



AUSTRALASIAN COLLEGE OF
SPORT AND EXERCISE PHYSICIANS

2024 SMA & ACSEP CONFERENCE

16-19 October 2024 | MCG

BRAND USAGE GUIDE

#SMAACSEP2024



LOGO USAGE

ACCEPTABLE LOGO USAGE

The provided logo files are to be used to maintain maximum consistency throughout our communications. The logo must maintain contrast to retain visibility. You must not in any way alter, recreate or adjust these files. Proportional scaling is the only acceptable use of these files.

In order to ensure that all logos are always legible, the recommended minimum size of the logo is 25mm wide. This applies to all variations and versions of the logo.

The SMA & ACSEP logos **MUST** be used together at all times, with no exceptions.



Minimum width 25mm

Find logos files [HERE](#).

LOGO EXCLUSION ZONE

The exclusion zone is based on the height of the shape featured above and is determined from the outer most edges of the logo. This is the minimum amount of surrounding space that should be allowed around the logo in order for it to "breathe".



INCORRECT VARIATIONS

Do Not

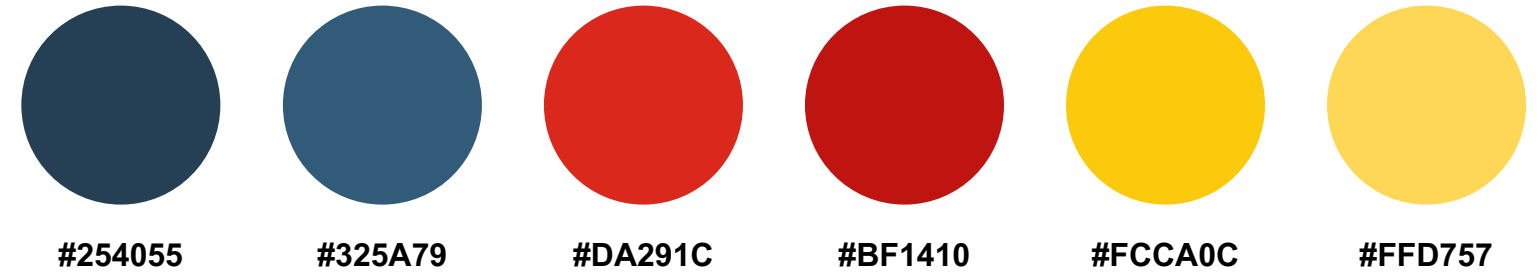
- Use logo on backgrounds which make it difficult to see.
- Scale logo disproportionately.
- Rotate or distort logo.
- Change logo colours or components.
- Cover the logo in any way.



CONFERENCE COLOURS

The 2024 SMA & ACSEP Conference colours will be reproduced over a number of mediums, so it's important that the colours match to keep all collateral consistent.

The foundation colours are catalina blue, red, yellow, black and white. Secondary colours are also used to add versatility to the brand palette. These colours need to be used with discretion as certain combinations, and overuse could result in an overpowering and aesthetically unpleasant result.



TYPOGRAPHY

The primary font families used are:

1. Prompt
2. Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

LARGE HEADINGS:
PROMPT BOLD

Headings: Prompt Regular
 Subheadings: Prompt Light
 Body: Roboto Light

#e84e4b	#da291c	#bf1410
#ffd757	#fcca0c	#eab91f
#325a79	#254055	#152d3f

<https://fonts.google.com/specimen/Prompt>
<https://fonts.google.com/specimen/Roboto>

CONFERENCE BADGE

The badge includes both SMA and ACSEP logos, conference title, date and location. The combination is advised to be used as much as possible. The colour or inverse version can be used.

