FLYING ARTS
ALLIANCE INC

Flying Arts Alliance Logo Use Guidelines

Size

- The minimum width of the Flying Arts logo on stationary and larger items is 40mm. In digital formats, the logo must be fully legible and all text elements must be easily readable.
- You must leave a suitable margin on all sides of the logo. Suggested margin is half the logo height.

Colour and Composition

- The Flying Arts logo is provided in red and white as defaults.
- Where these colours are not suitable or clash with other design elements, the logo may be changed to a single flat colour.
- Logo must have high contrast against background (e.g., a light coloured logo should not appear against a light background, and a dark coloured logo should not appear against a dark background).
- Logo must not be placed on complex backgrounds that obscure the logo or make it difficult to see. Where possible, logo is to be presented on a flat, single-colour background.
- Logo must not be used as a decorative or artistic element or as a watermark. It must not be overprinted with text or images.
- Do not tilt or stretch the logo, or alter the proportions of any individual element of the logo.
- Do not rearrange the individual elements of the logo. Use the logo exactly as provided.

If you have any questions regarding the application of these guidelines please direct your enquiry to the Flying Arts Alliance Marketing and Communications Lead at comms@flyingarts.org.au