



This document contains essential guidelines on how to use the Give a Smile™ 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



# Clearance space



Supporter 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 is an important factor which influences the legibility of the Give a Smile™ logo.

It is essential to maintain a minimum clearance space around the logo. The clearance space of both supporter logo and Primary logo is defined height of the capital ‘G’. This space represents 1 unit (as illustrated) and is to be used as the basis for space around the logo.

The clearance space for the Australian Society of Orthodontists logo 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.

No elements should enter the area within this grid.

## 1. Primary logo

Spot colour (2 colour reproduction)



Pantone® Warm Grey 10



Pantone® 485



## 2. CMYK (4 colour process reproduction)



C0, M15, Y27.5, K56



C0, M100, Y91, K0



## 3. RGB (screen and web reproduction)



R230, G0, B24



R113, G98, B86



## 4a. Mono Give a Smile™ (1 colour reproduction)



C0, M0, Y0, K100



## 4b. Mono Australian Society of Orthodontists logo



Australian Society  
of Orthodontists

## 5. Mono Give a Smile™ Supporter (1 colour reproduction)



C0, M0, Y0, K100



# Logo colours and file formats

The primary corporate colours used for the Give a Smile™ logo are PMS Warm Grey 10 (grey) and PMS 485 (red). 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.

GAS\_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.

GAS\_CMYK.tif

GAS\_CMYK.eps

GAS\_CMYK.jpg

### 3. RGB

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

GAS\_WMON.jpg

GAS\_WRGB.jpg

### 4a. MONO Give a Smile™

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

GAS\_MONO.eps

GAS\_MONO.jpg

GAS\_MONO.tif

### 4b. MONO Australian Society of Orthodontists

ASO\_MONO.eps

ASO\_MONO.jpg

ASO\_MONO.tif

### 5. MONO Give a Smile™ Supporter

GAS\_SUP.eps

GAS\_SUP.jpg

GAS\_SUP.tif

## Incorrect logo usage



Do not substitute type face



Do not alter corporate colours



Do not change scale of any elements



Do not stretch, skew or distort logo



Do not use symbol without text



Do not use over imagery



Do not remove endorsement line of text.



Do not use logo without trademark symbol



Do not alter any part of the logo



Do not outline logo

## Reproduction size



Minimum size 15mm wide



Minimum size 35mm wide  
Maximum size 60mm wide

## Incorrect logo usage and minimum reproduction size

To enable the legibility of the Give a Smile™ logo it is critical that the logo size is not too small. Therefore, a minimum reproduction width of 20mm has been established.

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 Give a Smile™ 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.