



Australian Disability Enterprises

More than just good business

Corporate Branding Guidelines Addendum Use of the Logo on Business Cards

Use of the Logo on Business Cards

The Australian Disability Enterprises logo has been designed to be co-branded with your own logo for use on promotional material, including business cards.

Master Logo



When using the Master logo on a business card, it can be reduced to a minimum width of 30mm (see Activ example). Please note that this minimum size applies only to business cards. For all other use, the logo must be a minimum width of 40mm for readability.



Example 1: Activ business card with Master logo, actual size

Secondary Logo



The Secondary logo can be reduced to a minimum width of 37mm for use on business cards. Please note that this minimum size applies only to business cards. For all other use, the logo must be a minimum width of 55mm for readability.



Example 2: Activ business card with Secondary logo, actual size

Positioning

The logo (both master and secondary) can be positioned in a suitable area on the card, as long as it retains a sufficient exclusion zone, as outlined in '1.5 Logo non print area' on page 9 of the Corporate Branding Guidelines. It must always appear on a clean and light background, to maximise legibility of the text.

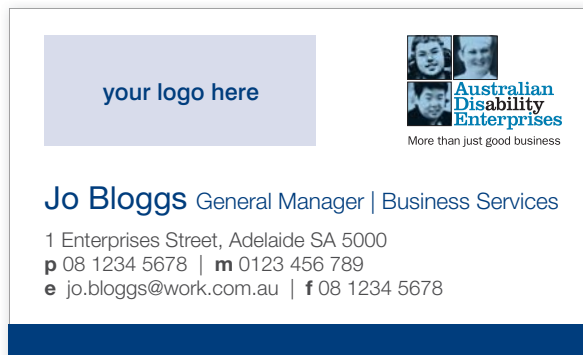
Use of the Logo on Business Cards – cont

Layout suggestions

Suggestions for co-branding your logo alongside the Australian Disability Enterprises logo on business cards, are shown below.

Note: The examples are shown at a reduced size for reference, and are provided as a guide only. Use of the logo is not limited to these suggestions, provided the minimum size and exclusion zone instructions are adhered to.

Single-sided business cards



Double-sided business card

