

VAADA Logo Use Policy

Use of the VAADA logo is tightly controlled. This protects the integrity of the logo and VAADA's reputation as the Victorian AOD peak body.

There are the limited circumstances under which third parties may use the VAADA logo. The VAADA logo must always be used as per the specifications within this document. Any use that falls outside of these specifications is strictly prohibited.

Third parties may use the logo with prior approval in the following limited circumstances:

- In advertising, marketing collateral, or a website that references your connection to VAADA. For example, where VAADA has a working relationship with you on a project, forum, conference, or other event.

Approval process:

The Executive Officer of VAADA must approve any use of the logo, prior to publishing or launch. A written request for approval of the logo must be sent to vaada@vaada.org.au, including artwork, associated copy, or social media post, and any other collateral where VAADA's logo will be used.

What artwork can be used?

The following:

Primary



Secondary



- Use the positive version on light or white backgrounds
- The VAADA symbol cannot be separated from the logotype where text is included
- The logo can be reversed to white on a black background where media production is black only
- Source artwork should only be obtained from VAADA. Do not copy from our website.

How should the logo be sized?

The logo should be sized appropriately for your artwork.

Are there any other requirements?

- The logo may not be displayed as a primary or prominent feature on any non-VAADA materials. Organisations using the logo pursuant to these guidelines must also display in the primary and position that is more prominent, their own logo(s), business name, product names, or other branding.
- The logo may not be imitated or used as a design feature in any manner.
- The logo may not be used in a manner that would disparage VAADA.
- Neither the logo nor the VAADA name may be used in any other company name, product name, service name, domain name, website title, publication title, or the like.
- Non-VAADA materials should not mimic any VAADA branding, or website design.
- The logo must be used as provided by VAADA with no changes, including but not limited to changes in the colour, proportion, or design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.
- VAADA reserves the right to request the following disclaimer accompany the logo , either as a hover over box, or as an embedded link:

“Any views expressed by this organisation or its staff are those of the organisation. The use of the VAADA logo is not an endorsement of the organisation. Except as required by law, VAADA does not represent, warrant and/or guarantee the integrity of this communication. It is the responsibility of the individual to make their best endeavours to inform themselves about programs and services offered, rather than considering VAADA’s logo as support of any communication, website or program run by this organisation.”

VAADA reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in VAADA's sole judgment, does not comply with these guidelines, or might otherwise impair VAADA's rights. VAADA further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.