



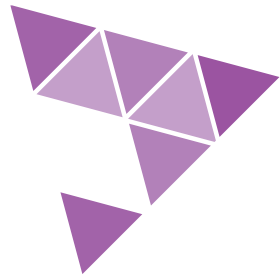
Government of
South Australia



ACCREDITATION
AUTHORITY

LOGO USAGE GUIDELINES

for Accredited Professionals under the
Accredited Professionals Scheme



ACCREDITED PROFESSIONAL

Planning, Development and Infrastructure Act 2016

USAGE

Use of the Accredited Professionals brand identity is permitted by Accredited Professionals who hold active accreditation under the Scheme.

Under Regulation 31 of the *Planning, Development and Infrastructure (Accredited Professionals) Regulations 2019* a person must not purportedly act as an accredited professional unless the person holds an accreditation under these regulations. Maximum penalty: \$10 000.

It is therefore important that Accredited Professionals ensure they are only using the brand identity whilst their accreditation remains active under the scheme.

BRAND IDENTITY

COLOUR

JPG, PNG, EPS



ACCREDITED
PROFESSIONAL

Planning, Development and Infrastructure Act 2016

MONO

JPG, PNG, EPS



ACCREDITED
PROFESSIONAL

Planning, Development and Infrastructure Act 2016

WHITE

PNG, EPS

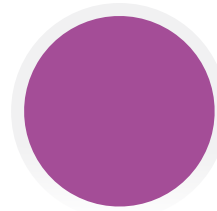


ACCREDITED
PROFESSIONAL

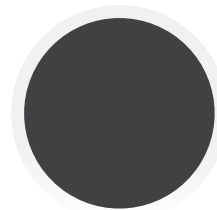
Planning, Development and Infrastructure Act 2016

COLOURS

C:39 M:84 Y:4 K:0
R:162 G:76 B:151
HEX: #A34D96



C:74 M:6 Y:30 K:0
R:18 G:176 B:196
HEX: #13B1B8



USAGE

SCALE/MINIMUM LOGO SIZE

The brand identity may be scaled proportionately in size as required providing the wording is still legible.

Minimum print size
Width - 35mm

Minimum web size
Width - 200px

USE OF BRAND IDENTITY ON STATIONERY

The brand identity should be positioned at the bottom of business cards, letterheads and related materials.

USE OF BRAND IDENTITY ON ELECTRONIC MATERIALS

The brand identity can be used on personal email signatures, websites and social media provided they are clearly linked to the individual Accredited Professional.

FURTHER ADVICE

For more information about the Accredited Professionals Scheme please visit: https://plan.sa.gov.au/our_planning_system/schemes/accredited_professionals_scheme

The Accredited Professionals Scheme brand identity supporting materials are available via the above link or by emailing DIT.APSQueries@sa.gov.au or calling 1800 752 664 and selecting option 2.