

Logo Usage Application Form & Guidelines



Please complete the form below to apply for authorisation for the use of any of CNSA's logos or trademarks.

Granting of approval commits the requester to use the logo/trademark as supplied and only on the publication and during the time frame given to CNSA at time of approval.

Contact Details

First Name:		Surname:	
Organisation/Group:			
Business Contact number:		Personal/Home Contact Number:	
Email Address (For logo delivery):			

Logo

Please indicate the electronic format required:

- Jpeg PDF
 Tiff Eps

Please indicate colour format required (if requesting use of the CNSA logo):

- Purple Background White Background
 Black and white

Provide a brief description of **where**, **how** and **when (time frame)** the logo is to be used:

.....
.....
.....
.....
.....

Please return form to:

Amy Ribbons
Executive Assistant
Cancer Nurses Society of Australia
admin@cnsa.org.au
Phone: 0439 464 250

Office Use Only

- Logo Usage Approved
 Logo Usage Not Approved

Date logo sent:

Logo Usage Application Form & Guidelines



Guidelines for use of Cancer Nurses Society of Australia Logo

Logos and trademarks are the sole property of Cancer Nurses Society of Australia (CNSA) and are covered by copyright. CNSA's name and logo may be provided for your use, under the conditions set out below. Prior written authorisation is required for reproduction of CNSA logos.

1. Conditions of Use

The logo of CNSA is shown below. No other logo can be used to represent CNSA or any part of the organisation. Preference is given to logo 1 – white text and icon on purple background, however reverse logo (logo 2) may be in used when background contrast is insufficient.

1.



2.



Scale

- The logo is to be reproduced at all times with the correct proportions as shown above
- Under no circumstances should the logo be stretched to fit an area
- The logo must not appear smaller than 20mm width
- Please ensure adequate clearance/white space around the logo – no smaller than the capital A of Australia
- Do not place any graphic devices around the logo (such as a holding box) that could be interpreted as part of the logo.

Whole graphic

- The logo is to be used as a whole graphic item; ie the Australia icon must not be used separately or the words removed or altered
- When placing the logo on a background other than white ensure there is sufficient contrast to be seen clearly
- If photocopying logo, please use a single colour version (black).

Colours (for use by graphic artists)

The CNSA logo predominate colour is the use of purple. White is an essential design element and can be interpreted and valued as both a colour and a special element. White can provide an extreme contrast and provide an effective highlight colour

- PMS colours Warm Grey 8 and 7416C
- CNSA Purple: CMYK – C 68%, M 96%, Y 10%, K 2%, RGB: R 113, G 44, B 125. Web Colour: 712C7D
- The logo may be printed in black for use only on one colour reproductions.

Electronic Versions

The logo is available in several different electronic forms - jpeg, PDF and eps files.

2. Use of the CNSA Name

It is important that CNSA is referred to correctly. Please note the following:

- Our official name is Cancer Nurses Society of Australia
- You may abbreviate to 'CNSA' if you have previously provided the full name