

Brand mark

# Primary logo

The AFCA logo mark symbolises the coming together of three entities (the complainant, the financial firm, and AFCA) to arrive at a decision – marked by the dark blue dot.

The forward motion of the logo mark symbolises progress towards resolution – the ability for a complainant to move forward with their lives.

The colour palette conveys warmth, friendliness and positivity to position AFCA as an independent, efficient and fair financial complaint resolution service.

The AFCA brand mark should appear on all communications with thoughtful and consistent reproduction.



**The application of the AFCA brand mark is critical in maintaining high standards of visual representation. Inappropriate use will dilute the clarity and tone of the AFCA brand.**



Brand mark

Reversed version

# Reversed version

Where the AFCA brand mark appears on a dark coloured background (shown here) – it is represented in full colour reversed. The full colour reversed logo is not to be reproduced on any other colour background than that shown here.



# Greyscale & white versions

In one-colour or two-colour applications such as press advertising, corporate documents, faxes or photocopying, it will be necessary to use the greyscale or white version of the AFCA brand mark.

The greyscale brand mark must always be reproduced on either a white or light grey background. Only use the white brand mark on a dark background, and always ensure the colour contrast meets WCAG 2.0 AA accessibility standards. See page **20** for more information on accessibility.



# Minimum & recommended sizes

## Minimum size

Minimum size specifications are provided to ensure the AFCA brand mark is legible in all instances and sizes. Minimum size specifications are to be observed in all applications of the brand mark and must not appear smaller than the sizes indicated on this page. The minimum sizes are for general use across all print and online communications.



## Recommended size

Recommended sizes are provided as a guide to apply the AFCA brand mark to a printed A4 document or a website that is 1380 pixels in width. When applying to a smaller or larger document, scale the AFCA brand mark in proportion to the document size you are working with to achieve the desired level of legibility.



# Clear space

The AFCA brand mark is to be displayed in all applications with a minimum clear space to ensure the visual integrity and independence of the AFCA brand mark is maintained.

This space should be kept clear of all typography, graphic elements and other logos. The minimum clear space required is in direct proportion to the size at which the brand mark is being used.

**The minimum clear space is determined by calculating the height of the 'f' within the word 'afca'. Where possible a greater clear space is recommended.**



# Incorrect usage

The AFCA brand mark cannot be redrawn, typeset or altered in any other way, under any circumstances. The brand mark can only be reproduced as depicted within these guidelines. The examples here show various ways in which the AFCA brand mark might be incorrectly reproduced.



✘ Do not alter the colours of the brand mark.



✘ Do not reproduce the brand mark in another typeface.



✘ Do not stretch the brand mark horizontally or vertically.



✘ Do not separate the elements of the brand mark.



✘ Do not alter the size or relationship of the elements of the brand mark.



✘ Do not rearrange the elements of the brand mark.



To maintain brand integrity for AFCA, the brand mark must not be compromised in any way.



✘ Do not stack the brand name.



✘ Do not rotate the brand mark.



✘ Do not reproduce the full colour brand mark on a coloured background.



✘ Do not apply a drop shadow to the brand mark.



✘ Do not reproduce the brand mark with transparency.



✘ Do not reproduce the brand mark on image background.