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# 01

## About this guide

Our Member Guidelines are designed to provide guidance on how we consistently apply our member logo.

The SAPA member logo may not be used without authorization and associated member fees for the relevant financial year being fully paid.

It is not an endorsement of any product or service and serves only to indicate a membership or affiliation with the association.

02

Our core  
logo



The full color logo is in SAPA green and Grey. The logo represents our brand. When using the SAPA logo in collaboration with partner logos, we always apply the logo as per the rules in this guideline.

02

Member  
Logo



When Members use our logo, the above is always used when our logo is applied to Member collateral.

The one color logo is used in SAPA Grey and the line is applied in the SAPA green. It is preferred that this one color logo appear on a white background, but you can also use the lighter colors from a neutral palette as a background.

02

Member logo  
on a dark  
background



Only use solid black or white versions when  
color is not an option.

# 03

Logo  
exclusion  
areas

**A = x**



When applied, the preferred amount of clear space around the logo is equal to the height of the 'A' in the subtext below the logo symbol.

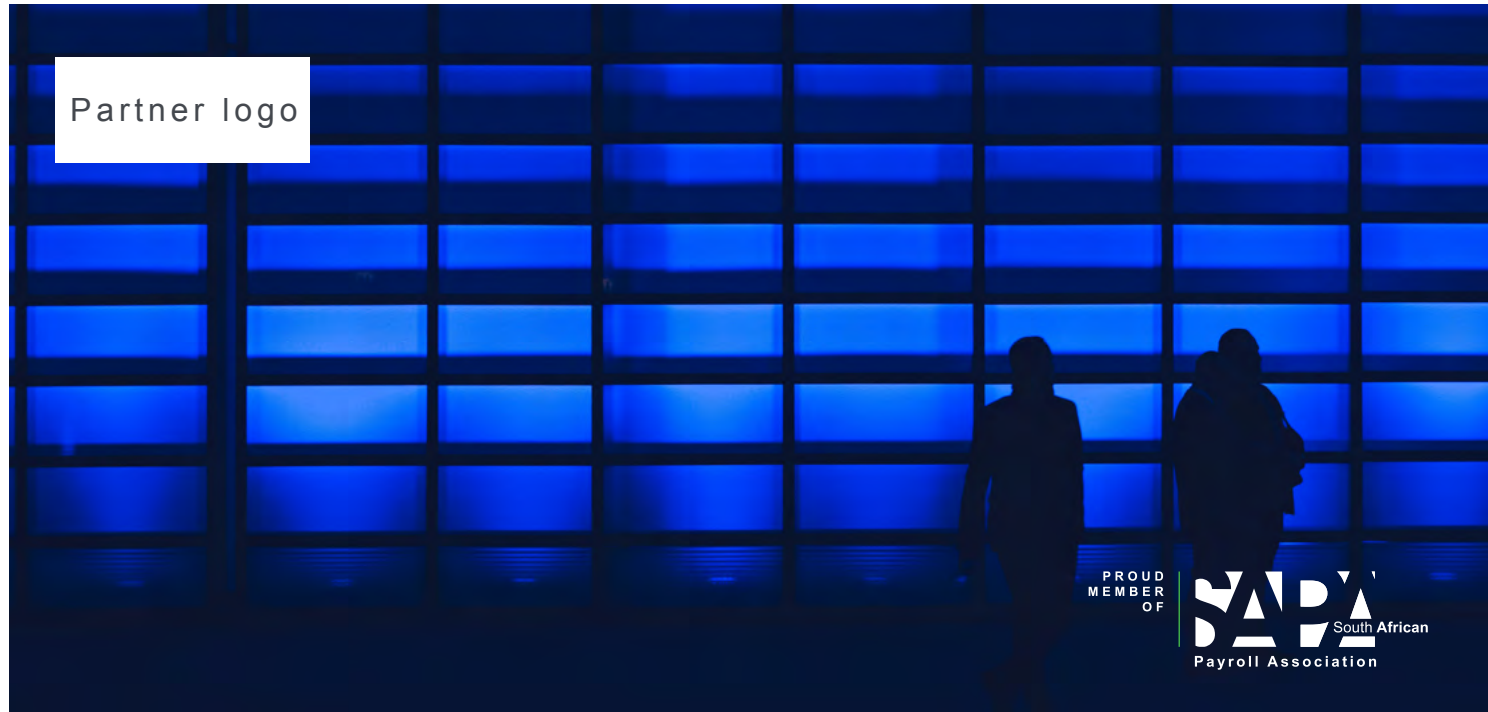


## Minimum logo size — print

For print use, the logo should never be reduced below the minimum size of 45 mm in width.

# 05

## Logo placements

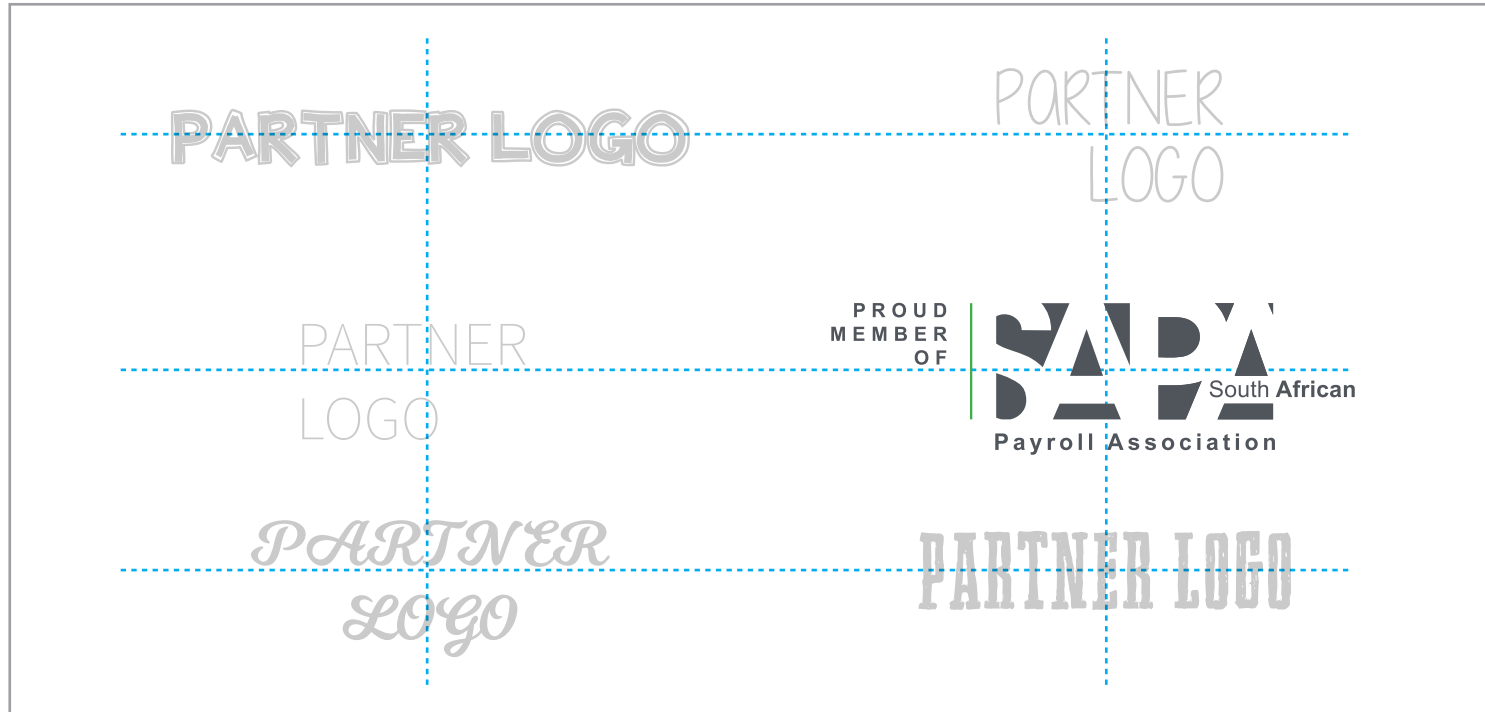


When applying the logo with a partner logo always ensure the logo is applied on the opposite bottom corner of the primary partner logo. E.g if the partner logo is on the top left of a design, the SAPA member logo should appear on the bottom left of the page in the same size ratio as the primary logo.



# 06

## Logo Sizing and application



When applying the logo with multiple partner logos it is preferred that we use our member logo as stipulated in this guide. Make all co-branded logos equal in size and visual weight to the SAPA logo.