

Logo



ASA member logo

The ASA acts exclusively for the benefit of Australian anaesthetists and the ASA logo is now widely recognised and highly regarded as a mark of respect and excellence.

The ASA has developed a logo specifically for members to use on personal documentation to show their membership of the organisation. The ASA member logo should not be used to imply support or approval by the ASA.

Guidelines

Mandatory guidelines have been developed to explain how and where you can use the ASA member logo. The ASA member logo is available to:

- Financial Ordinary Members (Continuing Ordinary)
- Financial Life members still practicing

The ASA member logo is a realisation of your individual membership and does not pertain to your workplace. The ASA member logo can therefore only be used on stationery where the individual named on the stationery is a current financial member.

When using the ASA member logo there is an implied commitment that the ASA member will maintain their membership at all times when they are displaying the ASA member logo. If an individual fails to renew their membership they must remove the ASA member logo from their website and stationery.

When used in on-line media, the logo should link though to www.asa.org.au

Image, typeface and colour

- The logo text and image must not be altered, substituted or separated
- The typeface must not be changed
- The proportions of the ASA member logo must be maintained.
- Do not distort, skew or rotate the logo.
- The ASA member logo is only available in full colour, black and white.

The primary member logo can be used on your website, stationery or power point presentations where the minimum height of the ether bowl motif is no less than 10mm.

The ASA member logo must have a clear space around it at all times. The minimum space around every side of the logo should equal the height of the 'A' in ASA.

When displaying the ASA member logo on your stationery, you need to strike a balance between your own credentials and your association with the ASA. The examples demonstrate how the logo can appear on your stationery, including your power point presentations and business cards.


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PRESENTATION