By-Law 10

Branding and Style Guide

Detail

ASIEQ have a logo and brand. Consistent branding should be used every time a document is produced, a website is updated or an email is sent. The following guidelines are to help keep the ASIEQ brand consistent.

Logo

ASIEQ have a number of logo's that have been developed. They differ in background colour and letter colour so that they can be used on any background colour.   The Secretariat maintains the approved logo's and can supply them on request.

The ASIEQ logo can only be used on official documents prepared by the executive committee or Secretariat.

Colours

The following two colours can be used when preparing documents. These should be the only two shades of blue used.

Light Blue

R 0   G 176   B 240

Dark Blue

R 0   G 52   B 115

Font

The font used should be Century Gothic. The preferred font size is 11.

Emails on behalf of ASIEQ

Where possible executives corresponding on behalf of the association should use the ASIEQ signature block on the email. If the executive member is unable to alter their signature block due to organisational restrictions, the Secretariat will be able to send the email on their behalf.

The Secretariat will be able to set up an asieq.com.au email for all executive committee members. Instructions on how to use and access the email will also be given.

The following is an example of the signature block that should be used for all emails:

Danielle Bolton
Secretariat
Association of Self Insured Employers of Queensland (ASIEQ)
Suite 375, Level 1, 241 Adelaide Street, Brisbane Q 4000
Phone: 07 5429 8480   Mob: 0407 026 819   Fax: 07 5429 8486
Email: admin@asieq.com.au
Website: www.asieq.com.au

NOTICE: This message contains privileged and confidential information intended only for the use of the addressee named above. If you are not the intended recipient of this message you are hereby notified that you must not disseminate, copy or take any action in reliance on it. If you have received this message in error please notify ASIEQ immediately.