

# GUIDELINES FOR USE OF THE ESA LOGO

Ratified by Executive 13 May 2011



## Design of the logo

The winding and unending thread of the ESA logo symbolises the unity and connectedness of everything on earth, and of ecosystems in particular. The logo was designed in 1971 (designer unknown).

## ESA Council

Any member of the ESA Council may use the ESA logo on any official documents or communications without prior approval. The logo should be used on all advertisements and publicity associated with official ESA business, and ESA sponsored events (e.g. the annual conference should display the ESA logo in addition to the conference logo). For reporting purposes, the ESA Executive should be informed of events and materials for which the logo is used.

## Members

ESA members other than councillors may use the ESA logo for an ESA sponsored event or publication, but must seek prior approval to do so from the ESA Executive.

## Others

From time to time it may be appropriate for external organisations to use the ESA logo for a particular specified purpose. In such case the entity must apply to the ESA Executive for permission prior to using the logo using the relevant form, available from the ESA website. When requesting approval, the following information should be provided:

- A short statement of identity (nature of organisation and its objectives);
- An explanation of how and where the logo will be used;
- Reason for requesting use of logo and (where relevant) benefit to ESA.

The end-use of the logo, e.g. workshop program, publication or document, should also be forwarded to the ESA for approval prior to the event taking place (where possible) or soon after publication. The ESA may also require that the logo be accompanied by a statement outlining the degree and nature of support provided by the ESA. This will be arranged by the Executive Officer where required.

## Format and file type

The ESA logo is available in both colour and black & white, and in a number of different electronic file formats:

- For professionally-printed documents use the **eps** format
- For desktop-printed documents use the **large jpeg**
- For emails and PowerPoint presentations use the **small jpeg**

The logo should be reproduced as provided and not modified in any way. The appropriate file/s is/are available on request from the Executive Officer at [ExecutiveOfficer@ecolsoc.org.au](mailto:ExecutiveOfficer@ecolsoc.org.au)