



Australian Government

Australian Financial Security Authority

'POWERED BY PPSR' BRAND USE GUIDELINES

A guide for B2G users to access the 'Powered by PPSR' brand, to support consumer confidence and to promote use of the PPSR.



PPSR

Personal Property
Securities Register

ppsr.gov.au

Logo representation



Icon graphic must centre-align visually with the 'P' in PPSR

A clearspace must be maintained around the logo. Ideally as much white space should be created around the logo to give emphasis and prominence. Absolute minimum space should be 'X' around all sides.

'X' = height of the tick.

MINIMUM WIDTH: 20mm for print materials and 60 pixels on digital products.

Cobranding

This logo is not to be cobranding with your logo.

A clearance of 100mm for print materials and 500 pixels on digital products is to be maintained from other logos.

The logo is not to be placed on the header of digital products.



Trade mark notice

The following trade mark notice must appear on each item on which you use the logo (including each page on your website, and each hard copy document):

'The "PPSR Logo" is the trade mark of Australian Financial Security Authority (Commonwealth of Australia) and the "Powered by PPSR" brand is used under licence. The "Powered by PPSR" logo is not an endorsement of any service provided.'

When located on a page of a website, the term "Powered by PPSR" must be a hyperlink to ppsr.gov.au/poweredbypsr.

Colours

	PROCESS (CMYK) c33 m23 y35 k63		PROCESS (CMYK) c100 mg y29 k47
	PANTONE (PMS) Pantone 417 CP		PANTONE (PMS) Pantone 3155 CP
	DIGITAL (RGB) r101 g102 b92		DIGITAL (RGB) r0 g98 b114
	DIGITAL (HEX) #65665C		DIGITAL (HEX) #006272

Proper logo usage

Do NOT change the logo in any way, including to rotate, distort or centre it. Do NOT distort or change the orientation or layout of the logo, modify fonts or colours, add effects (i.e. drop shadow) beyond what is indicated in this guide. Do NOT use the logo as part of a sentence - use text and place the logo on the page elsewhere. Do not remove the words 'powered by'.



CORRECT



DO NOT ROTATE



DO NOT DISTORT



DO NOT MISALIGN



DO NOT CHANGE
THE FONT



DO NOT CHANGE
THE LAYOUT



DO NOT CHANGE
THE SHAPE



DO NOT ADD
EFFECTS



DO NOT CHANGE
THE COLOUR



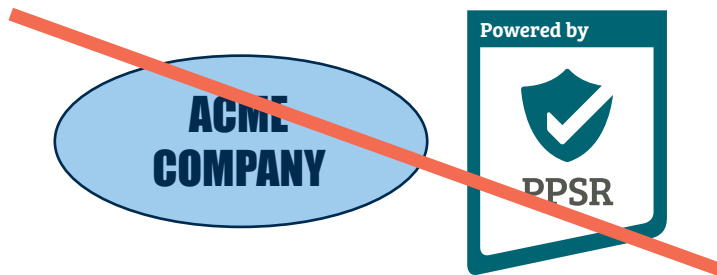
DO NOT REMOVE
'POWERED BY'

Proper logo usage

Do NOT use the logo in conjunction with the AFSA logo. Do NOT cobrand the logo with your logo. Do NOT place the logo on the header of digital products.



DO NOT USE WITH THE AUSTRALIAN FINANCIAL SECURITY AUTHORITY LOGO



DO NOT COBRAND WITH YOUR LOGO



DO NOT PLACE THE LOGO ON THE HEADER OF DIGITAL PRODUCTS

For more information visit
ppsr.gov.au