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## LOGO POLICY

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Adopted by the Board: [14 June 2004]

### **THE ANZSLA LOGO**

The ANZSLA logo has been designed to provide a modern, appealing and fast moving image for the rapidly growing area of sports law.

The logo and its associated wording (“the sports law association”) have been developed to provide awareness and recognition of ANZSLA as the pre-eminent sports law association in Australia and New Zealand.

It is critical to maximise consistency to avoid market confusion. To do so the main logo and any of its accepted variations must always be reproduced from original artwork and may not be redrawn nor their inner relationship changed.

The ANZSLA logo should be separate and distinct from other text, logos and names and should not be used next to or in combination with any other name or logo.

## REPRODUCTION AND COLOUR

The ANZSLA logo has two approved versions:

- the “ANZSLA” logo alone; and
- the “ANZSLA” logo with the word mark “the sports law association.”

In all colored printed material the logo is to appear in the following PMS colors:

- Main “**ANZSLA**” logo - PMS 8120 metallic grey/silver
- The words below “*the sports law association*” – reflex blue
- Where the running track (lines through the logo) is used the top line is in the reflex blue and the others in PMS 8120 metallic grey/silver

The only exceptions to this is when the logo is printed in black only, such as faxes, or when reversed out of a solid colour when it should appear in white.

## APPROVED LOGO VARIATIONS

The words “*the sports law association*” can be omitted, but cannot be used on its own without the *ANZSLA* logo.



## MINIMUM SIZE GUIDELINES FOR PRINT

Under no circumstances may any of the logo versions be reduced so that the acronym, ANZSLA must measure less than 20 mm in width in its reduction as shown below.



## CLEAR SPACE REQUIREMENTS

To allow the maximum visual impact, an area of free space should be maintained around the logo. The clear space shown should be at least 20% of the size of the logo. This area of free space is shown in the illustration below.

This is the minimum area-more can be used if desired.

