

FULL COLOUR LOGO

Our Fellows full colour logo incorporates many elements of the full colour logo and is unique to us. As such, it is crucial we use it consistently.

Whenever you are using the FACD full colour logo make sure you use the correct version, found at: <https://www.dermcoll.edu.au/for-college-members>

Never alter or redraw it in any way, and always reproduce its elements in the correct size and specified colours.

The FACD logo should appear in full colour on a white background (as shown).

For further guidance on its use, if not answered in these guidelines, please contact the Marketing Team.



There are three elements that make up the FACD logo:

- 1 The ACD coat of arms on a shield
- 2 The FACD post nominal
- 3 The extended ACD title

Please note that the elements of the ACD Logo must not be modified, repositioned or used in isolation.



FACD
FELLOW OF THE AUSTRALASIAN
COLLEGE OF DERMATOLOGISTS

LOGO GUIDELINES

A guide for Fellows of College

INTRODUCTION

A guide for Fellows of College

BEFORE USING THE FACD LOGO

The Australasian College of Dermatologists (ACD) is proud of its status as the peak body responsible for specialists in Dermatology accredited by the Australian Medical Council.

As a means of recognising the dedication and professional service of its Fellows and their commitment to excellence in dermatology, the College has developed a Fellows of the Australasian College of Dermatologists (FACD) logo for use by its Fellows.

The FACD logo is available for all Fellows of the College to signify their membership of the College and can be used on office stationery, including websites, presentation slides, stationery, business cards and email signatures,.

These Guidelines are intended to assist Fellows in the correct use of the FACD logo to ensure that the integrity of the College brand is maintained.

Any enquiries relating to the use of the FACD logo should be directed to:

Roshan Riddell
Marketing and Communications Specialist
Australasian College of Dermatologists
T: (02) 8741 4150 (Direct)
E: roshan@dermcoll.edu.au

USE OF THE ACD LOGO

The ACD logo is only to be used by ACD officials.

College members, including Fellows, are not permitted to use the ACD logo, except with expressed permission of the College Board.

Fellows may not use the ACD logo on their documentation.

If the ACD logo is currently displayed on a Fellow's stationery or website it should be replaced with the FACD logo as soon as possible.



**FACD LOGO
FOR USE BY FELLOWS**



**ACD LOGO
FOR USE BY ACD OFFICIALS**

FACD LOGO POLICY

All Fellows (including Retired Fellows and Honorary Fellows) may use the FACD Logo. Any Fellow whose membership of the College is terminated by way of the Constitution of the Australasian College of Dermatologists shall not be permitted to use the FACD Logo.

The FACD Logo may not be used for any endorsement advertising or marketing purposes by a Fellow.

LOGO

A guide for Fellows of College



FULL COLOUR LOGO

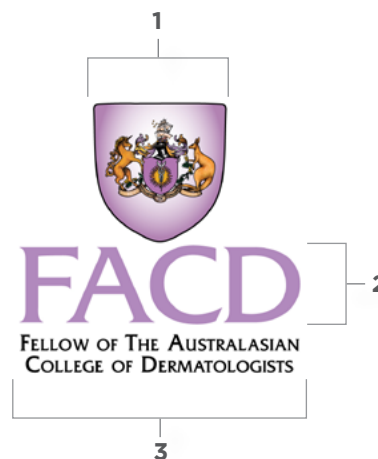
Our Fellows full colour logo incorporates many elements of the ACD corporate full colour logo and is unique to us. As such, it is crucial we use it correctly and consistently.

Whenever you are using the FACD full colour logo make sure it is the original version, found at: <https://www.dermcoll.edu.au/for-fellows-and-trainees/facd-logos/>

Never alter or redraw it in any way, and always reproduce its elements in the correct size and specified colours.

The FACD logo should appear in full colour on a white background (as shown).

For further guidance on its use, if not answered in these guidelines, please contact the Marketing Team.



There are three elements that make up the FACD logo:

- 1 The ACD coat of arms on a shield
- 2 The FACD post nominal
- 3 The extended ACD title

Please note that the elements of the ACD Logo must not be modified, separated, repositioned or used in isolation.

LOGO

A guide for Fellows of College



PRIMARY LOGO



SECONDARY LOGOS

PRIMARY AND SECONDARY LOGOS

The primary version of the logo should be, in most cases, considered as the default logo; however, there are times when alternatives can be used. For example, where vertical space is limited then the secondary logos may be used.



Stationery is an example of collateral with a limited vertical space. In these examples the secondary logos have been used.



LOGO

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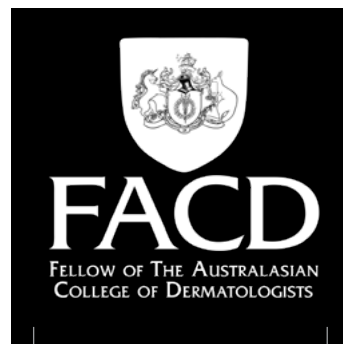
GREYSCALE VERSION



BLACK SIMPLIFIED VERSION



REVERSED COLOURED
VERSION



REVERSED WHITE SIMPLIFIED
VERSION

LOGO COLOUR VARIATIONS

The primary full colour version of the logo should be used when possible. However, there are times when alternatives need to be used. For example, on black & white documents a greyscale version should be used. The black simplified logo can be used in cases when the greyscale coat of arms would not reproduce, or when a single black version is required.

The FACD reversed type logo can be used on dark backgrounds but care is needed to make sure that all elements of the logo are clearly visible.



LOGO USE

A guide for Fellows of College

MINIMUM SIZE OF PRIMARY LOGO

The minimum size the logo can be used is shown here. Its width can be no less than 25mm to ensure clarity. No branding should appear smaller than this size.

The exception is business cards where, given space limitations, the logo may be reduced to a minimum size of 20mm across.



MINIMUM SIZE OF SECONDARY LOGOS

The minimum size the logo can be used is shown here. Its width can be no less than 40mm to ensure clarity. No branding should appear smaller than this size. The exception is business cards where, given space limitations, the logo may be reduced to a minimum size of 30mm across.



The minimum size the logo can be used is shown here. Its width can be no less than 55mm to ensure clarity. No branding should appear smaller than this size. The exception is business cards where, given space limitations, the logo may be reduced to a minimum size of 40mm across.



Responsive websites will resize the logo to fit on handheld devices. In general when designing websites the minimum size or business card size of the logo should be applied, when the website is viewed on a handheld device the size of the FACD logo will be proportionate.

EXCLUSION ZONE

To ensure that the FACD logo is properly represented, please ensure that the logo has enough clear white space around it (called the 'exclusion zone'). This is the area surrounding the logo that no other graphics or text can encroach on. The illustration shows how to measure this.

The clear space around the logo is based on a measurement which is the width of the sun motif on the shield of the coat of arms in the logo. This measurement must be applied to the top, bottom, left and right of the corporate logo.



EX = THE WIDTH
OF THE 'F' IN FACD

LOGO USE

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PROPORTION

When scaling the ACD logo to the required size, always re-size from a corner of the logo image to ensure that the artwork size adjusts while maintaining the correct proportion. Never alter the width or height in isolation as this will result in the logo being disproportionately displayed as shown.



LOGO DISPROPORTIONATELY SIZED HORIZONTALLY



LOGO DISPROPORTIONATELY SIZED VERTICALLY

INCORRECT USE OF THE LOGO

While it is important for the ACD logo to adapt to the materials it is applied to, it is important that the integrity of the logo to be maintained.

The following examples in addition to proportion indicate how the logo should NOT be used:

Separating Logo Elements:

Do not use individual elements of the logo in isolation.

Recreate:

Do not build new logotypes based around the logo.

Typeface:

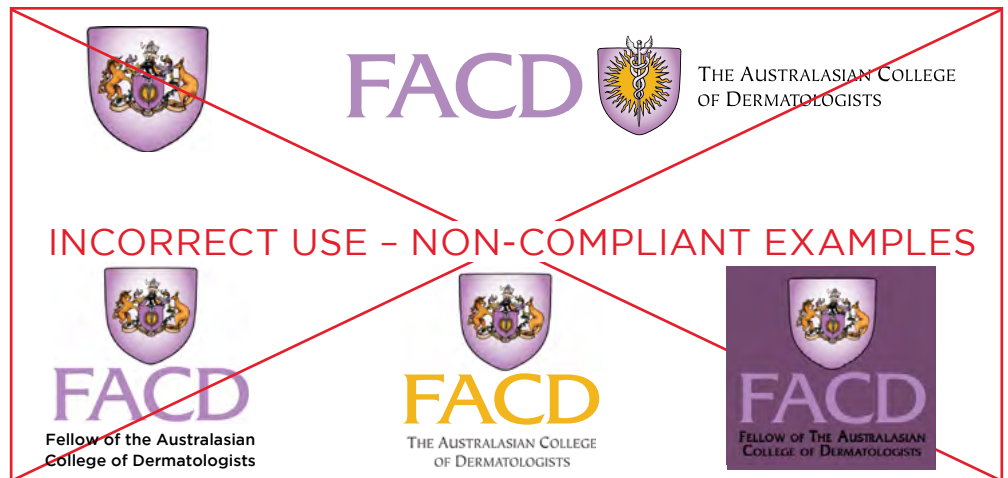
Do not recreate the logo using another typeface.

Colour:

Do not alter the logo colour or any of the individual elements within the logo.

Application:

Do not place the logo on a background colour that inhibits legibility.



LOGO USE

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RESOLUTION

The resolution of the logo affects the clarity of the image and therefore its legibility.

It is important the correct resolution is used for the media being produced as inappropriate usage could pixelate and blur the logo as it is enlarged.

Vector or other types of file are sometimes required by external design and print companies; these may include files with the AI, EPS and PDF extensions. These file formats are higher resolution and better quality than files with JPG and PNG extensions which are used for digital applications.

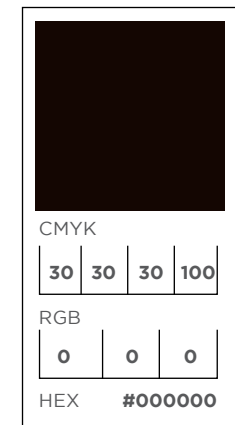
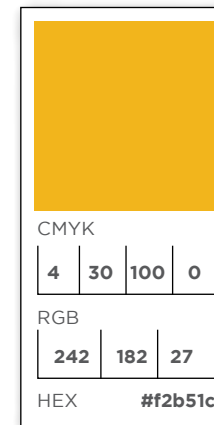
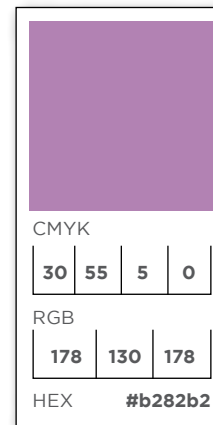
COLOUR

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LOGO COLOUR PALETTE

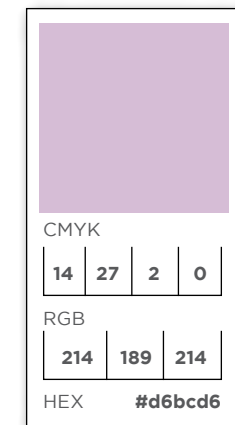
The FACD colour palette follows the ACD colour palette. The shield on the ACD logo consists of three main colours: purple and yellow and black. For those wishing to adopt the colours used in the logo elsewhere in personal branding, the palette for each is shown below.



SECONDARY COLOUR

The shield on the FACD Logo consists of a gradient from purple to white.

In addition to the logo palette a secondary colour is drawn from the gradient.



LOGO IN PRACTICE

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BEST PRACTICE EXAMPLES

Generally another logo, for example a practice logo, may be used in conjunction with the FACD logo. In instances of co-branding, the FACD logo should be positioned bottom left, however this will vary depending on the application as the FACD logo is likely to be secondary or additional to other content and branding. Positioning is ultimately where deemed appropriate.



LOGO ON
RESPONSIVE
WEBSITE AT 25mm
WIDE OR LARGER



LOGO RESIZED ON
HAND HELD DEVICE
TO BE APPROX.
20mm WIDE

LOGO IN PRACTICE

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BEST PRACTICE EXAMPLES – POWERPOINT SLIDES

Note: Not at 100%



LOGO ON SLIDE
FOOTER AT
20-25mm WIDE



A secondary logo could be used in the footer if vertical space needs to be maximised.

LOGO IN PRACTICE

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BEST PRACTICE EXAMPLES – STATIONERY

Note: Not at 100%



No co-branding on option above only. If this business card was double sided the business logo could be on the reverse.

LOGO AT
20mm WIDE



LOGO AT
20mm WIDE



LOGO AT
40mm WIDE



LOGO AT
30mm WIDE



LOGO AT
40mm WIDE

LOGO IN PRACTICE

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BEST PRACTICE EXAMPLES - EMAIL SIGNATURE

Note: at 100%

Kind Regards,

DR ANITA CITIZEN
MBBS (Hons)(USYD), MPH, FACD

69 Street name, Suburb State Postcode
T 02 699 9999
F 02 699 9999
E name@citydermatology.com.au
W www.citydermatology.com

CITY DERMATOLOGY™



LOGO AT
20mm WIDE

Kind Regards,

DR ANITA CITIZEN
MBBS (Hons)(USYD), MPH, FACD



LOGO AT
40mm WIDE

69 Street name, Suburb State Postcode

T 02 699 9999

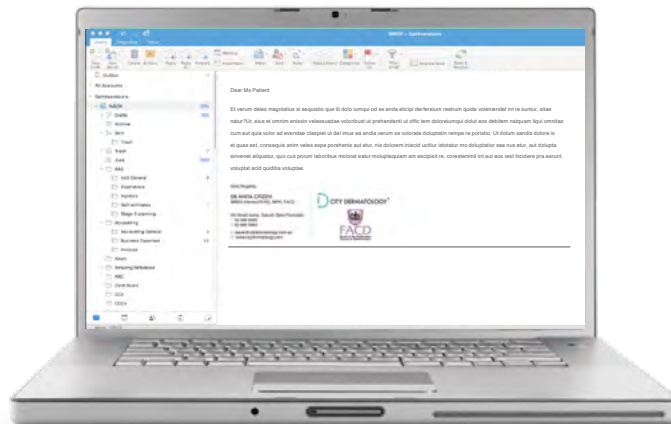
F 02 699 9999

E name@citydermatology.com.au

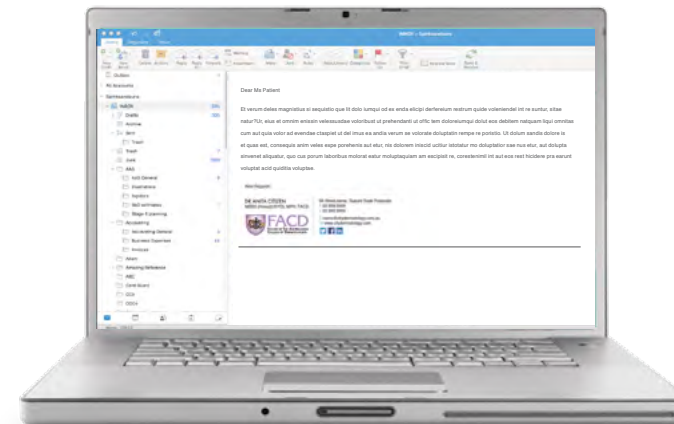
W www.citydermatology.com



CO-BRANDED EMAIL SIGNATURE



FACD ONLY EMAIL SIGNATURE



LOGO FILES

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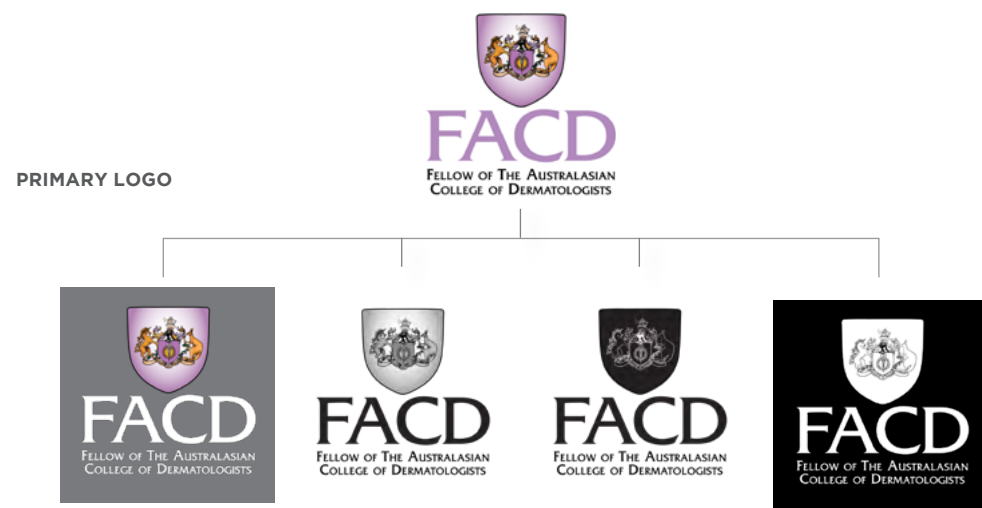
DOWNLOADING THE LOGO IMAGES

The three approved coloured versions of the FACD logo and their variations are available for download in both PDF and PNG format from the College website at:

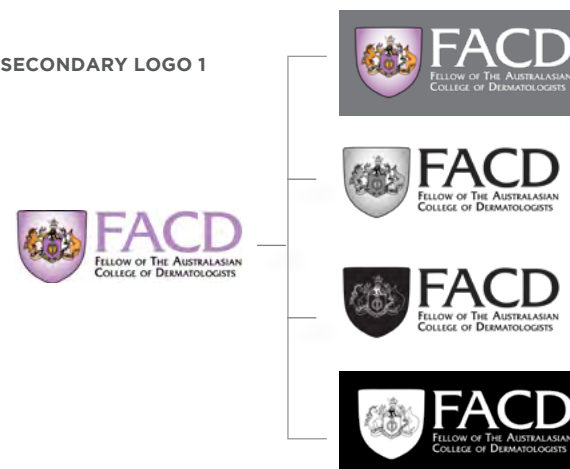
<https://www.dermcoll.edu.au/for-fellows-and-trainees/facd-logos/>

Should additional file formats be required, please contact:

Roshan Riddell
Marketing and Communications Specialist
Australasian College of Dermatologists
T: (02) 8741 4150 (Direct)
E: roshan@dermcoll.edu.au



SECONDARY LOGO 1



SECONDARY LOGO 2