

Your Ageing Australia member logo

Ageing Australia has developed a member logo for members to demonstrate your commitment to supporting and improving the lives of older Australians in our community.

Ageing Australia members are encouraged to promote their relationship with Ageing Australia by proudly displaying this member logo on your websites, print materials, email signatures or on social media. The following guidelines support the use of this Ageing Australia member logo:

1. The use of the Ageing Australia member logo is a sign to colleagues and clients that Ageing Australia members maintain their industry relevance and seek continuous improvement in their business and skills.
2. Ageing Australia member logos should not be used to imply accreditation or Ageing Australia endorsement.
3. Ageing Australia members must not promote their products or services as being related to Ageing Australia's products and services. In doubt, please email brand@Ageing Australia.asn.au for prior approval.
4. Ageing Australia member logos are only to be used by current financial Ageing Australia members.
5. If an individual/company fails to renew their membership they must immediately remove the Ageing Australia member logo from their website and stationery etc.



Logo minimum size: 30mm wide

Logo usage

To protect the value of the Ageing Australia member logo, it is important to use the Ageing Australia member logo as it is presented in these guidelines without modification and in compliance with the following:

1. Allow space around logo (half block at 100%).
2. Do not change the orientation of the logo.
3. Do not add embellishments like drop shadows, embossings, glows etc to the logo.
4. Do not recolour the logo.
5. Do not distort logo.
6. Do not use the logo on backgrounds that are too cluttered.



AA Deep Earth
C:62 M:70 Y:73 K:83
R:28 G:11 B:1
#1c0b01



AA Teal
C:97 M:30 Y:60 K:12
R:5 G:118 B:111
#05766f



AA Burnt Orange
C:0 M:93 Y:100 K:0
R:255 G:45 B:0
#ff2d00



AA Sun Orange
C:0 M:82 Y:95 K:0
R:255 G:98 B:47
#ff622f



AA Soft Peach
C:0 M:40 Y:45 K:0
R:252 G:178 B:141
#fcb28d



AA Sand
C:4 M:13 Y:21 K:0
R:237 G:219 B:199
#eddbcf