

Australian Access Federation Logo Use Policy

The Australian Access Federation 'Australia' logo is the only logo to be used to represent the Australian Access Federation. It is important that the logo is always used correctly, and as instructed by the Australian Access Federation. The Australian Access Federation Logo is intended only for use by Federation Members and Affiliates, and by other organisations where the Australian Access Federation has directly approved that use. We encourage you to use the logo on your website and promotional material to show your support for the Australian Access Federation.

The following conditions apply to the use of the Australian Access Federation logo:

CONDITIONS OF USE

- The logo should be used to indicate membership of the Federation and to identify Federation Enabled Services.
- When used on the Web, the icon must be an active link to <http://www.aaf.edu.au/>.
- The icon must not be used in any manner that implies Australian Access Federation ownership, sponsorship or endorsement of your product, service, application or Internet site.
- The icon must stand alone: it cannot be combined with any other design element such as photography, type, borders, nor can it be incorporated into another logo.
- Australian Access Federation logos must only be used in a way that accurately reflects the relationship of the associated organisation with the Australian Access Federation, its services or products.
- No right to create modifications or derivatives of Australian Access Federation logo is granted pursuant to this license.
- Upon cessation of participation of membership of the Australian Access Federation, a participant is required to remove the Federation logo from all of its materials at its own cost as stated in clause 14.2.2 of the *Federation Rules for Participants*.

APPEARANCE

- Care should be taken not to distort or degrade the logo when sizing digital versions.
- The Australian Access Federation logo colours should not be redrawn or modified.
- Wherever possible, the logo and the name of the federation should be used as a unit.
- The Australian Access Federation corporate font is Gill Sans MT. The text that forms a part of the Australian Access Federation Logo should not be modified.
- The Australian Access Federation Logo should be given a margin of at least 3mm on printed materials and 10 pixels on screen.

There are four variations of the approved Australian Access Federation logo that can be used on different backgrounds as indicated in this guide. The logo can be downloaded from the Australian Access Federation website at www.aaf.edu.au/about/brand.html

Buttons

The AAF provides buttons in several sizes which should be used for applications to let your users know they can login via the AAF. These buttons are used in marketing and help documentation which is provided to end user support desks and makes the process of logging in seem familiar for users across multiple applications.

To discuss the use of the Australian Access Federation logo on your web site, publication or service, please contact the Australian Access Federation at support@aaf.edu.au

The Australian Access Federation reserves the right to review and/or amend this policy at its discretion at any time.