



The 11th 

Herbal and
Naturopathic

International Conference

LOGO USAGE GUIDELINES

ABOUT THE GUIDELINES

This document should be used as a guide for both the *NHAA 100 year celebration logo* and the new *Herbal and Naturopathic International Conference logo*.

If you require a file type that has not been supplied, for instance a higher resolution file, please contact:

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NHAA 100 YEAR CELEBRATION LOGO

LOGO ORIENTATION

The logo is primarily used in the vertical orientation. When space does not permit, the horizontal logo is used.



VERTICAL



HORIZONTAL

CO-BRANDING

Members can show their involvement and support of the Association by displaying the NHAA logo next to theirs.



XYZ COMPANY



LOGO CLEARANCE

When using the logo, a surrounding area of clear space will ensure visibility and impact. The space measurement marker is taken from the stripe element in the logo. Vertical logo uses 1/3 stripe width, horizontal logo uses 1/2 stripe width.



LOGO MIS-USE

To maintain consistency of brand, please do not:

- Change logo font
- Skew or distort the logo shape
- Add outlines to any logo elements
- Remove any of the logo elements
- Change colours

LOGO COLOURWAYS

If the logo is being placed onto a coloured background, use the version which has a white layer behind the logo.



HERBAL AND NATUROPATHIC INTERNATIONAL CONFERENCE LOGO

LOGO ELEMENTS

Two elements combine to create the event branding; the event logo and the callout. If using the callout, the event logo must also appear nearby.



EVENT LOGO



CALLOUT

CO-BRANDING

Speakers, exhibitors and sponsors can promote their involvement with the event by describing their relationship as a speaker, exhibitor or sponsor.



I'm speaking at...
I'm exhibiting at...
We're sponsoring...



LOGO CLEARANCE

When using the logo, a surrounding area of clear space will ensure visibility and impact. The space measurement marker is taken from the purple leaf element in the logo. It uses 1/2 leaf width to create an evenly spaced border.



LOGO MIS-USE

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LOGO COLOURWAYS

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