



## **Brand Guidelines**



\* Contact [neas@neas.org.au](mailto:neas@neas.org.au) if you need access to this brand.

## NEAS Brand Hierachy

Master Brand



Sub-brands

Sub-brands can be used individually ie. do not need to sit with the NEAS Master Brand.

Please follow all logo and palette guidelines.



## Updated Master Brand Logo Guidelines

### Logo & Device

No colour effects or non-guideline colours

No drop shadow

No 3D effects

Don't add any graphic elements.

No outlines

No additional shading effects

No logo distortions

Don't rotate the logo

No logo effects

The above applies to Master Brand as well as all Sub-brands.



## NEAS When to use badges

When using the brand badge, use for promotional purposes such as on promotional flyers and banners.

The NEAS endorsed centre badge can be used in conjunction with the NEAS Quality Endorsed Centre logo and other logos affiliated to your membership



NEAS Endorsement Sub-brand badges



Block Version



B+W Version

