

## Introduction

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The way in which AAPPA presents itself to the public through publications, advertising, computer-based promotional material, and stationery, influences the image that people form of our association.

Published standards are essential for providing consistency in our organisation. This manual presents those standards in a manner which will ensure that a strong corporate identity is maintained.

The aims of the corporate identity are:

- to create a single, consistent, and clear visual identity for AAPPA
- to project AAPPA as a professional, reliable, and contemporary organisation and
- to standardise the association's visual presentation in a number of applications, thereby increasing efficiency and consistency of the image projected.

It is important that guidelines set out in this manual are followed as their continued implementation will assist AAPPA to build a strong, consistent and recognisable image.



Brian Fenn  
President, AAPPA  
January 1998

## Typography

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**Helvetica** and **Times** are the Association's standard typefaces and should be used for all letters, reports and other text-intensive documents.

The consistent use of these typefaces is important to the overall identification of AAPPA.

### **Helvetica Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

### Helvetica Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### **Times Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

### Times Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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## AAPPA Corporate Colour

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**The AAPPAs corporate colour is PMS 158 (orange).**

This colour is to be matched for all applications.

The Pantone Matching System (PMS) is used to specify colours for printing purposes.

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## Logo – Positive and Reverse

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**It is important that the logo is always used correctly. The method shown in the manual is to be carefully followed.**

The AAPPAs logo is not to be smaller than 16 mm on printed publications. Other specialist applications that require the logo to be smaller than this must be approved by AAPPAs.

Wherever practical, the standard colour should be adhered to. (See above.)

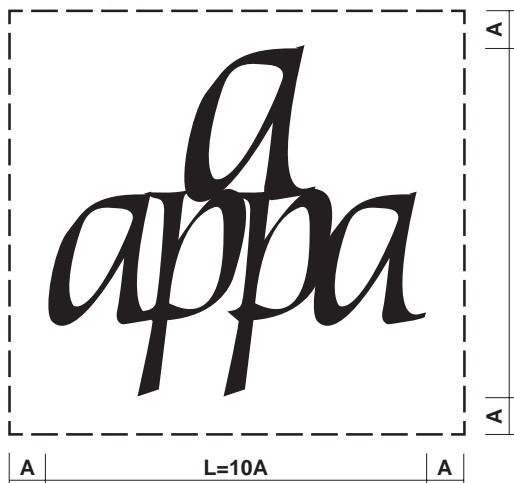
The AAPPAs logo is never to be typeset, 'letraset', or drawn manually or using computer graphics. It must be reproduced using photographic methods or from an approved computer file printed through a high quality printer. Only digital files supplied from AAPPAs should be used. Care should be taken not to distort the logo when sizing digital versions. Alternatively, bromides, in various sizes, can be obtained through the association.

Wherever possible, the logo and the name of the association should be used as a unit.

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## Logo – Minimum Background

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The Minimum Background Area is to be left free of any matter.

This area is defined by the broken line. The area to be left free extends to  $1/10$ th of the logo length( $A$ ) on all four sides

## Logo and Association Name

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When used with the logo, the association name must be used on two lines only to the right of the logo and as a composite graphic with the logo, maintaining its proportion to and spacing from the logo.

The Association's name should not be typed separately beside the logo and must never appear with the logo in any font other than Times Roman.

Bromide and digital versions of the logo with and without words are available from AAPP. Care should be taken not to distort the logo when sizing digital versions.

## **Colour – Logo and Association Name**

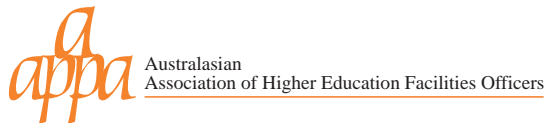
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The logo and association name may appear in either single colour or two colours.

In the single colour version, all three elements of the logo and association name (logo, association name and underline rule) should appear in one colour.

In the two colour version, the association name should always appear in black and the logo and underline rule should always appear in PMS 158 (orange).

### **Two colour version**



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## **Letterheads**

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**Format:** A4 – 297 x 210mm

**Logo size:** 39 x 42mm

**Typeface:**

Association name is 15pt Times Roman, ranged left.

The Association President's and Secretary's names, address and contact details are in 8pt Times Roman, ranged left with 1.5pt leading.

The main text of the letter should be in 11 or 12 point Helvetica Medium or Times Roman, aligned left, without paragraph indents.

**Colour:** Letterheads are printed in PMS 158 (orange) and black on 80gsm bond.

Sample A4 Letterhead



Australasian  
Association of Higher Education Facilities Officers

President  
Name  
Address  
Phone  
Fax  
e-mail

Secretary/Treasurer  
Name  
Address  
Phone  
Fax  
e-mail

Date

>

>

Addressee

>

Attention  
Re: Subject

>

Dear

>

Text

>

Close

>

>

>

>

>

>

Signatory  
Designation  
phone/e-mail

>

Encl

cc

## **Fax Form**

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**Format:** A4 – 297 x 210mm

**Logo size:** 39 x42mm

**Typeface:**

Association name is 15pt Times Roman, ranged left.  
'Facsimile Transmission' is 14.5pt Times Bold with 12pt leading and remaining text is 11.5pt Times Bold with 12pt leading.

**Colour:** Fax forms are printed in black on 80gsm bond.

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**Sample Fax Form**

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Australasian  
Association of Higher Education Facilities Officers

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**Facsimile Transmission**

**FROM**

**Name**

**Position**

**Address**

**Phone**

**Fax**

**Message...**

**TO**

**Name**

**Position**

**Company**

**Fax**

**No of pages (incl. this page)**

**Date**

## With Compliments Slips

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**Format:** A6 – 105 x 148 mm

**Logo size:** 30 x 32mm

**Typeface:** 'With Compliments' is 13pt Times Roman. The Presidents' name and contact information is 8.5pt Times Roman with a .5pt rule above and below.

**Colour:** With compliment slips are printed in PMS 158 (orange) and black on 80gsm white bond.



Australasian  
Association of Higher Education Facilities Officers

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With Compliments

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President: President's Name Address Contact phone number Fax number e-mail address

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## Certificate of Membership

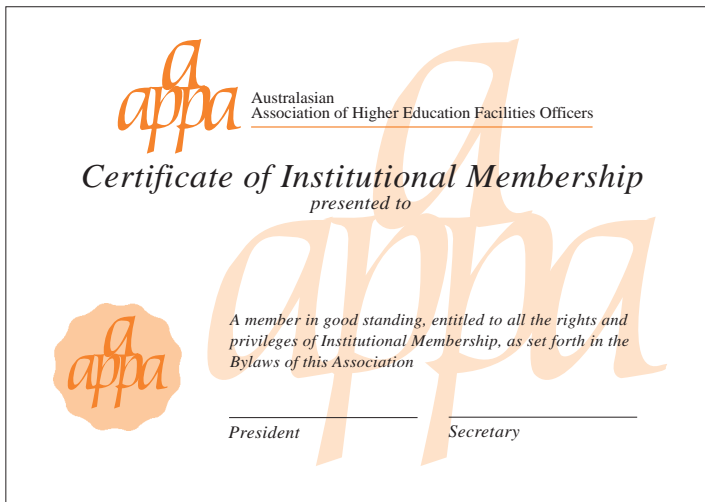
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**Format:** A4 – 210 x 297mm

**Logo Size:** 49 x 51mm

**Typeface:** Award information is in Times Roman at an appropriate type size.

**Colour:** The certificate is printed in PMS 158 (orange) and black. The Logo and Association name used is the two colour version. The large background logo is 20% PMS 158. The seal is 40% PMS 158 overprinted with a logo in solid PMS 158. All other certificate information is in black.



## Newsletter

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**Format:** A4 – -210 x 297mm

**Logo Size:** 24 x 26mm

**Typeface:** 'Newsletter' is 67pt Times Roman. 'Issue No.' and 'Date' are 12pt Times bold with a .5pt rule below.

**Colour:** The logo and Association name used is the two colour version. The thick top rule is black. 'Newsletter' is black on a 20% black background. 'Issue No.' and 'Date' are black with a PMS 158 (orange) rule below.

