

The Direct Debit Logo

STYLE GUIDE



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Australian Payments Clearing Association Limited
ABN 12 055 136 519

Introduction

The purpose of this pamphlet is to provide design guidelines for the use of the Direct Debit logo. These guidelines may assist in promoting a unified Direct Debit image.

The Direct Debit logo has been developed to increase recognition of Direct Debit as a method of payment.

The Direct Debit logo may be included in all Direct Debit forms. It may also be featured in educational or marketing material related to Direct Debit.

The following pages offer you a straightforward set of guidelines that should be followed when using the logo.

Typestyle & Colour

There is only one acceptable logo style as shown below. Please do not use the logo or logotype separately.

The type should not be changed to upper and lowercase. Attempts to match the wording through typesetting are not acceptable.

Please use an accredited electronic version of the logo. This is obtainable from APCA directly or is downloadable from [APCA's website](#).

The logo should be printed as 100% strength of black. As such, tinting of all or part of the logo should be avoided.

In the case where printing black is not an option, the logo can appear in 100% strength of another colour, as long as it can be easily seen.



Logo Use

To be effective the logo must have a degree of prominence and visibility that will maximise its impact. Therefore, an area around the logo and lettering should be left free of other material.

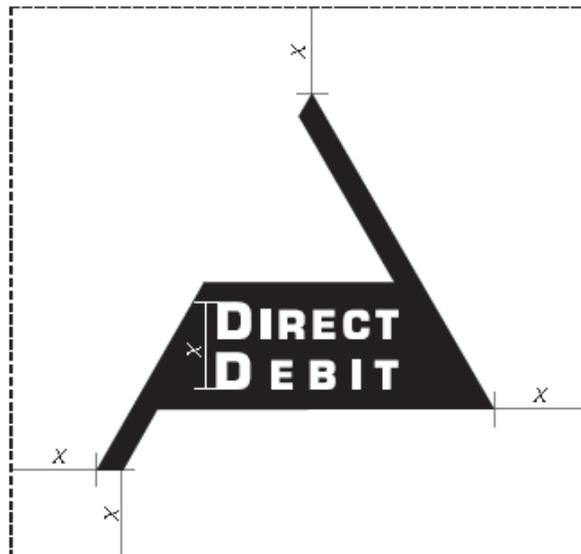
The proportions and position of the type and logo should be as shown opposite.

The free area around the logo should be at the very minimum the height of the two Capital "D's" in the logo (x), all around, as shown.

There is no specific minimum size for the logo, however it must remain legible.

The logo may appear on a background colour or tint, providing it remains prominent. The logo should not be reversed out of a background image or colour.

When using the logo as a design element, it may be shown bleeding off the page or in truncated form, as long as the full logo appears somewhere on your design.



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