



Australian Society  
of Orthodontists

This document contains essential guidelines on how to use the Australian Society of Orthodontists logo. It ensures that the representation of the brand is clear and consistent at all times.

The specifications detailed in these pages are to be strictly adhered to. No deviation may be made from these guidelines.

The graphic elements on the following pages are examples only and are not to be used for reproduction purposes.

Production quality logos are available from the Australian Society of Orthodontists in various file formats.

Clearance zone of 1 unit must be kept around the logo at all times



Primary Logo



Member logo – only to be used by Australian Society of Orthodontists  
Member on Member's own stationery. Not for use on any other application.

## Clearance space

Clearance space is an important factor which influences the legibility of the Australian Society of Orthodontists logo.

It is essential to maintain a minimum clearance space around the logo. The clearance space is defined by the space between the baselines of the two lines of text. This space represents 1 unit (as illustrated) and is to be used as the basis for space around the logo.

The Australian Society of Orthodontists Member logo should maintain a clearance space of 1 unit which is represented by the space between the top of the capital 'M' and the highest point of the logo (as illustrated).

No elements should enter the area within this grid.

# Logo colours and file formats

## 1. Primary logo

Spot colour (2 colour reproduction)



Pantone® 8403



Pantone® 289



Australian Society  
of Orthodontists

## 2. CMYK (4 colour process reproduction)



C0, M0, Y0, K72



C100, M60, Y0, K56



Australian Society  
of Orthodontists

## 3. RGB (screen and web reproduction)



R118, G119, B113



R0, G40, B72



Australian Society  
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## 4. Mono Australian Society of Orthodontists primary logo (1 colour reproduction)



C0, M0, Y0, K100



Australian Society  
of Orthodontists

## 5. Mono Member logo (1 colour reproduction only)



C0, M0, Y0, K100



Member Australian Society of Orthodontists

The primary corporate colours used for the Australian Society of Orthodontists logo are PMS 289 (blue) and PMS 8403 (silver). The following Spot colour, CMYK, RGB and mono logos have been designed (the corresponding logo file names are listed below each kind):

### 1. Spot colour

This primary logo is to be used on all occasions where 2 colours can be printed, for example corporate stationery printing. This logo should not be used for CMYK process printing or website applications.

ASO\_2PMS.eps

### 2. CMYK

This logo is to be used for any colour reproduction of the logo, where the spot colours can not be printed, for example advertisements in magazines, laser printing and professional offset printing

ASO\_CMYK.tif  
ASO\_CMYK.eps  
ASO\_CMYK.jpg

### 3. RGB

These logos have been designed to be viewed in digital mediums. It can not be used for any printed material.

ASO\_WMON.jpg  
ASO\_WRGB.jpg

### 4. MONO Primary logo

Mono logos should be used only when the CMYK or 2 colour logos can not be printed and are for 1 colour reproduction only.

ASO\_MONO.eps  
ASO\_MONO.jpg  
ASO\_MONO.tif

### 5. MONO Member logo

ASO\_MBR.eps  
ASO\_MBR.jpg  
ASO\_MBR.tif

## Incorrect logo usage



~~Australian Society  
of Orthodontists~~

Do not substitute  
type face



~~Australian Society  
of Orthodontists~~

Do not alter  
corporate colours



~~Australian Society  
of Orthodontists~~

Do not change scale  
of any elements



~~Australian Society  
of Orthodontists~~

Do not stretch,  
skew or distort logo



Do not use symbol  
without text

## Incorrect logo usage and reproduction size



Do not use over  
imagery



Do not abbreviate text

~~Australian Society  
of Orthodontists~~

Do not use text  
without symbol



~~Australian Society  
of Orthodontists~~

Do not alter any  
part of the logo



~~Australian Society  
of Orthodontists~~

Do not outline logo

To enable the legibility of the Australian Society of Orthodontists logo it is critical that the logo size is not too small. Therefore, a minimum reproduction width of 15mm has been established.

A Members logo has specifically been designed for usage at a small scale so that it can be applied to Member's own stationery. Items such as business cards and letterheads. The minimum width for reproduction is 36mm and the maximum width for reproduction is 60mm.

It is unacceptable to alter the proportions of the logo by scaling, condensing, stretching or removing elements from the logo. The logo must be reproduced in the correct corporate colours.

The Australian Society of Orthodontists logo must never be redrawn or recreated manually or appear in an outline. It must never be skewed or distorted.

The logo must be reproduced from master electronic artwork.

## Reproduction size



Australian Society  
of Orthodontists

Minimum size 15mm wide



Member Australian Society of Orthodontists

Minimum size 36mm wide  
Maximum size 60mm wide