



MEMBER USE OF ALA BRANDING POLICY & GUIDELINES JULY 2014

Adult Learning Australia (ALA) grants members the right to use ALA branding under the conditions outlined in the ALA approved policy and at the discretion of the ALA Board. The policy also defines a Code of Conduct and Style Guide

Policy

1. Authority - Organisation Members of ALA, who comply with this policy for display of ALA branding, are able to:
 - i. Use the supplied ALA logo on their websites and/or online media platforms.
 - ii. Physically display ALA member branded materials, as supplied by ALA, in their business premises.Use is only valid for the period of paid membership.
2. Acknowledgement – Use of ALA branding assumes that the user agrees with the principles in this Policy.
3. Ownership - ALA has full ownership (and all rights) of the ALA logo. By using the ALA logo, organisations agree that it will be used lawfully and indemnify ALA of any legal matters that arise out of its use.
4. Version Control – Organisations can only use the ALA logo as supplied by ALA and in accordance with the published Style Guide. Users agree to use the most up to date version supplied by ALA and to remove older versions. Users cannot make changes to the ALA logo, or grant permission for others to use it.
5. Legal Requirements – Organisations should use the ALA logo in compliance with their legal and contractual obligations around ethical marketing. There should be no explicit or implied statement that ALA is responsible for or assures any of the user’s business activities.
6. Infringement – Organisations who display ALA branding have an obligation to support its integrity by agreeing to notify ALA of any potential or actual infringement of the use of the ALA logo.
7. Termination of use/this agreement – Permission to display ALA branding can be withdrawn at the discretion of the ALA Board. Organisations agree to notify ALA when the branding is removed.
8. Exclusion – Permission to display the ALA member logo is NOT granted to Individual members. Individual members are permitted to use the words ... “is a member of Adult Learning Australia” ...subject to the conditions outlined in this policy.

Code of Conduct

Organisations displaying ALA branding agree to adhere to the following Code of Conduct:

1. Ensure the highest possible standards in the planning and delivery of courses and learning programs.
2. Ensure that teachers or facilitators have skills and qualifications appropriate to the task, and are offered ongoing professional development and support to maintain those skills.
3. Maintain a learning environment that allows adults to enjoy learning, and achieve their learning goals.
4. Use methods and materials appropriate to the requirements of the courses or learning programs on offer.
5. Maintain systems, processes and behaviours that respect the autonomy and dignity of adult learners.

Style Guide: Guidelines for the display of ALA branding

Organisations displaying ALA branding agree to adhere to the following style guide:

- The logo must appear in one of the two formats below, depending on orientation requirements.



- The logo is of a minimum height of 20mm to ensure legibility
- The logo is of a minimum resolution of 72 dpi
- The colours are not to be reversed or changed.
- The words “Adult Learning Australia” and “Proud member of” can’t be written or reproduced in a different font.
- The logo is not stretched horizontally or vertically so as to distort
- The logo is not rotated, skewed or cropped

The logo is available in JPEG, EPS and PNG format on the member portal of the ALA website or from the ALA office. info@ala.asn.au