

# Guidelines for use of the Australian Alpaca Association (AAA) Logo

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# Master Configuration

## Standard AAA Logo

The master configuration, portrait or landscape, of the AAA logo is to be used across all applications, where possible. The two colour (Black and PMS 137) or four colour logo, to be printed on a white background, is the preferred option.



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## AAA Member Logo

The master configuration of the AAA member logo, portrait or landscape, is available for use by members only and is to be used across all applications, where possible. The two colour (Black and PMS 137) or four colour logo, to be printed on a white background, is the preferred option.



# Monotones



## Standard AAA Logo Monotones

The single colour AAA logo is to be used only when the reproduction methods are restricted to a single colour. In this case the AAA logo is converted to either black, or white reversed.



## AAA Member Logo Monotones

The single colour AAA member logo is to be used only when the reproduction methods are restricted to a single colour. In this case the AAA member logo is converted to either black, or white reversed.



# Clear Space

## AAA Standard Logo Clear Space

To protect the integrity of the AAA logo a clear space has been defined. Clear space is the minimum area surrounding the logo which must remain clear of other elements. 'X' as defined by the letters 'aca' in 'Alpaca' and indicates the space that should be left around the logo at all times.



## AAA Member Logo Clear Space

To protect the integrity of the AAA member logo a clear space has been defined. Clear space is the minimum area surrounding the logo which must remain clear of other elements. 'X' as defined by the letters 'aca' in 'Alpaca' and indicates the space that should be left around the logo at all times.



# Minimum Size

## AAA Standard Logo Minimum Size

A minimum size requirement of 33mm wide for the portrait logo and 53mm wide for the landscape logo has been set to ensure the AAA standard logo is always legible and never reproduced inappropriately at a third party's discretion.



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## AAA Member Logo Minimum Size

A minimum size requirement of 33mm wide for the portrait logo and 53mm wide for the landscape logo has been set to ensure the AAA member logo is always legible and never reproduced inappropriately at a third party's discretion.



# Conditions of use of the AAA Logo

1. The AAA logo may only be used by financial members of the AAA and its licensed strategic partners. Authorised persons and organisations are encouraged to use the AAA logo in all alpaca promotional printed material and displays in accordance with these guidelines.
2. The typeface in the AAA logo text is 'Goudy Old Style' and must not be altered in any way from that in the complete image with the graphic supplied by the AAA.
3. The typefaces that support the AAA logo are 'Goudy Old Style' for use in brochures. Should this typeface not be available, our preference would be to use 'Helvetica', 'Univers' or 'Arial'.
4. The AAA Board reserves the right to withdraw the approval for an AAA member to use the AAA logo should these guidelines not be adhered to.