

USE OF THE BARBERSHOP HARMONY AUSTRALIA (BHA) LOGO



OVERVIEW

To provide advice on the BHA logo and branding, including when it should be used and the approval of the use.

USE OF THE LOGO

All publications and written communications from members of the BHA to external recipients – including print and electronic (other than the body or signature block of emails) – require the BHA logo and branding to be included.

BHA members are encouraged to use the BHA logo on their websites, brochures, packaging, and elsewhere, with permission. You may not use the logo or its likeness as a company logo or for any other commercial purpose without permission from the BHA National Council.

Members may use the logo in their materials, once approved, as long as they comply with these **usage guidelines**. The BHA National Council is responsible for defending against any damaging or confusing uses. In general, we want the logo to be used as widely as possible to promote BHA and the Australian barbershop community. Derivative versions of the BHA logo are generally prohibited, as they will dilute BHA's brand identity. However, please contact the BHA VP Marketing via email if you have any questions, at marketing@barbershop.org.au.

USAGE GUIDELINES

The BHA logo has two elements - a device, and a wordmark. These elements must be used together, and may not be separated or altered.



There are two versions of the logo, one on a white background and one on a dark background, which are shown below.



The logo must always be displayed at a size large enough to read both the device and the wordmark. This will vary based on the resolution of the medium it is being used in - but as a general rule the logo should be no smaller than 2 cm in height. NEVER stretch the logo out of its current width/height ratio.

The logo colours may not be altered. Do not use any other colours in presenting the logo or alter these colour selections in any way - such as incorporating a tint, a fade or other devices. The colours to be used are (Blue) Pantone 299C and (Red) Pantone 185C.

The logo can be used on a black, white or solid-colour background. The white background is the preferred choice. When used on a coloured background, it must be used in a colour choice that provides proper contrast.

At all times, use of the logo device in its normal horizontal orientation is required. However, you are permitted to use the logo device "rotated" up to 15 clockwise or counter-clockwise degrees, with approval.

PROCEDURE FOR GAINING APPROVAL FOR USE OF THE LOGO

1. BHA member enquires about the use of the BHA logo and branding

Member emails the VP Marketing at marketing@barbershop.org.au with information about the planned use of the logo related to any external publication - print or electronic.

Use of the BHA logo and branding, creation, and production of any online or print publication should be done in consultation with the VP Marketing.

Note: enquiries about the use of the BHA logo on forms, stationery, letterheads, and business cards should also be directed to the VP Marketing.

2. Assessment of suitability for publication to adopt BHA logo and branding.

The VP Marketing will confirm whether or not the BHA logo and branding should be included in the publication or communication, and will liaise with the requesting member accordingly.

3. Approval of use of BHA logo and banner.

The VP Marketing will work with the requesting member and chorus to ensure that the publication is professionally complete and will insert the BHA logo and branding into a document.

Members should consider the following prior to, and during, the preparation of a publication.

- What is the publication for? Really think about the purpose of the publication.
- Is there already a publication of that kind available to the public?
- Who is it for?
- What does the reader need to know?
- Who is the reader, and how can the publication best communicate with them?
- Consider the most appropriate words and language for the reader.
- What is the best format?

YOUR VP MARKETING CAN HELP!

Contact your VP Marketing via email at marketing@barbershop.org.au with information about your planned publication. The VP Marketing can you with advice on the following:

- Key messages.
- Target audience.
- Key stakeholders, internal and external.
- Connection or relevance to any other publications, previous or existing.
- Integration within a wider communications strategy (if applicable).
- Best format for audience and stakeholders.
- Design options and application of BHA branding.
- Use of images and graphics.
- Distribution methods.
- Launch or promotion (if applicable), perhaps as part of a wider communications strategy.

NEED MORE INFORMATION?

Email marketing@barbershop.org.au.