Use of Supply Nation verification brands

An organisation is only entitled to use the appropriate verification brands as per the terms and conditions published on the website. The brandmarks to which they are entitled will be available for download within the Supply Nation website portal.

All external stakeholders using any Supply Nation brandmarks are responsible for understanding and applying the contents of this guide and the relevant terms and conditions of use.

This brandmark may only be used by current Aboriginal and Torres Strait Islander businesses listed on Indigenous Business Direct who are not Certified Suppliers

This brandmark may only be used by current Supply Nation Certified Suppliers

This brandmark may only be used by current paid corporate, government or not-for-profit members of Supply Nation

White version also provided

Verification brands

Supply Nation verification branding is a way for businesses to show their level of membership, certification or registration. Below each verification brand is shown along with their specifications.

Supply Nation verification brands

Member

Membership logo for Supply Nation corporate, government or not-for-profit members.

Certified

Supplier logos signify the level of verification reached / Certified is 51% or more Indigenous owned, managed and controlled.

Registered

Supplier logos signify the level of verification reached / Registered is 50% or more Indigenous owned.

Colours

Colour break down for print and web.

Member	Certified	Registered	Black	White

Print
PMS 7459 C
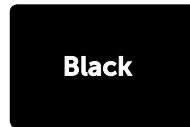CMYK 73, 27, 21, 0

Screen
RGB 56, 150, 180
HEX #3896B4

Print
PMS 206 C
CMYK 10, 100, 78, 2

Screen
RGB 214, 0, 55
HEX #D60037

Print
PMS 151 C
CMYK 0, 60, 100, 0

Screen
RGB 253, 130, 4
HEX #FD8204

Print
PMS Black C
CMYK 60, 40, 40, 100

Screen
RGB 0, 0, 5
HEX #000005

Print
PMS White
CMYK 0, 0, 0, 0

Screen
RGB 255, 255, 255
HEX #FFFFFF

Clear space and minimum size

Clear space

A minimum clearspace has been defined when scaling and positioning all Supply Nation verification brands. The 'X' height is equal to 20% of the logo width, around all sides.
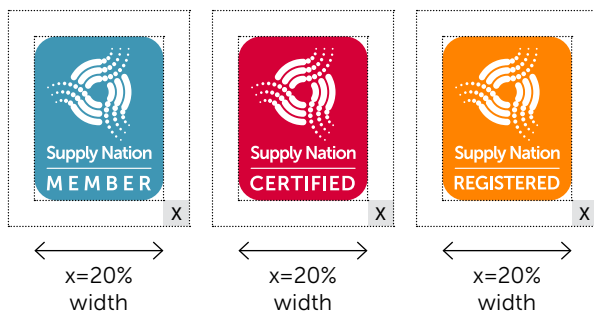
Minimum size

The minimum size for all Supply Nation verification brands should be no smaller than 12mm wide.

x=20% width

x=20% width

x=20% width

12mm

12mm

12mm

How can the Supply Nation verification brands be used?

The Supply Nation verification brands are the only brands stakeholders have permission to use. Unless specific authority is provided by Supply Nation, the main Supply Nation brandmark **may not** be used.

As per the Terms and Conditions, we encourage you to use the appropriate brand to promote your association with Supply Nation, supplier diversity and to indicate your business status.

The brands can be used on:

- Marketing materials (including brochure-wear, and collateral such as pull up banners)
- Advertising
- Stationery (including business cards, letterheads etc.)
- Digital marketing (including email signatures, websites, social media profiles)
- On-site signage
- Product branding
- Business development material including tenders, proposals, quotes, pitch books, presentations and invoices
- Official corporate communications including annual reports and press releases

Colours

Full colour

The brands must be used in the original colour as the colour is associated with the verification and allows easy identification.

Monochrome or reversed out

The brands can be used in monochrome or reversed out only on plain backgrounds (not over photographs).

Backgrounds

The brands must be used on plain coloured backgrounds with the appropriate clear space around them. They must not be used on a photographic background.

Association with your business name

Think of the verification brand as a description of your business. As such, the brand should only be used in association with your business name and / or logo and both should be visible together.

Example usage

Dear Ms Smith

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading.

Many companies and individuals prefer to create a letterhead template in a word processor or other software application. This generally includes the same information as pre-printed stationery but without the additional costs involved. Letterhead can then be printed on stationery (or plain paper) as needed on a local output device or sent electronically.

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

Regards,

January Rose
Creative Director

WWW.CREATIVEENGINEERING.COM 32 PALMER ROAD, SMITHTOWN

IAM

JENNIFER ROBINSON
Managing Director

(02) 8922 0000
jennifer@iamabusiness.com.au
iamabusiness.com.au

How not to use:

Logos are too far apart or not associated with the company name or logo.

JENNIFER ROBINSON
Managing Director

(02) 8922 0000
jennifer@iamabusiness.com.au
iamabusiness.com.au

Incorrect use of the logo

The verification logo digital artwork must be used from Supply Nation to ensure consistent brand recognition and integrity. Do not attempt to remake the logo and make sure the correct logo is used for the application. The below examples apply to all Supply Nation logo variations and sub brands.

DO NOT stretch or modify the proportions of the logo.

DO NOT rotate the logo.

DO NOT crop the logo.

DO NOT change the colour of the logo.

DO NOT delete or change elements of the logo.

DO NOT apply special effects to the logo such as drop shadows.

DO NOT apply strokes or outlines to the logo.

DO NOT place the logo over dark imagery

DO NOT place the logo over a busy or patterned back ground image ensure there is visual clear space for placement.