



FINANCIAL PLANNING
ASSOCIATION of AUSTRALIA

FINANCIAL
PLANNING
Week 2017
21-27 August
Live the Dream

FINANCIAL PLANNING WEEK LOGO GUIDE

You are welcome to use the Financial Planning Week logo on your website, email signature, newsletter and any collateral you create to celebrate Financial Planning Week (balloons, flyers, coffee cups, cupcakes).

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Please see usage guidelines below for single use and business co-branding:

How to use the Financial Planning Week logo

- The Financial Planning Week logo is available in several versions, including inverted (for use on black or very dark backgrounds), and also as a logo lock-up with the FPA logo.
- Care should be taken in choosing the correct version of the logo, taking into consideration legibility, the space available and background image and colour.
- For optimum legibility, the logo should always be positioned in plenty of clear space, with a generous exclusion zone surrounding the logo. All elements of the logo should be clearly visible, pay particular attention to the legibility of the orange text.
- When using the inverted version of the logo, please ensure that all of the text is legible. The reversed logo should only be used on dark colours, preferably black or very dark grey.

Formats

The logos are available in three different formats: EPS, JPG and PNG. Please ensure the correct format is used for print or screen.

Using the Financial Planning Week Logo in conjunction with your business logo

The below logo lock up example presents the Financial Planning Week logo in conjunction with your business logo.

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YOUR LOGO