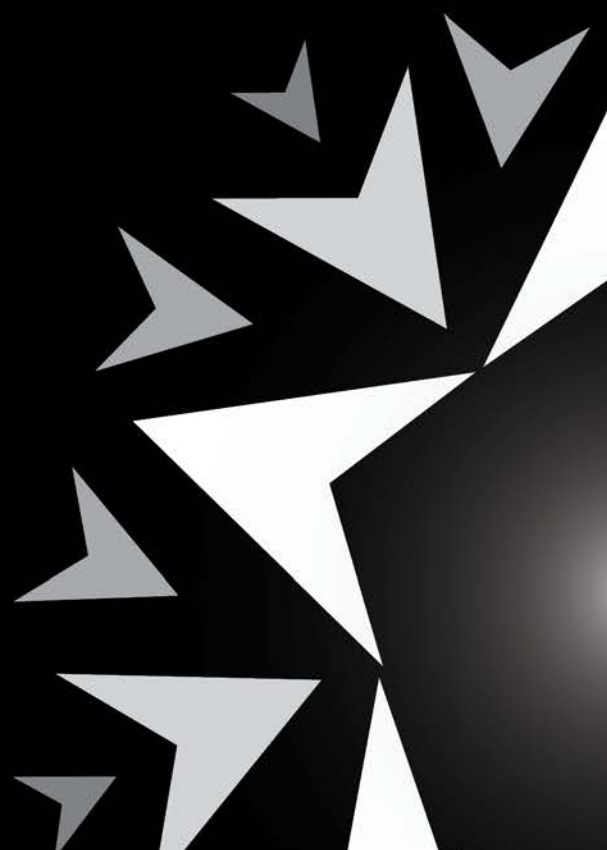




PROACTIVE
ACCOUNTANTS
NETWORK

MEMBER MARKETING PACK



Your Marketing Pack

As a Proactive Accountants Network Member you are now entitled to promote yourself with a new level of recognition through various channels, by displaying your exclusive Member Identity (logo and description).

Some of these channels may include your website, business signage, press advertisements, business cards, stationery, banners, online and directory advertisements, etc. Using your brand identity positions you as a leader in the accounting profession.

LOGO VARIATIONS

1. **Black version.** This is the primary or hero logo. It is the preferred version for anywhere you choose to use it. It must be placed against a white/grey or light colour background.



2. **White version.** This is the secondary logo and can only be used when required against a black or dark colour background, or at your preference if it is more suitable to your brand.



FILE FORMATS

.GIF - optimised general or web use, ie. small logo on documents or websites.

.EPS - for high-quality print production, ie. enlarging or applying to business cards or stationery

LOGO HYPERLINKING

When your logo is displayed electronically we suggest you hyperlink it to a page with information outlining what membership means for your clients. If you wish to link to the PAN website, we suggest the [Why page](#). Otherwise, we advise you create a page on your website which the logo links back to and have put together a sample description (attached), feel free to change it or use what you feel comfortable with.

RULES AND REQUIREMENTS

Correct usage of your new logo is crucial. Displaying the logo across your business and promotional materials is a representation of the Proactive Accountants Network brand and recognises your contribution to the community. It is therefore important to maintain the integrity of your Proactive Accountants Network Accredited Member status and badge.

By using this identity you adhere to the following rules and requirements:

1. Do not alter or reproduce the logo incorrectly and without permission.
2. Do not stretch, distort, skew or rotate the logo. If you need to resize the logo for a document (and it is not possible to get the logo resized by a qualified designer), you can hold Shift and drag from a corner to maintain proportions. This will not reduce file size, but will resize the image proportionately.
3. Do not replace any of the text, fonts or colours within the logo.
4. Do not place the logo against backgrounds that will clash and/or reduce its clarity.
5. A clear space of 10mm must be around the perimeter of the logo. No other logos, images, words, borders or other design elements can encroach this space.
6. The logo must be a minimum of 10mm in height.
7. We advise that you get prior approval before printing or displaying the logo to ensure correct usage and best possible display.

If you require additional file formats, more clarity on the use of your logo or have any further questions please reach out to your Member Relationship Manager or phone our office on 07 3607 6600 so that we may assist you.

DOWNLOADING THE LOGOS

The logos can be downloaded from the Marketing channel in the Learning Centre or alternatively from:
<http://proactiveaccountants.net/marketingpack>



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ACCOUNTANTS
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D +61 7 3607 6600 **F** +61 7 3852 6642

P PO BOX 1339, FORTITUDE VALLEY, QLD 4006

A 11/65 JAMES STREET, FORTITUDE VALLEY, QLD 4006

E INFO@PROACTIVEACCOUNTANTS.NET

T @ProactiveActNet

PROACTIVEACCOUNTANTS.NET