

MILPA THE GOANNA STYLE GUIDELINES



The Indigenous Eye Health Unit,
Melbourne School of Population Health
The University of Melbourne



History of the “Trachoma Goanna”

In 2008, graphic designer Lily McDonnell was approached by Center for Eye Research Australia (CERA) to create a mascot character to help promote healthy eyes to children in the Northern Territory. What resulted was a cheery-eyed, green and orange goanna which went to the optometrist and washed its face everyday.

Following the overwhelming popularity of the goanna’s healthy eyes promotional materials, in 2009 Melbourne University’s Indigenous Eye Health Unit (IEHU) organised for the use of the goanna logo to endorse their Trachoma educational campaign.

Lily was then commissioned to rework the design to appeal to the community as whole and the “Children’s Eye Health” goanna became the “Trachoma” goanna. The resulting “Trachoma Story Kits” have become widely used in schools, clinics and many communities as an educational resource.

Now known as Milpa the Goanna, it has become a mascot for healthy eyes and good health across the Northern Territory.

To preserve the future integrity of Milpa “the Trachoma” Goanna and all the organizations associated with its projects we must retain artistic control over its use and ask that you read and follow the information below.

We hope to make the Goanna logo and its associated materials as accessible as possible while still maintaining its visual presentation and re-enforcing its brand recognition and messages.

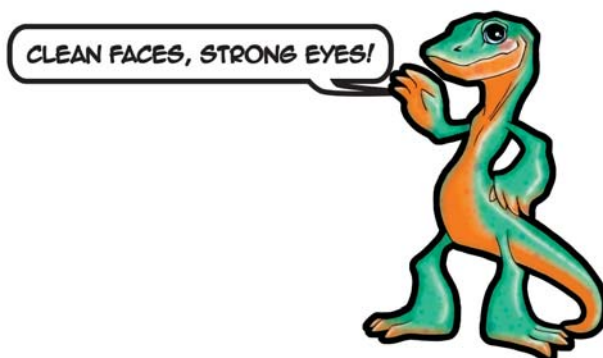


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Primary Logo

Created for the “Trachoma Story” materials this is the most widely used and recognized version of “Milpa” the Goanna.



Alternative Logos

Clearly based on the Primary Logo design, these are a few existing variations of Milpa the Goanna used for promotional materials. These logos are available for use with permission (See Publication Guidelines).

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Incorrect Use

To preserve the future integrity of Milpa “the Trachoma” Goanna and all the associated designs, we must retain artistic control over its use.



Do not crop

All adaptations, modifications or changes made to or new work including these designs will be made by our original designer.



Do not stretch or distort

If you wish to have any adaptations, modifications or changes made to these designs or any new work produced including these existing materials, please contact IEHU for the “Use Permission Form” and indicate what changes or new work you require.



Do not change colors



**CLEAN FACES
STRONG EYES!**

Do not change elements positions

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Colours

Primary Milpa Colours -



Orange

C: 1 M: 49 Y: 98 K: 0



Teal

C: 71 M: 0 Y: 55 K: 0



Blue

C: 58 M: 5 Y: 13 K: 0

Background Colours -



Pastel Orange

C: 1 M: 27 Y: 65 K: 0



Mocha Brown

C: 38 M: 44 Y: 74 K: 13



Pastel Yellow

C: 0 M: 19 Y: 55 K: 0

Secondary Colours



Black

C: 0 M: 0 Y: 0 K: 100



White

C: 0 M: 0 Y: 0 K: 0



Blush Pink

C: 14 M: 38 Y: 34 K: 0



Purple

C: 58 M: 68 Y: 17 K: 1



Light Blue

C: 20 M: 4 Y: 4 K: 0



Use Guidelines

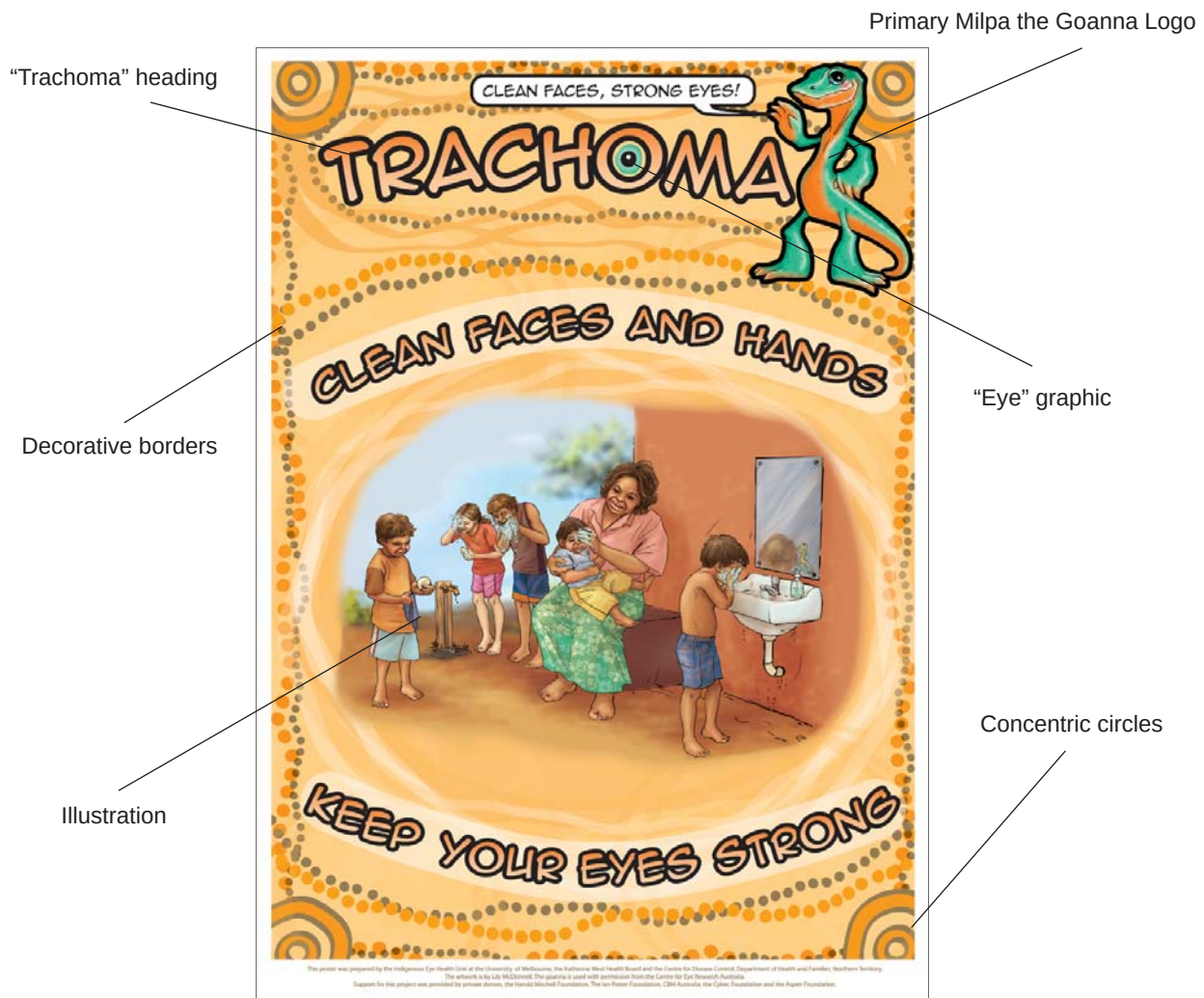
- Permission from the IEHU should be received in writing prior to work commencing on any project hoping to make use of the designs. Permission can be received by submitting a "Use Permission Form".
- You must provide a description of all of the intended use or uses of the logo/designs for approval before work commences. This includes both published materials, non-forprofit promotional products, and use on the web.
- Logo/designs are not to be used for or on any applications other than those agreed to in writing by IEHU
- Proper acknowledgement must be given to The University of Melbourne : IEHU and the artwork should be credited to the artist, Lily McDonnell.
- Logo and related designs are not to be replicated, imitated or copied in part or as a whole. All adaptations, modifications or changes made to or new work including these designs will be made by our original designer.
- Logo/designs image files are not to be passed on, anyone wishing to use the logo/designs should contact IEHU directly.
- Logo/designs are not to be used for or on any applications other than those agreed to in writing by IEHU
- Not for commercial use of any kind
- Logo use must not be modified in anyway and adhere to these guidelines.



Related Materials

Related Designs refers to all existing materials produced in conjunction with the Milpa Goanna logo. This covers all designs created for the “Children’s Eye Health” program, “The Trachoma Story Kits” and the “Clean Faces, Strong Eyes” campaign sponsored by the Melbourne Football Club. This also includes the individual elements from these materials such as the decorative borders of dots or dashes, the concentric circles in the corners, the encircling wavy lines, the background pattern and “Trachoma” heading font style and the “eye” graphic used within the “O”.

Individual illustrations used as part of any of these campaigns are also included in Related Materials.



“Talkin’ Trachoma: The Trachoma Story” campaign “Clean Faces” poster.



Use of Related Materials

The same guidelines and permission form applies to all Related Materials.

Please see “Incorrect Use” and “Use Guidelines”.



"Clean Faces, Strong Eyes" campaign sponsored by the Melbourne Football Club.



Contacts

The Indigenous Eye Health Unit
Melbourne School of Population Health
The University of Melbourne
Level 5, 207 Bouverie Street
Carlton, Victoria, 3052
Ph: +61 3 8344 9320
Website www.iehu.unimelb.edu.au

Graphic Designer
Lily McDonnell
Ph: 0415 491 994
Email: lilymcd@gmail.com

