

## Use of AIH Seal & Logo 2023

### Use of AIH Seal

The official Seal of the Institute shall be used only on official documents by the National Office eg certificates or membership, fellowship & registered horticulturists & for the corporate seal & is managed by the AIH Executive.

### Use of AIH Logo

- 1) The approved stylised form of the official logo may be used by:
  - a) **AIH Office Use only**
    - i) As appropriate, on other documents eg financial reports, minutes, letterhead, conference brochures & posters, etc.
  - b) **Members - On correspondence and marketing materials:**
    - i) Individuals who are current financial members (but excluding student, graduate members and Friends of Horticulture).
    - ii) Text to state Member type, Corporate Member
    - iii) The entire graphic combination must be clearly subordinate to the name of the individual or trading entity;
    - iv) Logo must have the word eg Member, Fellow, Corporate Member
  - c) **RH Logo** – each logo is specific to the member and numbered and not transferrable.
  - d) **Sponsors and Partners** –
    - i) For use on all forms of correspondence or material by a non-member, the Executive or its representative, for each application, must approve all use.
    - ii) The logo shall be accompanied by the required text as per 1.b.ii

### Guidelines

- 2) **Use subject to the following guidelines:**
  - a) The design is not to be changed, stylised, or combined in any way
  - b) Logo to have text, in font as provided, immediately beneath it
    - i) in font size no smaller than 6 point &
    - ii) no larger than 12 point
  - c) On letterhead the logo is
    - i) to be no less than 15 mm &
    - ii) no greater than 50 mm,
  - d) On email signature block and websites the logo is to be
    - i) no less than 8 mm &
    - ii) no greater than 15mm
  - e) On business cards the logo is to be
    - i) no less than 8mm &
    - ii) no greater than 15mm
  - f) Logo is always to be accompanied by the approved text.
  - g) The logo and text is to be reproduced in the colour as presented in point 4.
- 3) **Waiver of size restrictions** subject to application to & approval by the AIH Executive
  - a) The size restrictions as noted in this policy may be waived for project
  - b) Billboards, vehicles, Facebook, Instagram, LinkedIn, Twitter, other electronic communications or other purposes.
- 4) AIH will maintain a register of all members and non-members with approval of use.
- 5) Use of the logo in all its forms must be removed from all forms of marketing & correspondence upon cessation of membership or removal of approval by AIH.

### Files & Formats

- 6) **AIH Files** –  
An electronic file image is available in a number of formats, may be provided by the AIH Office.
  - a) Logo Landscape with motto; PREFERRED VERSION
  - b) Logo Landscape;
  - c) For Office Use only
    - i) Logo only - representing the wattle twig with no nominals or words are not to be used where the immediate wording of the material does not clearly refer to the AIH.
    - ii) Motto only - for use as required & appropriate '*Promoting Horticulture – the profession of the 21<sup>st</sup> century.*

### Font & Colours

- 7) **Formats** - All logos available in the following formats;
  - a) Adobe .eps; Adobe Illustrator file .ai; Adobe .pdf; Photoshop .pds; various sizes of .jpeg
- 8) **AIH Logos – Information to be provided to graphic artists and printer engaged by user.**
  - a) **Font:**
    - i) Logo – Text Georgia
    - ii) Motto – Text Georgia Italics
  - b) **Leaves: green as CMYK 64, 23, 100, 45;**  
**Flowers: yellow tones of flowers – outer ring CMYK 0,45, 85,10 & inner fill CMYK 0, 27, 58, 5**  
**Motto - 'red' italics - 33.33, 93.73, 91.37, 25.49**
  - c) Individual numbered RH logos are provided upon accreditation –
    - i) Colours for RH are distinct from the AIH logo.