

## 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.



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

**Screen**  
RGB 56, 150, 180  
HEX #3896B4



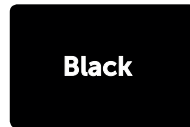
**Print**  
PMS 206 C  
CMYK 10, 100, 78, 2

**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



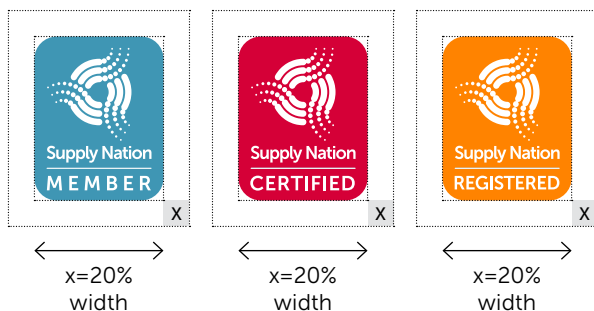
**Print**  
PMS White  
CMYK 0, 0, 0, 0

**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.



# 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



# How not to use:

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



# 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 background image ensure there is visual clear space for placement.

