



## Melbourne Fringe Festival Logo Terms of Use

As per your Festival Participants Agreement you are required to include the Melbourne Fringe Festival logo on **ALL** your own marketing collateral to identify that you are participating in the Festival.

Prominent use of the Melbourne Fringe web address and telephone booking number is also mandatory and will further support sales, bookings or awareness of your event. Please use the following line:

**For bookings and info visit [melbournefringe.com.au](http://melbournefringe.com.au) or call 03 9660 9666**

The logo is available in EPS format:

Mono EPS / AI file - for printing on all backgrounds

White EPS / AI file - for printing on dark or black backgrounds

JPEG / PNG Black - for online use on all backgrounds

JPEG / PNG - for online use on dark or black backgrounds



It is important that **the black logo on a white back ground is used where possible**. Please only use white logo on the black background if the entire document is in black or dark colours.

Minimum Printed Size: For legibility, the logo must **never be less than 15mm high** in any usage.

Minimum Clear Space: The logo must always have adequate clear space around it; the clear space can be approximated as one sixth of the width of the logo (IE: if the logo is 60mm wide, then the clear space around it should be at least 10mm on each side)

Please **do not distort, stretch or recreate the logo**.

The Festival logo should always appear first in any lists of partner, government, sponsor, funding body logos featured on collateral. The Festival logo should also be featured on your website and (where applicable) on your show's official social media pages.

If you have any questions regarding the Festival logo or require a larger logo or a different variation than the options provided, please contact Melbourne Fringe on 03 9660 9600 or [info@melbournefringe.com.au](mailto:info@melbournefringe.com.au)