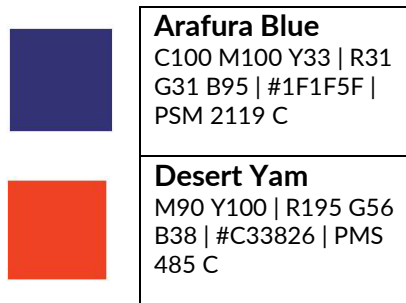


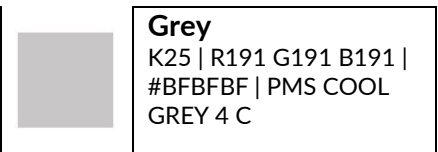
Brand guidelines for OBM event partners

The below brand guidelines have been developed to ensure that the correct style is applied across all events included as part of the OBM program.

Colour palette



Logo



Logo 'do's'

- ✓ Use the logo on marketing material used to promote your OBM Partner Event, this includes social media, multimedia, document production etc.
- ✓ Ensure the OBM logo is a secondary primary logo and an adequate amount of white space is maintained around the logo to ensure visibility and impact.
- ✓ The OBM logo is to be represented in full colour on a white background, if you require a reversed logo please contact the OBM team.

Logo 'don'ts'

- ✗ Don't manipulated the logo in any way this includes stretching, changing or reversing the colours, changing the text etc.
- ✗ Don't overlap the logo with images, graphics or other logos.
- ✗ Don't reduce the logo size to be smaller than 30mm wide, unless the surface area of the material demands it (e.g. merchandise)
- ✗ You are required to send your final marketing material via email to OBM for approval prior to distribution.

You are required to send any marketing material you produce for approval prior to distribution to the OBM team via obm@nt.gov.au