

## Adelaide City of Music - LOGO guidelines



### Use of logo:

We encourage the use of the ACOM Logo on posters/advertising material for your music event or music-related activity (events, workshops, scholarships, awards, venue, etc) that promote and contribute to a positive, accessible and sustainable City of Music.

### Placement of the logo:

The Adelaide City of Music logo (as above) should be positioned at the top of the promotional material (including but not limited to posters, fliers, images) so that it appears as an accolade or award, such as the Laurel wreath for a film award.

The Adelaide City of Music logo cannot be positioned next to other logos, and must sit on a separate line to any other logos to ensure it is not seen or confused as a sponsor. ACOM cannot be seen as a sponsor or a partner.

### Wording with logo:

It is encouraged the following wording accompanies the placement of the logo – can sit either below the logo, or to the side of logo: **(Your company/organisation/band) celebrates Adelaide as a UNESCO City of Music.**

### Approval of use of logo:

There is no approval necessary if your use and placement of the ACOM Logo is according to the guidelines outlined.

Please note that if usage of the logo is deemed inappropriate or contravenes the guidelines, we may require you to stop using our brand assets.