place 2012, the inaugural year of Place SA. South Australian artist Yvonne Ashby was successful in winning this competition and the web banner and poster both contain images which are her design.

The poster is available in .jpeg format and is able to be printed to A3 and A4 size, without losing image integrity or quality. If you require a higher quality image for printing a larger poster please contact the Place SA committee.

Portions of the web banner may be used by way of cropping the image to suit your purpose; however no alterations to the image may be made.

The images may be used in both full colour and black and white, however there may be no colour substitutions made.

#### **Logo**

The Place SA logo consists of the house image from the poster and web banner and the words Place SA on a green background.

It may be displayed in both full colour and grayscale, although no colour substitutions may be made.

The logo must be displayed at a minimum size of 3.46cm X 4.92cm.

#### **Referencing of sponsors and supporters**

It is required that the principal sponsors and supporters be detailed on any collateral produced using the Place SA logo.

#### **Evaluation**

Upon completion of your event or activity for Place SA please complete the evaluation survey monkey to provide details of your event and activity outcomes and to share your thoughts about Place SA as a platform.