

# HTAV Logo Branding

## AGANDA

- Logo Design Process
- Branding Brief and Concept
- Logo Options
- Colour Options
- Typography
- Logo In Use
- Concept 1 vs Concept 2
- Tools and Timeframe
- Feedback







**HISTORY TEACHERS'  
ASSOCIATION OF VICTORIA**



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ASSOCIATION OF VICTORIA**

# Does it Match the Branding Brief ?

I created a new logo for HTAV, following the branding brief document closely. It's modern, dynamic, and open-minded, with a human touch.

## Audience:

History teachers, students, school leaders, and educators in the Victoria State.

## Attributes:

- Dynamic
- Connected
- Open-minded
- Professional
- Human
- Knowledgeable

## Tone:

- Engaging
- Active.

## CONCEPT

This concept uses abstract design to show a human shape, connecting history-related roles in Victoria State. The creative shapes also cleverly illustrate the Victoria map. It also captures qualities such as dynamic, connected, professional, human, and open-mindedness.



VICTORIA STATE

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DYNAMIC  
CONNECTEDNESS  
OPEN MIND  
HUMAN  
PERSONALITY ACTIVE  
STUDENTS  
HISTORY TEACHERS  
SCHOOL LEADERS



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# Logo Options

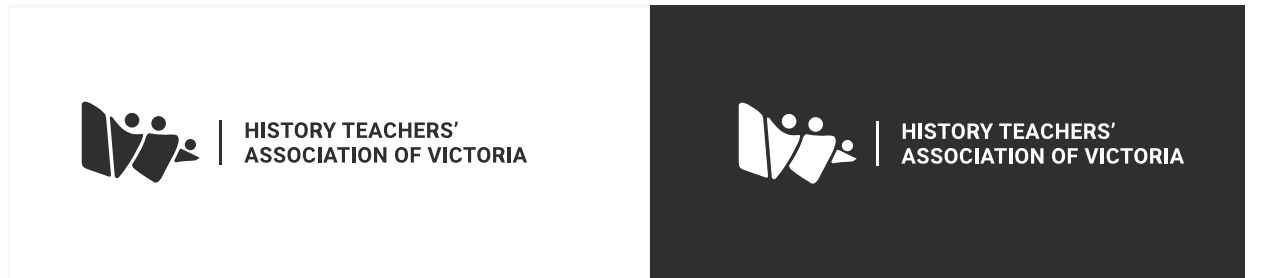
## PRIMARY

The primary choice features a left-aligned combination of a logo icon and text. Implement this option on a white background, or reverse it as required. This versatile logo is simple yet well-suited for a variety of applications.



## SECONDARY

An alternate horizontal logo is available for integration into headers or footers within documents or on websites, particularly when there is constrained vertical space for logo placement. Adjust as needed for a reversed application.



## SOCIAL MEDIA ICON

There are three versions of the social media profile image. Each is saved with transparent backgrounds. These can be used for all-round & square cornered profile destinations such as Twitter, Facebook, etc.



# Colour Options

## PRIMARY COLOUR

Choosing blue for the History Teachers' Association of Victoria logo exudes trust, stability, and professionalism. It aligns with the seriousness of history, offers a calming touch, and mirrors the Victorian government's official colour.

## COLOUR CODES

<b>CMYK</b>	<b>C91 M73 Y0 K0</b>
<b>SCREEN</b>	<b>R0 G82 B194</b>
<b>WEB HTML</b>	<b>#0052C2</b>



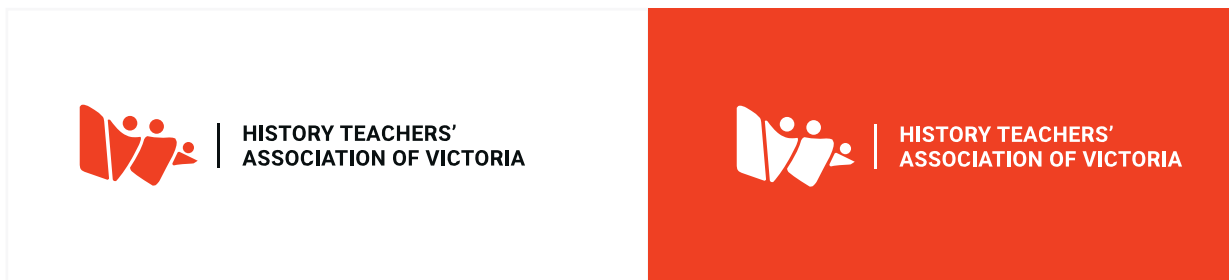
# Colour Options

## SECONDARY COLOUR

The HTAV logo integrates orange, sourced from the existing colour library, as a secondary colour, ensuring consistency and a cohesive visual identity.

## COLOUR CODES

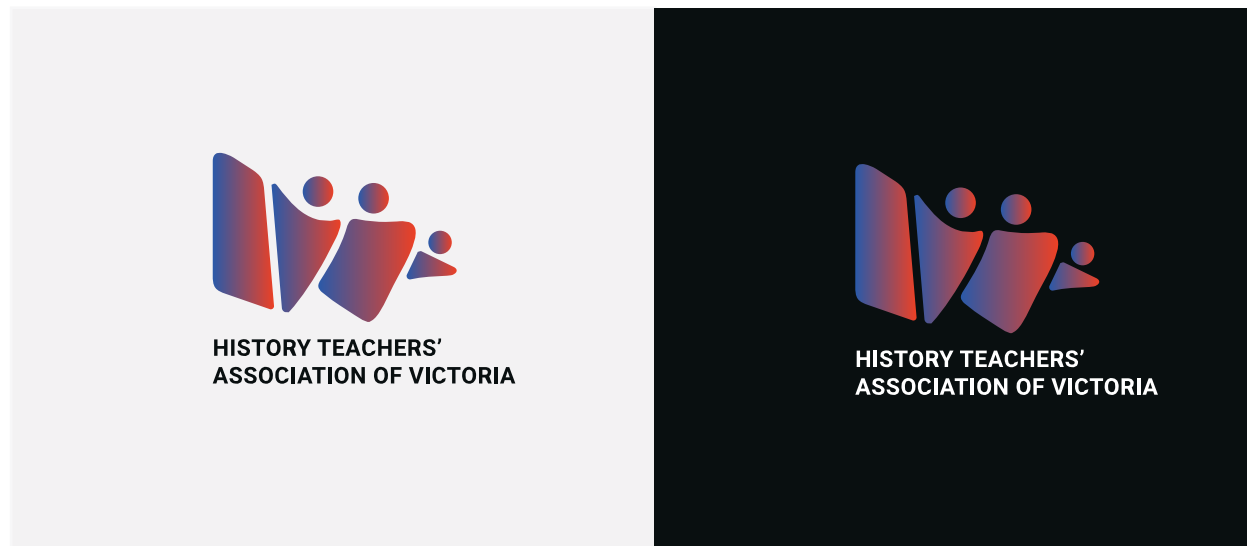
<b>CMYK</b>	<b>C0 M90 Y100 K0</b>
<b>SCREEN</b>	<b>R255 G75 B0</b>
<b>WEB HTML</b>	<b>#FF3900</b>



# Colour Options

## GRADIENT COLOUR

The gradient seamlessly mixing blue and orange gives a modern 3D touch, making it perfect for event posters, social media content, and promotional materials. It also works well as a background with different angles, offering flexibility for various promotional activities



## COLOUR CODES



● **CMYK** C91 M73 Y0 K0  
**SCREEN** R0 G82 B194  
**WEB HTML** #0052C2

● **CMYK** C0 M90 Y100 K0  
**SCREEN.** R255 G75 B0  
**WEB HTML** #FF3900



# Typography

## HISTORY TEACHERS' ASSOCIATION OF VICTORIA

### ROBOTO/BOLD

Only one font styles is used in the Logo identity design, and that is :  
Roboto which can be downloaded from:

<https://fonts.google.com/specimen/Roboto>

Roboto font can be suitable for history-related content. Its dual nature, combining a mechanical structure with friendly curves, provides a modern and approachable feel.

### License:

You can use them in your products & projects – print or digital, commercial or otherwise.

## HTAV VISION

### BLACK

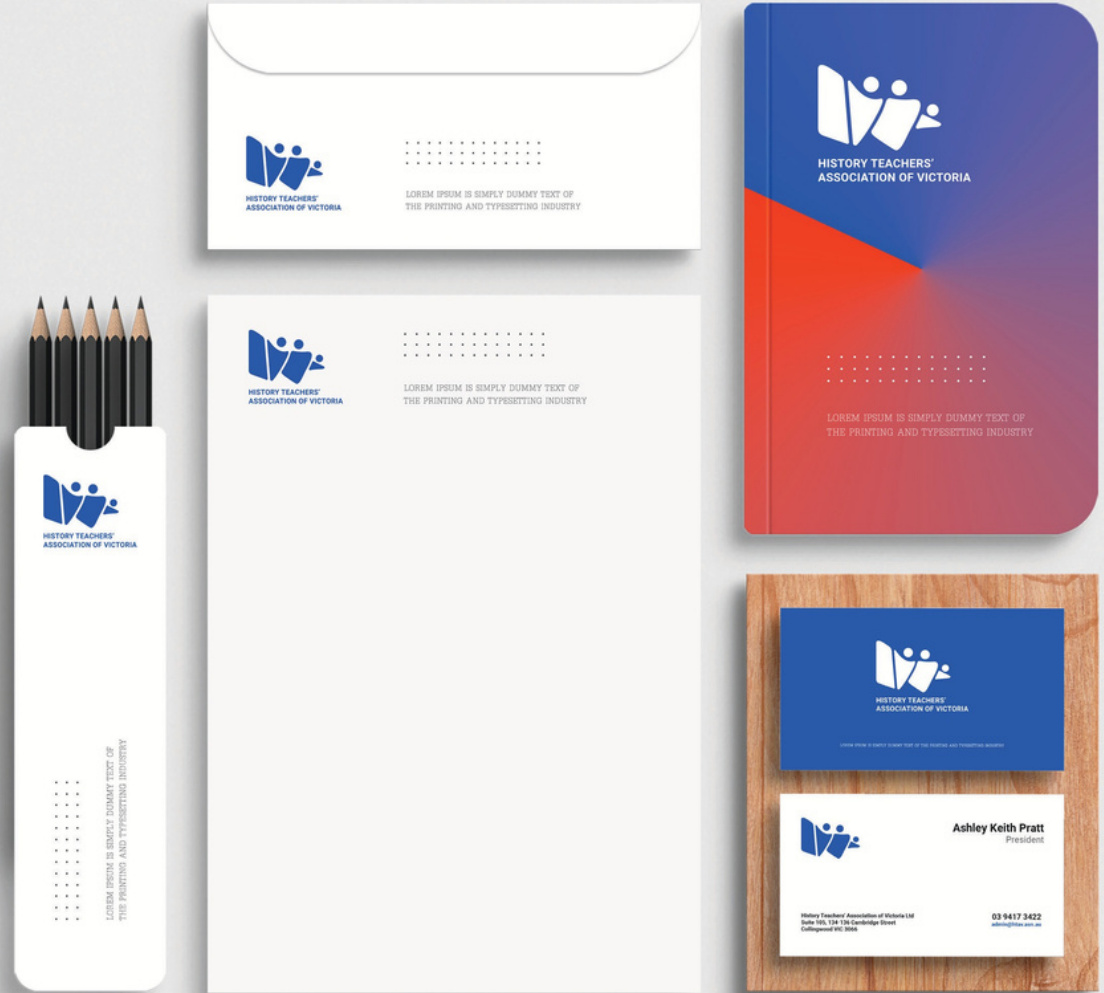
## HTAV PURPOSE

### LIGHT

Roboto (12)	HTAV PURPOSE
Thin	HTAV PURPOSE
Thin Italic	<i>HTAV PURPOSE</i>
Light	HTAV PURPOSE
Light Italic	<i>HTAV PURPOSE</i>
Regular	HTAV PURPOSE
Italic	<i>HTAV PURPOSE</i>
Medium	HTAV PURPOSE
Medium Italic	<i>HTAV PURPOSE</i>
Bold	HTAV PURPOSE
Bold Italic	<i>HTAV PURPOSE</i>
Black	HTAV PURPOSE
Black Italic	<i>HTAV PURPOSE</i>

# Logo In Use

The HTAV logo, in modern blue and vibrant orange with a gradient option, effortlessly fits on business items, notebooks, letterheads, and business cards. This unified branding ensures a clean and professional appearance, offering flexibility for different promotional activities.



# Logo In Use

The HTAV logo works well on signs, desks, and T-shirts, keeping a professional look. These options also demonstrate how to use the preferred logos following brand guidelines.



## Concept 2



For a clean and straightforward choice, consider this option: a simple and professional logo combining the HTAV letters. It adheres closely to the Branding Brief, embodying a modern, dynamic, and open-minded approach with a human touch.





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## Concept 1

This concept uses abstract design to show a human shape, connecting history-related roles in Victoria State. The creative shapes also cleverly illustrate the Victoria map. It also captures qualities such as dynamic, connected, professional, human, and open-mindedness.

## Concept 2

This option effortlessly combines text and image, with the 'T' letter embodying a sense of humanity, connectedness, simplicity, cleanliness, and easy recognition.

# Logo Design: Tools and Timeframe

## ADOBE ILLUSTRATOR

Adobe Illustrator is a powerful vector-based design software. Logos need to be scalable without losing quality, and working with vectors allows you to create high-resolution logos that can be resized for various applications like print, web, and branding materials

## 12 HRS

In this assignment, I invested a total of 12 hours, dedicating 2 to 3 hours daily. Typically, logo design takes 10 to 20+ hours, and the duration may extend if multiple revisions are necessary.



# Feedback?

Does it match the branding brief ?

Does it convey the History Teachers Association of Victoria message?

What first comes to mind when you look at the logo?

How unique is the logo?

Any Suggestions?



Thank you

