

# Trade Mark application

## Artwork specifications

### **Format**

Files must be in any one of these formats: GIF, TIFF, BMP or JPG (no animated GIFs). In PC format, so we can check it, not Mac.

### **Colour**

Black and white files only. Logo trade marks are not registered in colour.

### **Size**

The system does not store very much detail, please keep file sizes for *each logo* between 50KB and 100KB.

### **File names**

The name of the file must NOT consist of any spaces (ie 'bluelogo.jpg' is OK, but not 'blue logo.jpg')

### ***Multiple Files***

If your trade mark requires more than one file to be represented, these should be zipped in a single file. If it is important that your zipped files are presented in a specific order, the file names should commence with a numerical sequence indicator (for example 1trademark.gif, 2bluemark.gif). The names of files in a zipped file should contain only letters (a-z), numbers (0-9) or "\_" . A "." can be used for the suffix. The names of zipped files cannot contain spaces

For more information, please call +61 3 9602 1000.

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