

QMC Logo Usage Guidelines

The main goal of a Logo Usage Guidelines is to make sure our logo looks good—always. The logo JPG files are **NOT** to be modified in any way at all and are to be used as designed and provided.

1. Logo Variants

There are 4 variants of the logo:-

- White Background Logo with full name



Queensland Motorcycle Council Inc

- White Background Logo without full name



- Black Background Logo with full name



- Black Background Logo without full name



2. Logo Variations Usage

- The white background logo with the full name is the preferred logo for use.
- Use of the other logos provided is on a fit for purpose basis such as when used on a coloured background and the black background logo provides a more appropriate contrast to the background.

3. Space around the logo

There should be sufficient clear space around the logo to let it breathe and prevent its clarity and visual impact from being obstructed.

4. Logo Size

- Should be legible at any size. Do not use the logo unless there is ample space to allow for legibility.
- Do not stretch or distort the shape of the logo. The aspect ration of 1:1 must be maintained at all times.

5. Logo Rotation/Orientation

At all times, use of the logo is to be in its normal vertical orientation and is not to be rotated or reversed.

6. Logo Copyright

Copyright over the Logo images is held by the Queensland Motorcycle Council. The Queensland Motorcycle Council web site will carry the following copyright statement.

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Use of the logo is subject to the conditions described in the Queensland Motorcycle Council Logo Usage Guidelines document.