HOBART

City of Literature

Hobart City of Literature

User Guide

February 2025

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ABOUT HOBART CITY OF LITERATURE

UNESCO Creative Cities Network created in 2004, promotes international cooperation between cities that see creative fields as accelerators of sustainable development. Creative fields include Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media, Arts and Music.

In 2023, after the hard work of a small, committed working group Hobart was designated a UNESCO City of Literature.

Lutruwita/Tasmania has a strong arts and culture presence, especially around Nipaluna/Hobart. Over time, the authentic Tasmanian voice has developed in our literature and storytelling. Tasmania's Aboriginal community drew on their knowledge, history, resilience and creativity to retrieve and revive their language, Palawa Kani, a composite of Lutruwita's original Aboriginal languages. This has seen this island's First Peoples interpreting their own stories in their own language.

Historically, literature flourished in Colonial Hobart, which saw the publication of Australia's first work of fiction in 1818, the opening of one of the nation's first public libraries in 1849, and the printing of Australia's first 'free press' newspaper in 1824.

Today, Hobart is home to a multitude of award-winning and best-selling authors who punch well above their weight in terms of national and international prizes won, including the Vogel Award, Stella Prize, Commonwealth Writers Prize, Prime Minister's Literary Awards and the Booker Prize. From self-published authors to our first winner of the international Booker Prize, Hobartians have taken this special place to readers on every continent. Hobart is a reading city with well-loved libraries and bookshops, a small but adventurous local publishing industry, and a constantly evolving calendar of literary festivals, awards, events and celebrations of reading.

Becoming a City of Literature helps to ground and centre these disparate parts to become an important staging post for Hobart as it emerges as a distinctive centre for readers and writers exploring inventive new ways of telling unique Tasmanian stories. Hobart is already a city of stories positioned in an island of stories, and City of Literature status helps to broadcast this to an international audience.

INTRODUCING HOBART CITY OF LITERATURE MASTERBRAND

The Hobart City of Literature brand reflects the rich storytelling culture of the past and present, and the work of our community in a spirit of collaboration to develop initiatives to support creative outputs and develop accessible pathways for everyone to engage, contribute and enhance the city's culture of literature for generations to come.

Our City of Literature (CoL) has a set of master brand logos for all its activities and communications.

The following pages contain guidelines and examples of how the CoL logo should be applied across general usage, sponsorship or partner applications.

WHAT DOES THE BOOKISH BIRD LOGO REPRESENT?

Part-book, part-bird, the bookish bird signifies 'taking flight'. It is made-up of an open-book body, a bookmark-shaped tail, and the eye shape of the bird's head represents the power of storytelling and the written word to open up our eyes to possibilities and, in turn, open up our world.

Bookish Bird represents the power of words, and this optimistic symbol shows storytelling taking flight across our city. It can be variously interpreted as 'imagination taking flight', 'reading gives you wings' or 'literature taking flight'.

APPROVAL PROCESS FOR LOGO USE

Most design that use the CoL logo require approval. Before using the logo, you must [illegible] form here <add link [illegible] intend to use the CoL l[illegible]oject.

If you are [illegible]or on an invitation [illegible]ll supply you with a log[illegible] posts.

For all oth[illegible]courage use of the Co[illegible]ses other than soci[illegible]he CoL Brand Guidelines, [illegible] City of Literature via email@XXXXX.com. The ap[illegible]ocess is via email, and takes up to 2 working days. Some changes [illegible]e required to ensure brand integrity.

The approvals process is still to be finalised. This will be updated when it is. :)

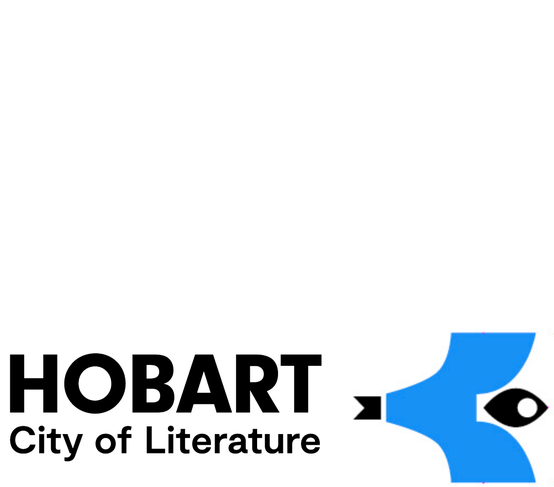
HOBART
City of Literature

LOGO OVERVIEW

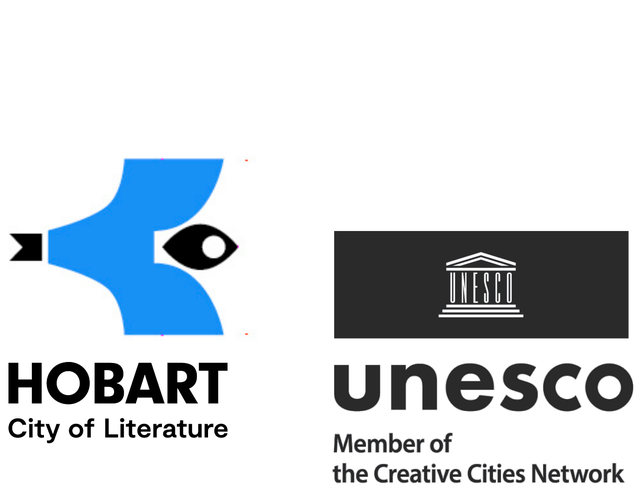
All Hobart City of Literature activities, initiatives, services, programs and experiences are represented by our masterbrand mark: the CoL logo. This page shows the four versions of the CoL logo. The primary logo is preferred unless there are particular spacing or layout issues, in which case the secondary logo should be used. The UNESCO CC lock-up logo is to be used for specific Hobart City of Literature initiatives. The feature logo is intended for use as a graphic. No other versions of the logo are to be used. More information about using these logos is included on the following pages.



PRIMARY
VERTICAL LOGO



SECONDARY
HORIZONTAL LOGO



UNESCO CC LOCK-UP



FEATURE LOGO

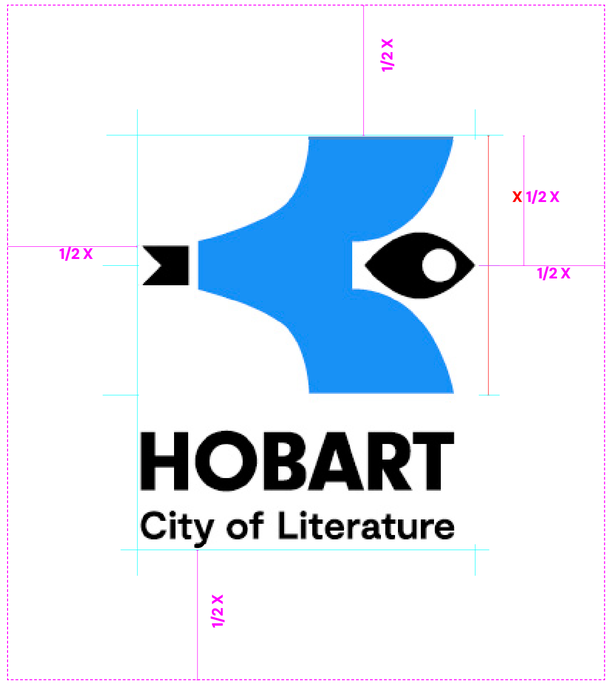
PRIMARY LOGO – VERTICAL

This logo format is preferred for all branding unless there are particular spacing or layout issues.

PROPORTIONS AND SPACING

The logo should have a minimum of 1/2 X around it at all times, where X is the height of the bird.

The dimensions are fixed and should not be changed.



SAFE AREA

The logo should have a minimum of 1/2 X around it at all times. Where X is the height of the bird.

COLOURWAY OPTIONS

The blue/black option is the preferred colourways.

The black version is acceptable for single-colour designs.

The white version is acceptable on designs with dark backgrounds.



PRIMARY VERTICAL LOGO COLOUR



PRIMARY VERTICAL LOGO BLACK-AND-WHITE



PRIMARY VERTICAL LOGO BLACK-AND-WHITE INVERTED

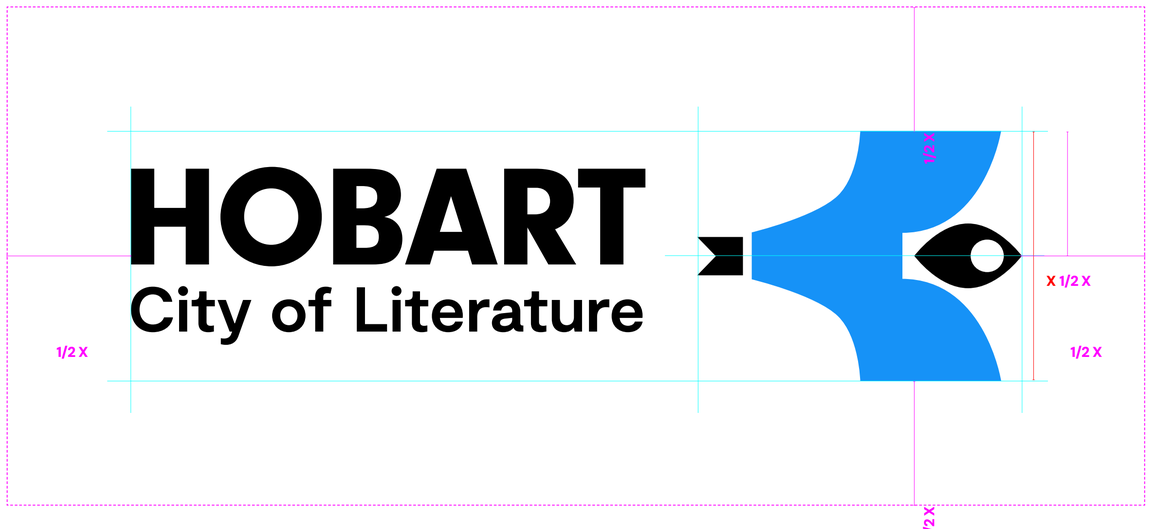
SECONDARY LOGO - HORIZONTAL

This logo format is a secondary option for use when the design requires a horizontal logo.

PROPORTIONS AND SPACING

The logo should have a minimum of 1/2 X around it at all times, where X is the height of the bird.

The dimensions are fixed and should not be changed.



SAFE AREA

The logo should have a minimum of 1/2 X around it at all times. Where X is the height of the bird.

COLOURWAY OPTIONS

The blue/black option is the preferred colourways.

The black version is acceptable for single-colour designs.

The white version is acceptable on designs with dark backgrounds.



SECONDARY INTERNATIONAL HORIZONTAL LOGO COLOUR



SECONDARY INTERNATIONAL HORIZONTAL LOGO BLACK-AND-WHITE

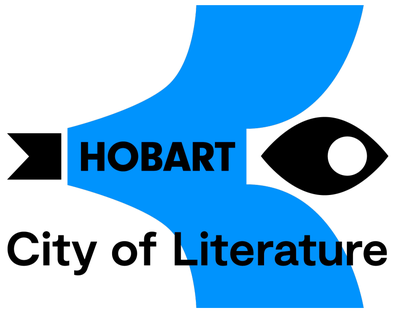


SECONDARY INTERNATIONAL HORIZONTAL LOGO BLACK-AND-WHITE INVERTED

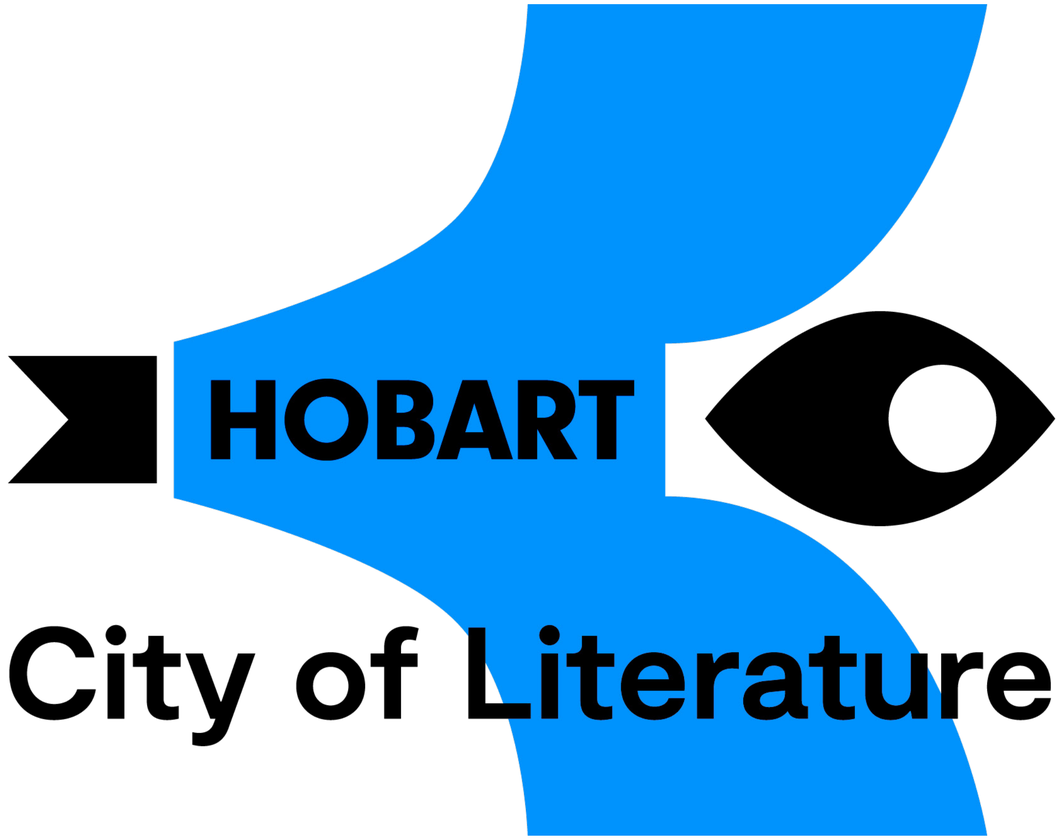
UNESCO CC LOCK-UP

This logo lock-up with the UNESCO Creative Cities logo must st be used in adherence with UNESCO logo guidelines It is for use only for specific initiatives as determined by Hobart City of Literature.

It is acceptable to use both logos as the mono-coloured options, but the user must source the relevant native files for the UNESCO logo from Hobart CoL form.



The feature logo is instended to be used at large scale where the logo acts as the main hero image. For example on a poster or billboard or banner flag. It is not intended to be used at small size.



COLOUR PALETTE

This page shows the primary colours for logo application for standard use. The secondary colour palette is intended for more playful designs, particular those using the logo in a more graphic way, where the logo is the 'hero' or focus of the design.

PRIMARY COLOUR PALETTE

FOR LOGOS

BLACK

RGB* 0, 0, 0
HEX* 000000

MEDIUM BLUE
PMS 2995 U
PMS 2995 UP

RGB* 23, 145, 246
HEX* 1791F6

*PLAEASE MATCH TO RGB IF PRINTING CMYK

WHITE
PMS WHITE
CMYK 0, 0, 0, 0

RGB 255, 255, 255
HEX FFFFFF

SECONDARY COLOUR PALETTE

FOR SUPPORT GRAPHICS

COLOUR
PMS 372 U
CMYK PMS 380 UP*

RGB* 209, 240, 143
HEX* D1F08F

*THE CMYK IS NOT VERY VIBRANT, IDEALLY USE NEON 916 C / 909 U

COLOUR
PMS 729 U
PMS 729 UP

RGB* 193, 149, 114
HEX* C19572

THIS COULD ALSO BE A KRAFT PAPER STOCK BASE

COLOUR
PMS 1967 U
PMS 1767 UP

RGB 255, 166, 168
HEX FFA6A8

COLOUR
PMS 336 U
PMS 336 UP

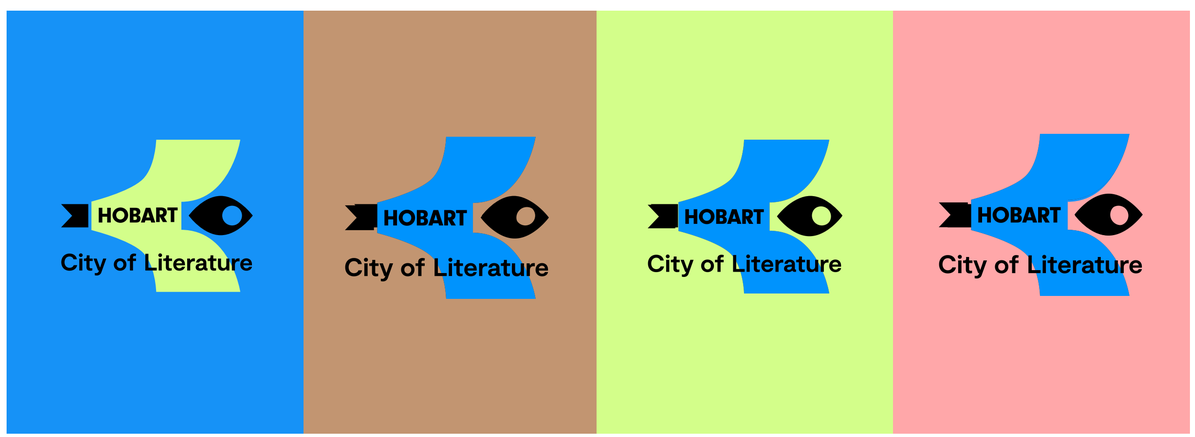
RGB 19, 63, 38
HEX 133F26

COLOUR
PMS 2747 U
PMS 288 UP

RGB 1, 22, 103
HEX 011667

*PLAEASE MATCH TO RGB IF PRINTING CMYK

This designs offer examples of approved colour combinations.



SUPPORT FONT

Moderat is an easy-to-read font for use in text that supports CoL logo directly on your design - for example "An initiative of" "Supported by" etc.

If this font is not available in your design program, use the closest looking font, and include the name the font when submitting your design for approval.

MODERAT BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

MODERAT REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

WHAT NOT TO DO

To avoid eroding the brand integrity and for consistency, the CoL logo should not be altered in anyway.

These examples of what not to do are not exhaustive, but cover off some key things to avoid, and that will not be approved. These examples apply to all four versions of the CoL logo .



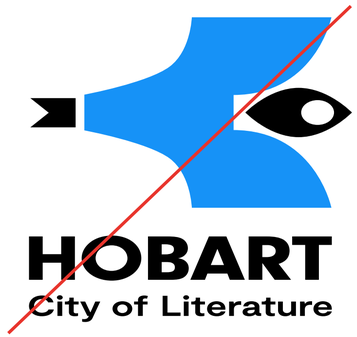
DO NOT ROTATE ANY PART: INDIVIDUAL ELEMENTS OR THE WHOLE LOGO



DO NOT MODIFY THE COLOURS OUTSIDE OF THE APPROVED SETS



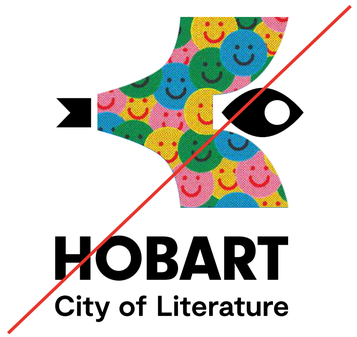
DO NOT USE GRADIENTS



DO NOT STRETCH OR DISTORT



DO NOT TAMPER WITH INDIVIDUAL ELEMENTS



DO NOT FILL THE BIRD WITH TEXTURES OR GRAPHICS.

LOGO APPLICATION EXAMPLES

The potential applications of the CoL logo are vast.

While we imagine the logo to be mainly used on social media posts, posters and e-invites, there are many potential uses.

This page shows some fun examples, and indicates some of the different ways the extended colour palette can be applied.





