Walk to School Style Guide

This guide is for all councils participating in Walk to School, containing guidelines to follow when developing marketing and communication resources.

Colour

PRIMARY

Deep purple
PMS 273
C85 M85 Y0 K0
R73 G71 B157

Mid purple
PMS 272
C55 M55 Y0 K0
R127 G121 B184

Deep teal
PMS 3282
C70 M0 Y35 K30
R30 G143 B138

Mid teal
PMS 3252
C70 M0 Y35 K0
R46 G189 B182

SECONDARY

Dark purple*
PMS 2755
C100 M100 Y0 K32
R4 G127 B132

* Background colour to be used behind reversed WTS logo

Photography

– Try to show diverse range of Walk to School participants
– Bike and scooter riders should be depicted wearing helmets
– It is encouraged to show children wearing hats for outside photo shoots

Typography

The VAG font should be used throughout Walk to School design work. The font consists of three weights – Light, Bold and Black.

VAG Rounded Light
abcdefghijklmnopqrstuvwxyz 01923456789

VAG Rounded Bold
abcdefghijklmnopqrstuvwxyz 01923456789

VAG Rounded Black
abcdefghijklmnopqrstuvwxyz 01923456789

Resource portal

Access a variety of resources to help make your Walk to School experience a success, by visiting **walktoschool.vic.gov.au/portal**

Social media

Use the official **#WalkToSchoolVIC** hashtag when posting to social channels.

Design examples

The following examples can be found on the resource portal and are a good indication of design hierarchy, colour usage and the correct placement of logos. Note that for all design and marketing material, the Walk to School logo should be positioned to the right of other logos.

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Logo

The primary Walk to School logo is available in various formats including the file types EPS, PNG and JPG.

LOGO THUMBNAIL	COLOUR MODEL	EXAMPLE
	CMYK	Printed posters
	RGB	Websites, motion graphics
	1 colour PMS	Merchandise such as drink bottles
	Reversed CMYK	Applications on dark backgrounds

INCORRECT LOGO USAGE

Use the logo against high contrast colour only	✖	
Do not compress, extend or distort the logo	✖	
Do not alter the colours of the logo	✖	
Do not separate, re-arrange or omit logo elements	✖	

VERTICAL LOGO

Some instances may require the use of the vertical logo, for reasons such as space constraints or artboard orientation.

SCALE

The logo should not be used at a size smaller than 7mm. This 7mm limit refers to the height of the V symbol within the brandmark.

CLEAR SPACE

The minimum clear space that surrounds the Walk to School brandmark is defined by the height of the capital letter V in VicHealth.

For any further questions email the Walk to School team at walktoschool@vichealth.vic.gov.au