

Style Guide for use of ASIAL Member Recognition Program Logos



Use of the ASIAL Member logo, herein after referred to as “the Logo”, must be in accordance with the guidelines set out below. Any use that falls outside of these specifications is strictly prohibited.

1. Only financial Corporate Members of ASIAL are entitled to use the Logo.
2. Companies using the Logo must display in the primary and more prominent position, their own logo(s), business name, product names, or other branding.
3. The Logo may not be imitated or used as a design feature in any manner.
4. The Logo may not be used in a manner that would disparage ASIAL or its products or services.
5. The Logo must be used as provided by ASIAL with no changes, including but not limited to changes in the colour, proportion, or design, or removal of any words or artwork. The Logo may not be animated, morphed, or otherwise distorted in perspective or appearance.
6. The Logo may only appear in black, 2 colours, 3 colours or CMYK colour, using artwork provided and approved by ASIAL.
7. The Logo must not be used in a manner that would imply ASIAL’s affiliation with or endorsement, sponsorship, or support of a third party product or service.
8. Your logo may not be confusingly similar to the Logo.

The Logo may be used in promotional material, such as print advertising, websites, letterhead, brochures, etc.

The Logo is available in the following electronic formats: JPEG • EPS •
Any queries about the logo usage should be forwarded to marketing@asial.com.au.

Unauthorised use of any ASIAL Logo is prohibited. Written approval must be given by ASIAL before use of the Logo is authorised.