

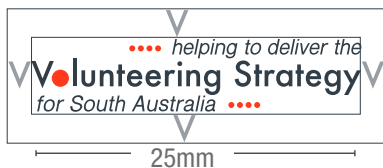
Volunteering Strategy for South Australia - Use of Logo

VOLUNTEERING STRATEGY FOR SOUTH AUSTRALIA LOGO

The Volunteering Strategy for South Australia “VSSA” logo is a graphic element of VSSA. In order to protect and grow the brand, this logo is used to visually identify and recognise VSSA. When displaying the logo, please follow our standard guidelines.

CLEAR ZONE

The logo must be protected by an isolation zone of clear space which can be measured by the V in the VSSA logo.



INCORRECT USE

The logo must not be stretched or distorted in any way.



USING THE LOGO

Using the logo correctly and consistently is essential in maintaining brand equity and integrity.

- The primary logo on a white background should be used whenever possible.
- The logo may be produced in black and white where full colour is not available.
- The mono logo may be applied to a light or white background.
- When the background is darker than 50% grey, the reverse white logo should be used. The logo may only be reproduced reversed in white.
- The width of the primary logo should not be less than 25mm wide.
- Use of the logo by a third party entity must be approved by an authorised VSSA representative prior to entering the public domain.

PRIMARY LOGO

This is the complete VSSA logo and word mark and should be used whenever the VSSA brand is to be included in any content.



VERTICAL LOGO

The vertical logo should be used when legibility is improved by a stacked version of the logo.



COLOUR PALETTE

The full colour version of the VSSA logo is the preferred option where available.

MONO LOGO

In mono reproduction, the black & white version should be used.



REVERSING LOGO TO WHITE

The reverse logo should be used when the background is darker than 50% grey.



VSSA RED

Pantone: Bright Red C
C:0 M:90 Y:95 K:0
R:255 G:58 B:30
#FF3A1E

VSSA BLACK

Pantone: 432 C
C:78 M:64 Y:53 K:44
R:51 G:62 B:72
#333E48