

## **Purpose**

This policy outlines appropriate application and use of the Cancer Nurses Society of Australia's (CNSA) name or logo (in any format) to inform the content of promotional materials, advertisements, websites, or other materials published or distributed by the CNSA State Groups (SGs) or Special Interest Groups (SIGs) or ordinary members of CNSA.

## *Applications/Scope*

The policy applies to all SGs, SIGs or ordinary members of the CNSA working under the banner of or representing the CNSA at state, national or international levels.

## *Definitions*

"Promotional material" means material developed or created for the purposes of the promotions, advertising and public relations of the CNSA and includes, but is not limited to, all material produced, distributed or transmitted in print or electronically including internet, email, DVD, CD ROM and merchandise materials e.g., pens, cups, calculators.

## **Policy**

All promotional materials intended to be used by the CNSA SGs, SIGs or ordinary members of the CNSA must adhere to this policy.

All new promotional material must be created with prior consent and permission, granted after consultation with the National Executive Committee and approved by the CNSA President or delegated representative.

All information provided in promotional materials regarding the CNSA and its activities must be accurate. No claims should be made by a CNSA SG, SIG or ordinary CNSA member which cannot be substantiated. All promotional material should avoid negative advertising in respect to the work of the CNSA and should not misrepresent the CNSA in any way. CNSA logo should not be incorporated into any co-branded documents without prior consent from the CNSA Board of Directors (BoD).

Promotional material may use only the official CNSA logo (as provided in any of its formats - eps, jpg, gifs etc).

The CNSA logo may not be edited, cropped or reproduced in a colour other than the original provided.

## **Procedure**

### *Step 1*

Complete the Logo Usage Form located on CNSA website and submit it to the CNSA Executive Officer (EO).

### *Step 2*

The Logo Usage Form will be reviewed by the CNSA EO for compliance with requirements for use of the CNSA logo, and acceptable representation of CNSA work and values. Once reviewed, the EO will refer the material to the CNSA President with recommendation of approval, approval with amendments required or rejection.

### *Step 3*

The CNSA EO will advise the individual or group whether the material is approved (along with any amendments requested) or rejected and supply the logo in format requested

### *Step 4*

If approved, the CNSA SG or SIG may use the Promotional Material on such terms as set out in the approval correspondence from the EO.

Records of the use of CNSA Logo will be kept in central filing with the CNSA EO and made available to other members or groups of the CNSA as required.



Corporate Logo  
Horizontal Versions

The CNSA logo must always be reproduced in the correct form and color. It must be considered as a single unit and always be proportionally scaled.

No modification can be made to the logo.

The coloured, horizontal is the preferred option, but various instances may be needed to use black and white, or vertical instead.



Corporate Logo  
Vertical Versions



Corporate Logo  
Abbreviated versions

The abbreviated version of the logo is only to be used when space is limited, in situations where legibility of the full organisation name would be compromised.



## Colour Palette

The CNSA logo predominant colour is the use of purple, this reflects CNSA's branding element on nursing equipment.

White is an essential design element, and can be interpreted and valued as both a colour and a spatial element. White can provide extreme contrast and is an effective highlight colour.

White

CMYK  
C: 0%  
M: 0%  
Y: 0%  
K: 0%

RGB  
R: 255  
G: 255  
B: 255

Web color: FFFFFFFF

CNSA Purple

Pantone colour  
PMS 7663

CMYK  
C: 68%  
M: 96%  
Y: 10%  
K: 2%

RGB  
R: 113  
G: 44  
B: 125

Web color: 712C7D

## Exclusion Zone

The CNSA logo requires space around it to maximize its presence. An exclusion zone around the logo prevents the encroachment of any graphic elements from interfering with the mark.

