GRAPHIC STANDARDS MANUAL FOR MEMBERS
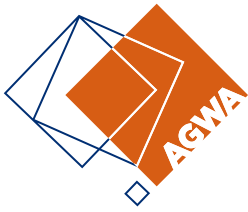
BRAND SUMMARY

INTRODUCTION

A primary objective of the Australian Glass and Window Association (AGWA) graphic standards policy is to project AGWA as a competent and professional scheme throughout its communications and media exposure. The AGWA logo identifies its products and services, and distinguishes them from those of other organisation. The logo carries with it the same reputation of integrity and quality assurance that the organisation has earned.

In order to protect its lawful rights and to promote its visual effectiveness, the AGWA logo must be used in accordance with the legal and graphic principles in this document. It is essential to the value of the association and the organisation that these standards be maintained.

For assistance in any aspect of corporate logo usage, please contact the AGWA Office.

LEGAL CONTROLS

The communicative name of the association is 'AGWA'. The official name is 'Australian Glass and Window Association', which should always be indicated in conjunction with the communicative name when used in text materials.

Under no circumstances may members or program participants use the official or communicative name or logo in any way which is misleading as to their relationship with AGWA. The license agreement will expire when licensee's participation in AGWA programs and/or membership expires.

Australian Glass and Window Association
a: Pymble Corporate Centre, Suite 1, Level 1, Building 1, 20 Bridge Street, Pymble, NSW 2073
t: +61 2 9498 2768   e: marketing@agwa.com.au   www.agwa.com.au

LOGO

The Australian Glass and Window Association (AGWA) logo is the most immediate representation of our organisation to our members and Australian industry. It is a valuable asset that must be used consistently in the proper, approved forms.

The colour logo should be used whenever possible. In applications where the full colour standard logo cannot be used, the black or white reverse only logo must be used, as shown.

Primary Colour Logo
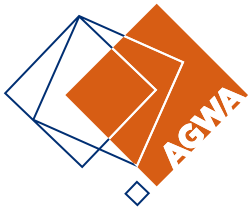
Secondary Colour Logo

Primary Black Logo

Secondary Black Logo

Primary Reverse Logo

Secondary Reverse Logo

MINIMUM CLEAR SPACE

A minimum area surrounding the logo must be kept clear of any other typography. The minimum clear space on all sides is equal to the width of the 'W' in the word WINDOW.

MINIMUM SIZE REQUIREMENTS

A minimum size has been established for the logo to ensure legibility in both print and on-screen applications. The minimum print size is only intended to be used for business cards.
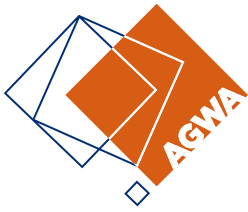
Minimum Print Width = 40.566 mm
Minimum Print Height = 17 mm

Minimum Web Width = 155 px
Minimum Web Height = 65 px

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COLOUR PALETTE

Standards for colour reproduction are required so that the AGWA colours will appear consistent across all branded communications.

AGWA's brand colours are defined using the PANTONE® Matching System. All values for colour spaces are derived from the PMS conversion charts.

A note on colour system applications:

- CMYK: Four-colour process printing; full-colour printing.
- RGB: Desktop publishing (Microsoft® Word or PowerPoint); website applications.
- Hexadecimal: Website applications.

PRIMARY COLOUR PALETTE

Used for logo, text, colour fields, and accent colours.

	AGWA ORANGE	AGWA BLUE
PANTONE®	159C	288C
CMYK	C 13 M 75 Y 100 K 3	C 100 M 85 Y 5 K 36
RGB	R 208 G 95 B 39	R 0 G 45 B 116
HEX	#d05f27	#002d74

LOGO USAGE

INCORRECT USE

Do not alter the AGWA logo in any way. Do not animate, colour, rotate, skew, or apply effects to the logo. Never attempt to create the logo yourself, change the font, or alter the size or proportions.
Some examples are below. If in doubt always check with AGWA marketing team.

Do not angle
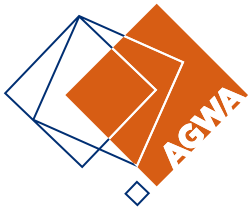
Do not shear

Do not change colours

Do not stretch

Do not use drop shadows

Do not change opacity

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TYPOGRAPHY

The typography standards are to ensure brand consistency across all printed materials. Typography is one of the most important design elements. It is used to differentiate sections of information as headlines, text or captions. The font family Gotham was selected for Headings and Open Sans is used for Body Text

GOTHAM AND OPEN SANS

The GOTHAM and OPEN SANS font familes are for use in professionally designed and printed communications.
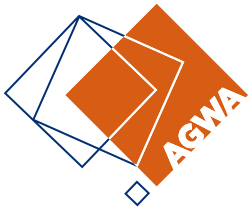
Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Open Sans Extra Bold

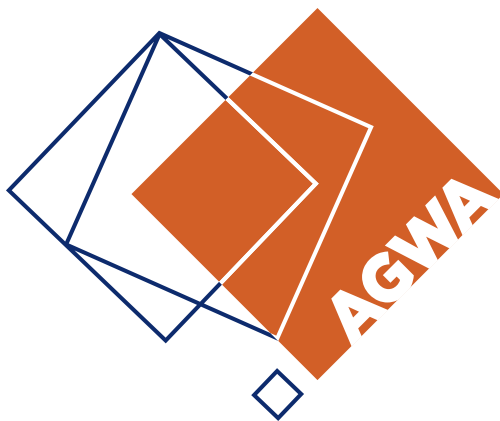ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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MEMBER IDENTIFICATION

Members are permitted to use the logo below to identify their membership of the Australian Glass and Window Association.

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APPROVALS

LICENCING

Licencing of the AGWA logos are restricted to Members of the AGWA. Members must complete and return the AGWA Trademark & Logo Licencing Agreement before using the AGWA logo in any application.

CONTACT

For any information regarding trademark Licencing or use of the AGWA logos, contact:

Melissa Baker
National Industry Development Manager
melissa.baker@agwa.com.au