



# Lake Macquarie Sustainable Neighbourhood Alliance Logo and branding - usage guidelines

## About branding

Our brand represents our organisation to the wider community, and should be used correctly and consistently. Our branding helps develop a positive connection with our audience, and leads to recognition, loyalty, and confidence in our organisation.

## The Lake Macquarie Sustainable Neighbourhood Alliance

The full name of our organisation is The Lake Macquarie Sustainable Neighbourhood Alliance. To shorten the name, it is preferable to refer to 'the Alliance' rather than using the acronym LMSNA.

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## Branding components

The two main components of the Alliance branding are the logo, and a page footer. The logo and page footer is available in colour and in black and white.

### Logo



### Page Footer



### Icons

There are five icons. These are used on Alliance documents to clarify the purpose of each document.



### Leaf

The leaf image from the footer is available to use as a graphic design element.



## Use of the Alliance branding

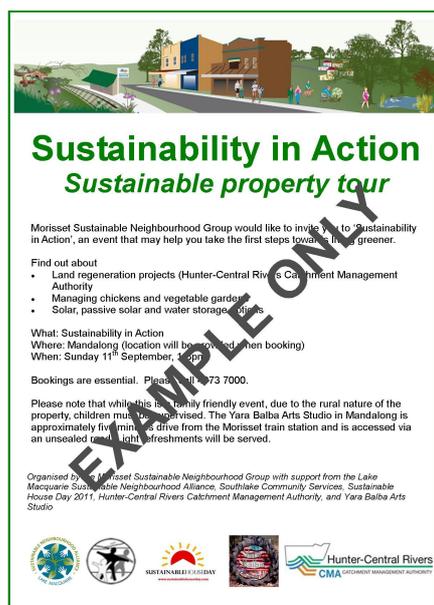
### Alliance Board and/or Secretariat

The Alliance Board and/or Secretariat should use the logo and/or branding on all documentation, signage, promotional material that is developed and produced by the Alliance. Where appropriate, Alliance documents will also include the appropriate icon(s) to indicate the purpose of the document.

A letterhead is template available for members to use for official Alliance business, as authorised by the Board.

### Member Sustainable Neighbourhood groups

Member Sustainable Neighbourhood groups may use the Alliance logo on their documents and promotional materials to represent support from the Alliance. For example, a local Sustainable Neighbourhood group should include the Alliance logo when promoting activities and projects that are auspiced by the Alliance. Member groups should use the Alliance logo in conjunction with the logo or branding of their local Sustainable Neighbourhood group, or use the text: 'Supported by'. For example:



In general, member groups will not use the Alliance footer or leaf graphic.

Member groups can contact the Alliance Secretariat to obtain the logo file. All documents and materials using the Alliance logo must be approved by the Alliance Secretariat, prior to publishing or distribution of materials.

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## Other organisations

Partner organisations can use the Alliance logo to represent support from the Alliance and/or a partnership with the Alliance.

The Alliance will only permit commercial organisations / private enterprise to use the logo where some advantage could accrue to the Alliance. In this case, written approval must be obtained from the Alliance Board.

## Design specifications and conditions of use

### Clear space

When using the Alliance logo, it needs to have clear space around the edges. The clear space ensures that other logos, or design elements do not interfere with the look of the Alliance logo.

Always maintain a minimum clear space around the logo. The minimum clear space is defined by the height of the letter 'B' in 'NEIGHBOURHOOD', as shown below.

The minimum clear space should be maintained proportionally as the logo is enlarged or reduced in size.



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### Minimum size

Never allow the logo to appear smaller than 2cm in height and width. Any smaller than this renders the lettering illegible.



### Do not alter the logo or footer

- Always maintain the proportions of the original logo and page footer. The logo should appear as a perfect circle.
- Do not stretch or squash the logo or page footer.
- Do not remove or alter the words from the logo or page footer
- Do not alter the colours of the logo or page footer
- Do not add additional elements to the logo or page footer
- Do not rotate the logo



## Background colour

It is preferable to place the Alliance branding on a white background. In cases where the logo needs to be used on a coloured background, a black and white 'png' file is available, so that the white box is not visible around the logo.



Sustainable Neighbourhoods is an initiative of Lake Macquarie City Council



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