

The preferred arrangement of the National Gallery logo is the stacked form. For extreme horizontal placements, or where size or space is restricted, the single line format may be used.

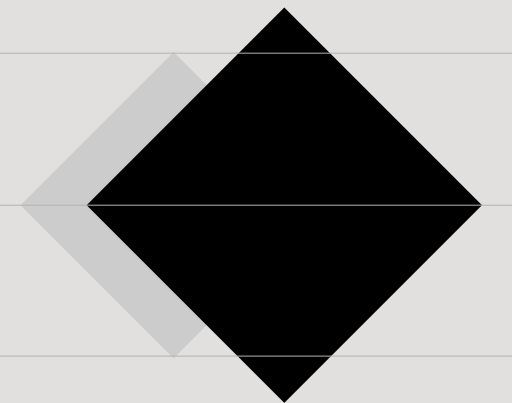
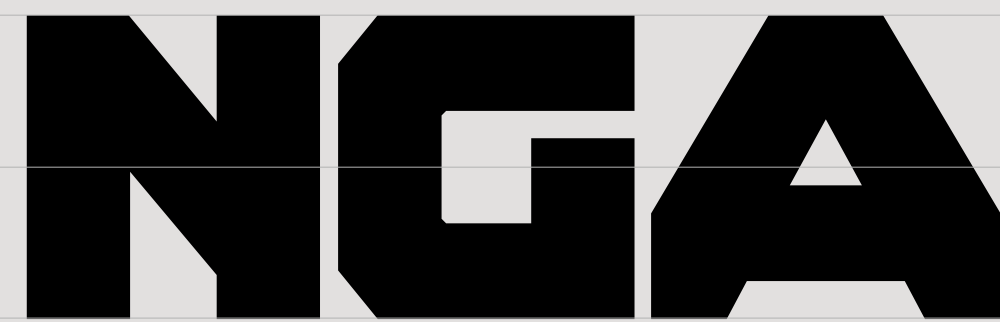
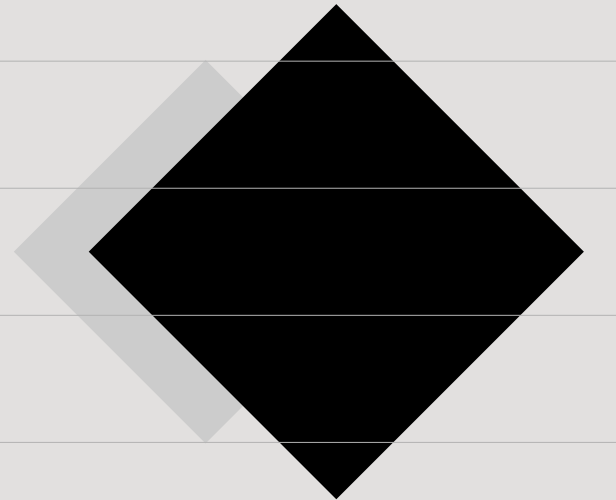
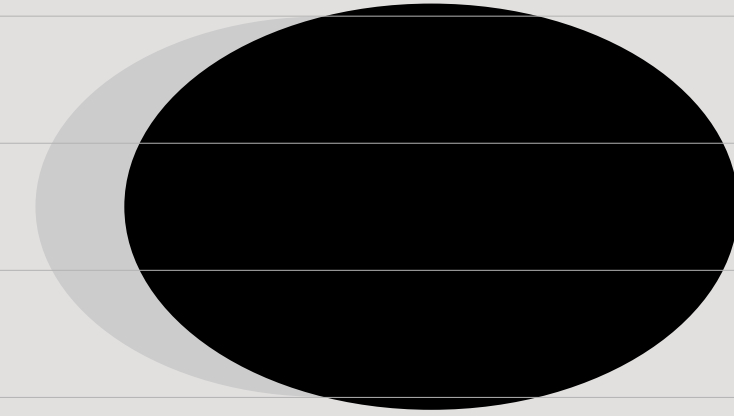
**Primary**

**NG  
A**

**Secondary**

**NGA**

When sizing a set of logos, 'overshooting' certain sizes will allow the lockup to be optically correct. Perceptual balance is important to create even hierarchy amongst the marks, and so correcting one relationship to another will help achieve this.



# 1.4 Partnership Spacing Guide: Stacked Logo

Spacing is guided by the width of 2 'N's. The supporting text is spaced 1 'N' height above the NGA mark – this will dictate the baseline for the supporting text for each mark. Accompanying logos are set at 60% height of the NGA mark, however allowances are recommended for extreme sizes.

1. Supporting copy is spaced by 1 'N' height.

|                                                                                    |     |                                 |  |                                                                                      |                             |                              |  |     |     |
|------------------------------------------------------------------------------------|-----|---------------------------------|--|--------------------------------------------------------------------------------------|-----------------------------|------------------------------|--|-----|-----|
| <b>PRESENTED BY</b>                                                                |     | <b>NATIONAL TOURING PARTNER</b> |  |                                                                                      |                             |                              |  |     |     |
|  |     |                                 |  |                                                                                      |                             |                              |  |     |     |
|                                                                                    | 20% |                                 |  |                                                                                      |                             |                              |  |     |     |
|                                                                                    | 20% |                                 |  |                                                                                      |                             |                              |  |     | 20% |
|                                                                                    | 20% |                                 |  |  |                             | <b>Australian Government</b> |  |     | 20% |
|                                                                                    | 20% |                                 |  |                                                                                      | <b>Visions of Australia</b> |                              |  | 20% |     |

2. The accompanying logos are suggested to be set at 60% of the logo height, however some extreme sizes will need further correction outside of these guides.

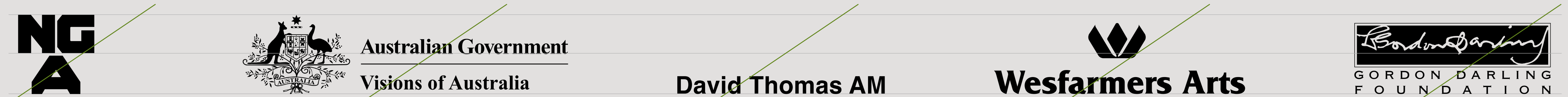
3. Distance between marks is measured by 2 'N' width.

Correct Alignment



1. Once logo sizes are optically corrected, they are then optically aligned to the centre height of the logo.

Incorrect Alignment



2. Logo is scaled incorrectly – accompanying logos should be scaled at 60% logo height, not 100%.  
3. Logos are aligned baseline of logo – they should be optically centred logo height.

# 1.4 Partnership Spacing Guide: Stacked Logo

Spacing is guided by the width of 1 'N's. The supporting text is spaced 1 'N' height above the NGA mark – this will dictate the baseline for the supporting text for each mark. Accompanying logos are set at 50% height of the NGA mark, however allowances are recommended for extreme sizes.

1. Supporting copy is spaced by 1 'N' height.



2. The accompanying logos are suggested to be set at 50% of the logo height, however some extreme sizes will need further correction outside of these guides.

3. Distance between marks is measured by 1 'N' width.

IN PARTNERSHIP WITH



7pt example

1. Line height is 150% height of Logo



2. Distance between marks is measured by 2 'A' width.



7pt example

Spacing is guided by the width of 2 'N's. The supporting text is spaced 1 'N' height above the NGA mark – this will dictate the baseline for the supporting text for each mark. Partner logos are scaled to visually balance with the NGA mark. (The above copy can be applied to other text sections)

1. Supporting copy is spaced by 1 'N' height.

PRESENTED BY

NATIONAL TOURING PARTNER

NGA

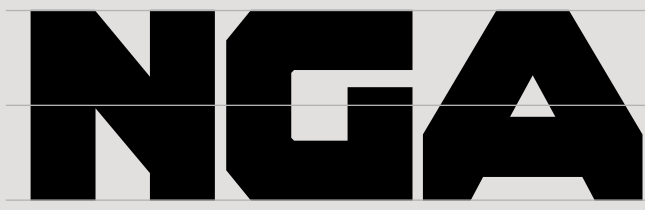


Australian Government  
Visions of Australia

2. The accompanying logos are suggested to be set at 100% of the logo height, however some extreme sizes will need further correction outside of these guides.

3. Distance between marks is measured by 2 'N' width.

Correct Alignment



Australian Government  
Visions of Australia

David Thomas AM

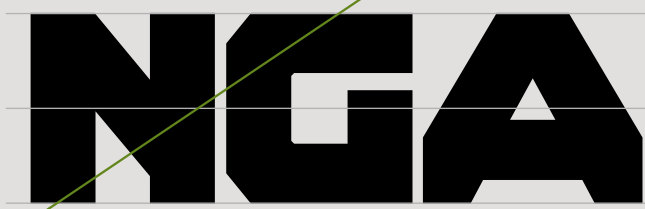


Wesfarmers Arts



1. Once logo sizes are optically corrected, they are then optically aligned to the centre height of the logo.

Incorrect Alignment



Australian Government  
Visions of Australia

David Thomas AM



Wesfarmers Arts



2. The logos are aligned to the baseline of the logo, creating uneven spacing throughout the lockup.



Spacing is guided by the width of 1 'N's. The supporting text is spaced 1 'N' height above the NGA mark – this will dictate the baseline for the supporting text for each mark. Accompanying logos are set at 100% height of the NGA mark, however allowances are recommended for extreme sizes.

1. Supporting copy is spaced by 1 'N' height.

IN PARTNERSHIP WITH

NGA AGWA

2. The accompanying logos are suggested to be set at 100% of the logo height, however some extreme sizes will need further correction outside of these guides.

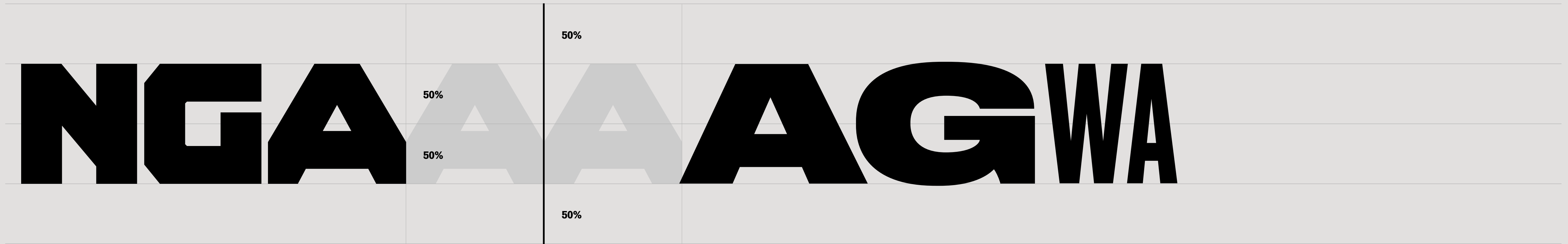
3. Distance between marks is measured by 1 'N' width.

IN PARTNERSHIP WITH

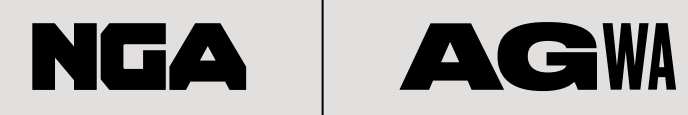
NGA AGWA

7pt example

1. Line height is 200% height of Logo



2. Distance between marks is measured by 2 'A' width.



7pt example