



## ACEM LOGO GUIDELINES

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## 1. INTRODUCTION

- 1.1 The guidelines have been developed to ensure that all approved usage of the ACEM logo is both consistent and concise. All ACEM entities and staff are required to comply with this policy unless an exemption, or permission to use a co-branded logo, has been granted in accordance with the *Use of the College Logo Policy*.
- 1.2 Any questions about the application of the ACEM logo as advised in these guidelines, including about possible exemptions or co-branding, should be directed to the Executive Director of Communications and Engagement.
- 1.3 It is a condition of registration that, in use, the cross device contained within the trade mark will be rendered in colours other than red on a white or silver background, or white or silver on a red background.

## 2. DEFINITIONS

### **ACEM logo**

The device (shown in Figure 1 below) which identifies ACEM as the approved organisation for the training of specialist emergency physicians and for the advancement of professional standards in emergency medicine in Australia and New Zealand. The ACEM logo is a registered trademark of the College.



Figure 1 – ACEM logo

### **ACEM emblem**

An image which has been approved for use as a means of promoting interest in a particular area of endeavour with the College structure.

## 3. ELEMENTS OF THE LOGO

### 3.1 The Design

The logo consists of an equilateral cross, in the horizontal arm of which is inscribed the letters 'ACEM' and in the vertical arm of which is situated a Rod of Asclepius symbol (a serpent-entwined rod). The cross is surrounded by two circular borders, in between which appear the words 'Australasian College for Emergency Medicine'.

Consistency of construction of the logo is critical to the establishment and maintenance of a single recognition device for the College.

### **Logotype**

The word 'ACEM' within the cross and the words 'Australasian College for Emergency Medicine' within the border must be in **Cooper Black** typeface (upper case). No other setting or font may be used.

### 3.2 Colour Palette

The ACEM logo consists of five main colours:

- green used for the cross device and the borders of the logo
- yellow used for the serpent entwining the Rod of Asclepius
- red used for the initials 'ACEM' within the horizontal arms of the cross device

- black used for the rod in the Rod of Asclepius symbol and for the text within the borders
- white used as the background for the logo.

To ensure accurate colour reproduction, the colours should match the specifications detailed below.

<b>Green</b>		<b>Black</b>		<b>Yellow</b>	
CMYK	69   44   100   38	CMYK	0   0   0   100	CMYK	0   0   100   1
RGB	67   86   8	RGB	0   0   0	RGB	255   232   0
PMS	PMS 378U   PMS 378C	PMS	Black	PMS	PMS 012U   PMS 115C
HEX	435608	HEX	000000	HEX	FFE800
<b>Red</b>		<b>White</b>			
CMYK	0   91   100   0	CMYK	0   0   0   0		
RGB	254   54   14	RGB	255   255   255		
PMS	Warm Red U   Warm Red C	PMS	White		
HEX	FE360E	HEX	FFFFFF		

Figure 2 – ACEM logo colours

#### 4. VISUAL REPRESENTATION

With the appropriate approval, the logo may be represented in either of the following:

- full colour
- black on a white background
- monochrome variants of colours in the colour palette (other than red).

It is a condition of the logo’s trade mark registration that the cross cannot be rendered in red on a white or silver background, or in white or silver on a red background. Accordingly, red monochrome representations may never be used.

##### 4.1 Minimum Size

Unless otherwise approved, it is important that the ACEM logo is not reduced to a size that is too small, affecting the legibility and clarity. Except with the prior approval of the CEO, the set minimum size for the logo is 12mm wide x 12mm high.

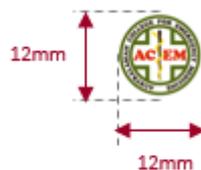


Figure 3 – Minimum size for logo

It is anticipated that the minimum size logo will only be used for such items as fellows’ accessories (e.g. tie pins), name badges or promotional material (e.g. pens, USB flash drives etc).

## 4.2 Isolation Zone

To ensure that the ACEM logo is properly represented, there must be sufficient clear space around the logo in which no other text or graphic elements are placed. This is known as the 'isolation zone'.

This clause 4.2 notwithstanding, particular requirements may be specified in these guidelines. Where such exist, those [particular usage](#) requirements shall take precedence.

### Minimum width of isolation zone

The minimum width of the isolation zone (shown as 'X' below) must be proportionate to the distance between the inner edge of the inner circle and the outer edge of the outer circle in the logo (shown as 'Y').

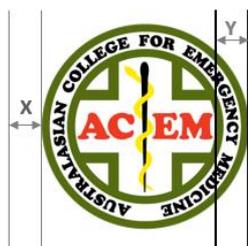


Figure 4 – Isolation one

The isolation zone must extend around all four sides of the logo.

Where the logo appears with companion text, the isolation zone must extend around both the logo and the companion text. See [Figure 5](#) – Vertical and horizontal logo configurations below.

## 4.3 Proportion

When scaling the ACEM logo to the required size, always resize from a corner of the logo image to ensure that the artwork size adjusts while maintaining the correct proportion. Never alter the width or height in isolation, as this will result in the logo being disproportionately displayed.

## 4.4 Logo with Companion Text

The logo may be represented alone or in association with the College name (i.e. 'Australasian College for Emergency Medicine') as companion text, as shown below:



Figure 5 – Vertical and horizontal logo configurations

Where the College name accompanies the logo, the name must be black in colour and in **Optima** typeface (upper case). No other settings may be used.

## 4.5 Positioning the logo

The logo must have prominence over and above other images and graphic elements. Where practicable, the logo must be placed at the top of the item on which it appears.

See also clause 7.1 in relation to use of the ACEM logo with logos of external organisations.

## 4.6 Use as watermark

Usage of the logo as a watermark is limited to documents such as certificates, coversheets and similar document types.

As a watermark, the logo:

- may only be used in monochrome variants of colours in the [colour palette](#) (other than red)
- may be cropped, provided that it remains clearly identifiable, and
- may be overlaid with a small amount of text (but not images), provided that the logo remains clearly identifiable.

## 5. USE OF THE LOGO

It is important that the integrity of the logo is always maintained. The following requirements apply in relation to use of the logo.

- The logo may not be altered in any manner whatsoever, whether in relation to design, logotype, colour or otherwise, except where authorised by these guidelines.
- The proportions of the logo must not be distorted. If the size of the logo image needs to be adjusted, it must be scaled proportionately.
- The logo must not be used on a background colour which inhibits its legibility.
- Subject to any approved usage as a watermark, the logo:
  - may not be overprinted with text or images, and
  - may not be cropped.

## 6. PARTICULAR USAGE

### 6.1 College Stationery

In documents where the ABN, address and contact details of the College also appear (e.g. letterhead, compliments slips etc.), this text should also be in **Optima** typeface.

#### Letterhead

- Printed on standard A4 paper (210mm x 297mm)
- Represented in full colour.



Figure 6 – Letterhead layout

The logo and wording are to conform to the specifications given in [Figure 3](#) – Minimum size for logo.

The horizontal line below the College name runs from one edge of the paper to the other across its width, and runs behind and through the centre of the logo.

### With Compliments Slips

- Printed on standard DL size paper (100mm x 210mm)
- Represented in full colour only

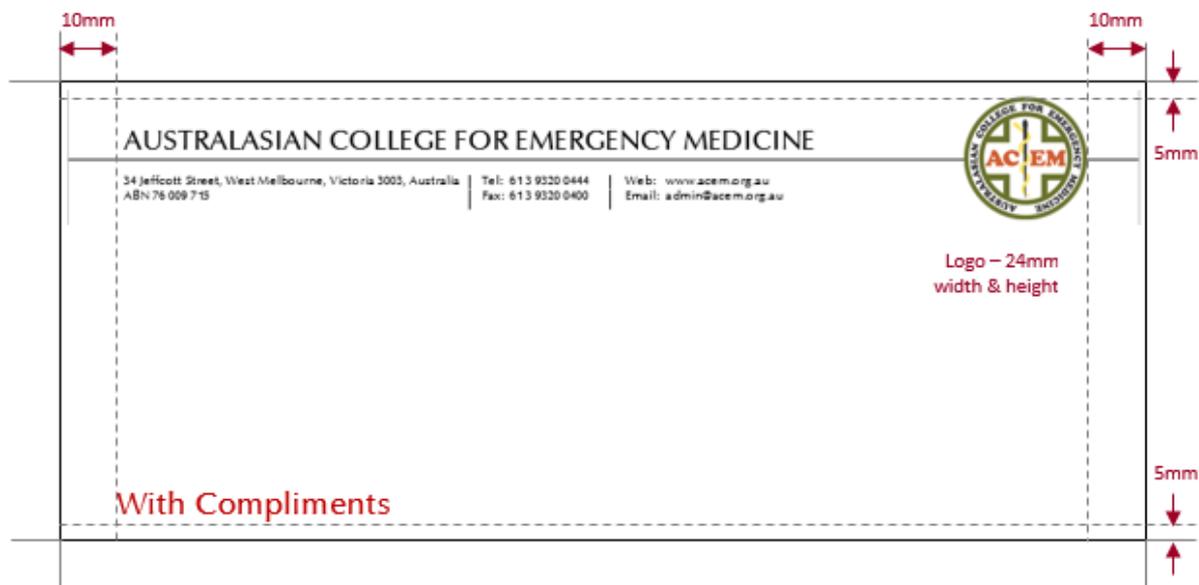


Figure 7 – 'With compliments' slip layout

The logo and wording are to conform to the specifications given in clause 4.4 of these guidelines. The horizontal line below the College name runs from one edge of the paper to the other across its width, and runs behind and through the centre of the logo.

### Business Cards

- Printed on Standard Australian Business Card (90mm x 55mm)
- May be represented in full colour only

## 7. CO-BRANDING

### 7.1 External Organisations

In approved collaborative ventures where ACEM and an external organisation are substantially equally involved in a publication or event, the presentation of the ACEM logo must be equal in size to the presentation of the logo of the partnership organisation.

If ACEM is not the primary organisation involved in any approved collaborative venture, the ACEM logo may be smaller in size than the logo of the primary organisation involved, but its size must be equivalent to that of the logos of any other sponsor logos.

### 7.2 ACEM Emblems

The CEO, in consultation with the executive leadership team, may approve the design and use of an ACEM emblem or 'sub-logo' to be applied in respect of program or other activity of the College or College body, which does not involve any external partnership organisation (e.g. the CPD program, the ACEM Foundation etc).

The written approval of the CEO, in consultation with the executive leadership team, must be obtained before any form of sub-brand may be used. The terms of such approval shall include the design of the sub-brand, and manner and format in which it may be used.

If an approved emblem is to be used in association with the ACEM logo, the ACEM logo should, where practicable, take the position of prominence either above or to the left of the program emblem.

### **Prohibited Use**

ACEM emblems cannot be used in association with the icon of any external organisation, whether or not that organisation is party to a partnership arrangement with ACEM.

## **8. ASSOCIATED DOCUMENTS**

- *Use of the College Logo Policy* (COR449)
- Application form - use of ACEM logo (COR465)

## **9. DOCUMENT REVIEW**

Timeframe for review: every two (2) years, or earlier if required.

### **9.1 Responsibilities**

Document authorisation: Chief Executive Officer  
Document implementation: Office of the CEO  
Document maintenance: Governance and Standards Manager

### **9.2 Revision History**

<b>Version</b>	<b>Date of Version</b>	<b>Pages revised / Brief Explanation of Revision</b>
v1	Mar-2016	Approved
v2	Oct-2018	Approved by the Board