

Keep Australia Beautiful Corporate Identity Guidelines at 22.11.10

The Organisation

Keep Australia Beautiful is active in all states and territories and nationally. The Keep Australia Beautiful network consists of independent state and territory offices coordinated by a national office. The purpose of Keep Australia Beautiful is to lead, challenge and inspire all Australians to strive for a sustainable and litter free environment.

The KAB Logo

Keep Australia Beautiful National Association (KABNA) owns the Keep Australia Beautiful logo (KAB logo) on behalf of the network. KABNA and the Member Offices must seek the approval of the KABNA Board for any proposed use of the KAB logo.

The Keep Australia Beautiful 'star' logo is Trademark No.1304123 til 15.6.19
The Clean Beach 'wave' logo is Trademark No. 1355475 til 9.4.20
<http://pericles.ipaustralia.gov.au>

The Member Logo

KABNA licenses the state and territory versions of the logo (Member logo) to the member offices. Members can use the Member logo across all marketing and program materials. They can choose to use the text 'member of the Keep Australia Beautiful National Association' alongside the Member logo. In the case of South Australia the primary logo is the KESAB logo and the secondary logo is the KAB SA Member logo.

Within each state and territory the member offices register their organisation name and program names as registered business names. See page 4 for agreed program names.

The combination of nationally trademarked logo and locally registered business name is sufficient to protect the KAB logo and Member logos and any program logo featuring a KAB logo and a program name. Program logos may also feature a principal sponsor logo.

All member offices can sublicense the Member logo to partners and sponsors. All Licensees and Sub Licensees must comply with these guidelines. Each member office is responsible for making sure the use of the Member logo by their partners and sponsors complies with these guidelines.

Each member office must maintain, and provide upon request, a full list of programs, sponsors, partner organisations that use the Member logo.

This corporate identity guideline provides specifications for reproductions of the KAB logo and Member logos and supporting graphics. The logo must be used in its entirety (*ie.* Symbol and type) and in correct proportion at all times. It cannot be stretched, distorted or coloured in any way. The logo must never appear on a background that affects the legibility of the logo.

Keep Australia Beautiful (KAB) Logo for use by KABNA

Green Background version preferred



White Background version available



Ribbon version for donations



State and Territory (Member) Logos for use by Member Offices

Green Background version preferred



White Background version available



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In the case of South Australia the primary logo is the KESAB logo and the secondary logo is the KAB SA Member logo.

In the case of Victoria the KAB Victoria logo is accompanied by references to Sustainability Victoria and includes a Victorian Government logo



KABNA and the Member Offices must seek the approval of the KABNA Board for any proposed use of the KAB logo.

Program logo format

The program logo format allows the organisation to promote itself, its programs and its principal sponsors in that order: see Australian Clean Beaches logo below. It also allows other messages: see KAB Week logo below. The program logo format is available to all member offices: see ACT below. Note Victorian logo below, which is an acknowledged exception.



This Clean Site logo from SA is provided for information. It is not yet in a program logo format for use in SA or VIC

Corporate Colours

GREEN: PANTONE 343, C100 M0 Y70 K60

GOLD: PANTONE 131, C0 M27 Y100 K9

Corporate Typeface

The typeface selected for corporate stationery items is Univers.

Exclusion Zone

The logo should not be placed on a similar colour background.

The logo on all four sides should be visible and an exclusion zone equal to the depth of the letter 'e' in the logo should be allowed between the logo and any other graphic element except in the case of program logos.

Minimum size reproduction

The corporate logo should never be reproduced smaller than 25mm in width.

Program Names, Business Names

Each Keep Australia Beautiful office is able to register its own name and the names of shared programs that operate in its jurisdiction:

-Keep Australia Beautiful (state or territory)

-Sustainable Communities Awards

-Tidy Towns Awards

-Sustainable Cities Awards

-Clean Beaches Awards

-National Litter Index

-Keep Australia Beautiful Week

-the awards are collectively known as the Sustainable Communities Awards consisting of the Tidy Towns, Sustainable Cities and Clean Beaches Awards

-the awards are individually known as the Tidy Towns Awards, Sustainable Cities Awards and Clean Beaches Awards. The slogan *Sustainable Communities* can be added after, not before, the individual program names.

Category Names, Sponsor Names

-KAB should promote the organisation, its programs and its sponsors in that order

-naming rights sponsorships are not encouraged

-category name should precede sponsor name

-a table should be used to clearly communicate category, winner (where appropriate) and sponsor in that order.

Contact

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