

AWIA Logo Use Guidelines

General Guidelines

- The Association logo and any marks associated with the Association are the property of the Association.
- Use of the AWIA logo is a benefit of membership and is restricted to AWIA members in good standing; members may use the logo on stationery, business cards, and in advertising to indicate AWIA membership.
- The logo may not be used to state or imply that the Association has endorsed a company or a company's products and services. Members may not place the logo on their products without consent from AWIA.
- No alteration of the AWIA logo is allowed. The Association logo may not be taken apart. It may not be combined with other design elements – see the style guideline below. It may not be changed in colour, font, size, or otherwise modified from the version supplied by AWIA.

Style Guidelines

Consistent and proper usage of the AWIA logo will reinforce AWIA's branding efforts. The AWIA logo consists of the AWIA logo mark, and AWIA logo type. These elements should never be used separately.

Clear space

A minimum clear space has been established so that the AWIA logo will never have to compete visually with other graphic elements. This clear space should be at least 20 pixels on all sides.



Logo Size

The AWIA logo should always be large enough to ensure legibility. Minimum size standards are:



Minimum dimensions: 150x56 (pixels)



Minimum dimensions: 90x90 (pixels)

Colour Palette

The AWIA logo is provided in the following colours: one-colour black; one-colour PMS; four-color CMYK; RGB; and white. Depending on application and background colour, a black or white corporate logo can be used when the logo is placed over a solid colour or image.

Unacceptable Applications

Do not alter in any way the electronic logo artwork either in proportion or colour. Special attention should also be paid when placing the AWIA logo on a solid background, and it should never be placed on a busy/patterned background image.

- Do not outline the AWIA logo.
- Do not use unapproved colours in the AWIA logo.
- Do not combine colours in the AWIA logo.
- Do not modify or recreate the provided logo artwork.
- Do not use the logo mark by itself. Do not create patterns or backgrounds with the logo mark.
- Do not place the AWIA logo on a busy background.