

As a member of Physio First, while your membership remains current and valid, you are entitled to display the special member logo on your stationery, website, marketing, advertising and clinic signage.

There are three variations of the member logo; colour, white (reversed-out) and black (mono). The preference is to use the full colour logo on a white background where possible. On other coloured/darker backgrounds, the white logo may be used. The mono-black logo should only be used for single colour print and internal documents such as photocopies, fax, NCR pads etc.

The logos are available in various file formats, for professional print (vector .ai, .eps) and online/office use (bitmap .jpg, .png).



COLOUR LOGO (PREFERRED)



WHITE (REVERSED-OUT)



BLACK (SINGLE COLOUR)

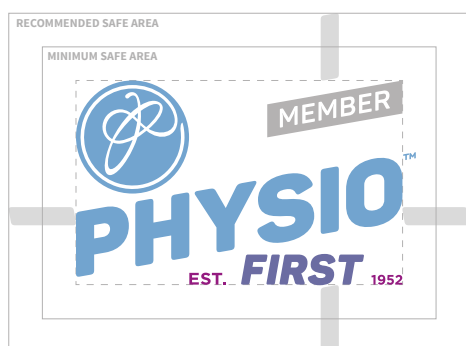
Logo rules

It's really important that the Physio First branding is used consistently. Always use the official logo files, never change the colours or proportions and never break the logo apart into separate elements – the whole logo should always appear in full as shown.



Logo safe areas

The member logo is surrounded by an exclusion zone; a safe area which should be kept clear. The recommended safe zone around the logo is equal to the height of the letter 'l' in 'PHYSIO'. The minimum safe zone is equal to half the height of the letter 'l' (see below for examples).



Co-branding

When Physio First is shown alongside other associations (eg. on your website), the preferred file to use is the full colour member logo on a white background. Always ensure that the word 'Member' is still legible. The minimum recommended size is 32mm or 200px width.

