

# Occupational Therapy Member logo colours, formats and clear space

The OTA member logo is used to identify and promote membership with Occupational Therapy Australia. The purpose of this Branding Guideline is to provide some basic rules around how to use the OTA member logo and colours when creating documents, websites, flyers, brochures, advertisements or signage.

The logo is a valuable asset and should be preserved via consistency and adherence to the guidelines outlined below which will ensure it can be easily applied in various formats.

## CMYK colour reproduction

The CMYK colour values are to be used for any print media which are not spot printed in Pantone inks.

## RGB colour reproduction

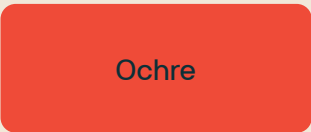
RGB colours are used on all electronic media, for example, websites and Powerpoint presentations where the identities will only be viewed on screen. RGB colour is also used in Microsoft Word documents.

## Hex colour reproduction

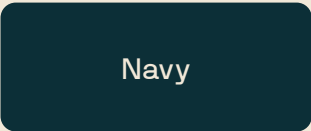
These colour codes are to be used in the development Cascading Style Sheets (CSS). Web pages use CSS style sheets to describe their presentation.

## Pantone and process colour reproduction

These colours should be used for signage or when printing require spot colours.



CMYK	0 86 83 0
RGB	240 76 58
Hex/HTML	179 C
Pantone	F04C3A



CMYK	93 64 58 57
RGB	0 48 56
Hex/HTML	5463 C
Pantone	003038

The Occupational Therapy Australia logo is to be used in whichever of these two colours is most suitable for all internal documents including stationery, email signatures, reports, brochures and advertisements.



Our logo needs clear space around it for a strong visual impact. The minimum clear space for all types of printed materials is indicated below. Other elements, such as text, pictures or other logotypes, may not appear within the clear space.



The Occupational Therapy Australia logo can be used in plain black or white if monotone colours or high contrast is needed.



To ensure legibility at all times, these are the recommended minimum sizes. The logos can be used in print and digital applications.



**Note:** When writing with text use the words “Occupational Therapy Australia Member”