



Style Guide

External Use

EMF acknowledges the support and funding of Queensland Government through Queensland Health

Overview

The Emergency Medicine Foundation (EMF) logo is our organisation's most important graphic device. It is strongly associated with our brand and delivers a strong message about who EMF is and our commitment to emergency medicine research. The typography (wording) in the logo also represents our official trading name.

Whenever the EMF logo is used for printed materials, including resources and media advertising, the usage of the logo and brand must comply with the style guide and policy outlined in this document.

Permission

The EMF logo may not be used without permission from EMF in writing and adherence to this style guide. Where the EMF logo is used on materials produced by external organisations, the use of the logo must be reviewed and approved by the EMF Marketing & Communications team prior to printing or publishing.

Logo Usage

EMF can provide you with the correct logo for the purpose it is being used for and can work with any external designers.

The logo appears in three versions: full colour, monotone and reversed. If being reversed out of a dark colour the descriptor line is to appear in white.

Full Colour

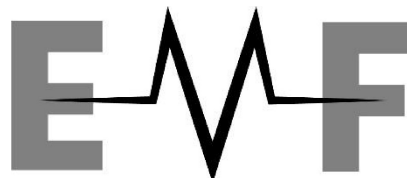
The primary full colour logo is to be used in its full and correct format on all marketing and related collateral.



Emergency Medicine Foundation

Monotone

The monotone (black and white) logo is for use in monotone display advertisements and faxes.



Emergency Medicine Foundation

Full Colour Reverse



Emergency Medicine Foundation

Reverse monotone



Emergency Medicine Foundation

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The EMF logo may vary in size, but must always be reproduced in appropriate proportions to the context in which it is being used.

- ∞ Typography must be legible when reproduced
- ∞ Minimum logo size is 30 mm in width.
- ∞ Preferred size for A4 documents is 25 mm in height.
- ∞ Logo exclusion zone should be at least 10 mm from other elements (including page borders).
- ∞ No copy, image or line should ever touch the EMF logo.

Co-branding

EMF may enter partnerships with other organisations, resulting in EMF's logo being presented alongside other organisations logos.

When marketing materials are produced and a partnership exists, both logos must be the same size and proportion. Where possible separate logos with a vertical line (20% Black, 2pt, height same as logos), with equal distance on both sides. The logo lockup must always be positioned in the bottom right-hand corner.

EMF Colours

EMF's logo must always be reproduced using the correct colours as outlined below. No colours can be substituted and tints or shades are not permitted.

Colour Name	Hex #	RGB	CMYK
Green	62BB46	098 187 070	065 000 100 000
Red	D2232A	210 035 042	015 100 100 000
Grey	888A8C	112 112 112	000 000 000 068

Logo Misuse

In **no situation** should:

- ∞ the logo be used in a way that is contrary to the policy or intention of the policy
- ∞ the logo be used by a third party without following the style guide and policy
- ∞ a low quality version of the logo be used (e.g. downloaded from the website)
- ∞ the logo be manipulated, stretched, recreated or changed in any way
- ∞ if prior approval has not been granted.

Further Information

For further information or assistance please contact a member of the EMF team:

A 1b/19 Lang Parade, Milton QLD 4064

P +61 7 3720 5700

E grants@emfoundation.org.au

W emergencyfoundation.org.au

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@emfresearch



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