



AUSTRALIAN
INSTITUTE OF SPORT

AIS LOGO USAGE GUIDELINES FOR FACILITY USERS

Introduction

The Australian Institute of Sport (AIS) is a unique and distinctive venue for corporate and sporting events. Organisations hire AIS facilities for various kinds of events including conferences, meetings, gala dinners, entertainment and trade shows, and team building.

Given the popularity of the AIS, it is common for organisations or event organisers to request using the AIS logo to promote their events.

Approval of using the AIS logo

The AIS approves event organisers to use the AIS logo to promote their events, provided event organisers comply with the following terms and conditions:

- The AIS logo should only be used on the following event materials:
 - Event registration flyer
 - Event program
 - Event website
 - Event promotion advertisements.
- The AIS logo is NOT allowed to be used on event merchandise, eg shirts or satchels. Event organisers can purchase AIS branded merchandise from the AIS Shop for their events (full catalogue at www.ausport.gov.au/shop). Please consult the AIS Events and Sports Camps office about discount packages for AIS branded merchandise.
- When using the AIS logo on event materials:
 - The AIS logo should only be used where the context is related to the event venue.
 - The AIS logo should not be placed alongside the event organisers' logo(s) where it may imply that the AIS is one of the event organisers or one of the event sponsors.
- Event organisers must not use the AIS logo on or in relation to any product or service without the AIS's prior written consent.
- Event organisers must not use the AIS logo in any way which may harm or damage the reputation or standing of the AIS or any of its programs in the minds of the general public, or otherwise bring the AIS into disrepute.

AIS logo usage

After confirming your facility booking with the AIS Events and Sports Camps office, event organisers can request and obtain the AIS logo file. The AIS logo is available in JPEG and EPS file formats.



Minimum size



Colours

The AIS logo can be reproduced in full colour (blue and red), blue, black, reversed white or reversed two-colour. Do not change or tint the colours of the AIS logo.

Blue: PMS 288

C 100 M 67 Y 0 K 23 / R 14 G 46 B 115

Red: PMS 485

C 0 M 97 Y 100 K 0 / R 227 G 0 B 41

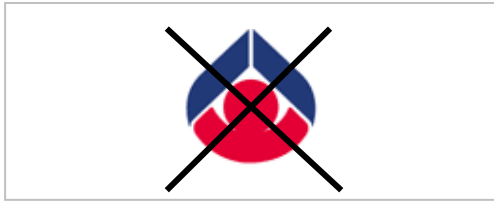


Black (or blue) for use on a light background



Reversed white or two-colour for use on a dark background

The AIS logo must be reproduced in its full and correct form. The AIS logo must not be scanned, retracted or redrawn.



The words 'AUSTRALIAN INSTITUTE OF SPORT' is an integral part of the logo and should not be altered or removed.



Do not distort the AIS logo when rescaling.



Do not use the AIS logo on a busy background or a photograph.

For any queries regarding use of the AIS logo, please contact:

PR & Branding Officer

Tel: 02 6214 1362

Fax: 02 6214 1794

Email: branding@ausport.gov.au