

IDENTITY GUIDELINES

Nov^{V7} 2011

Updated 26 March 2014 with the addition of
a tertiary colour palette (around the time of the FSI)

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CORE IDENTITY

Master brandmark

Introduction

The Financial Services Council's master brandmark is made up of three elements: the letters 'FSC', the company name 'Financial Services Council' and the 'Financial Services Tick'.

In body copy, the organisation should always be referred in the first instance as the Financial Services Council and then be abbreviated to FSC thereafter.

The master brandmark

The master brandmark must always be applied correctly and consistently, so it is important that staff, members wishing to use the brand, external suppliers and relevant stakeholders read through this document for guidance on how to apply the brand correctly.

The format of the master brandmark is the only acceptable application and it must not appear in any variation of this, such as a vertical format.

The master brandmark must not be recreated in anyway, either by electronic or manual methods. There is a master brandmark suite available for use. Please access this in the members area of the website if you are a member, or contact the Financial Services Council to request access to these files if you are not a member. Contact details appear on the last page of this document.

Wherever possible the master brandmark should appear in full colour on a white background.

The full colour master brandmark must only appear on a background colour if reversed out of the brand colour PMS 447. This will likely be the case for collateral that is produced internally and the background colour can be controlled. In this instance, the 'Financial Services Tick' appears in the PMS 382 and the FSC element is white. If any other colour background is used, the mono master brandmark must be applied (please see page 6).



Master brandmark

Clear space & minimum size

Clear space

When using the Financial Services Council's logo, a clear space area guarding against the encroachment of typography, illustrations or any other graphic element must be maintained.

The Financial Services Council's master brandmark is based on the font Interstate. For maximum contrast the logo should be displayed on a white background when possible.

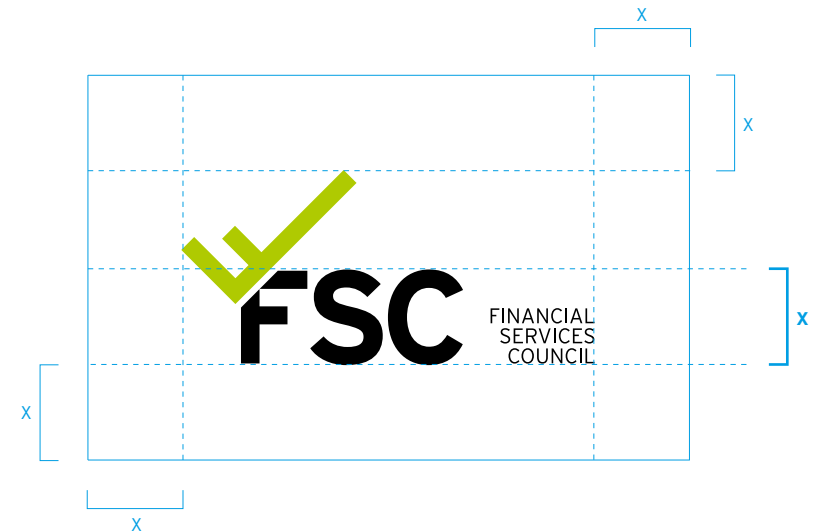
There are some applications where the clear space rule is by necessity different, for example in signage and online. Unless you are dealing with a specialised application with its own guidelines, the clear space shown here must be adhered to.

Minimum size

The minimum print size is 25mm wide.

Most reproduction methods have limitations. Ensure that the size selected suits the process being used and that the master brandmark is reproduced clearly.

Clear space



Minimum size



Master brandmark

Mono application

Wherever possible, the full colour version of the master brandmark should be used. However, where the use of the preferred full colour master brandmark is neither possible or not suitable due to specific restrictions on cost, sponsorship manufacturing methods or colour of stock, the black or white version can be used.

Black logo version



White logo version



Master brandmark

Incorrect use

The following examples illustrate some common mistakes made when using the Financial Services Council's master brandmark. Please use master digital artwork from the Financial Services Council to avoid mistakes and ensure consistent brand recognition and integrity.

Do not change the colour relationships.



Do not change the position or lock-up of the brandmark elements.



Do not introduce additional colour elements or swatches.



Do not change proportional relationships of the brandmark elements.



Do not customise the brandmark or attempt to change it in any way.



Do not alter the relationship of the brandmark elements.



Do not attempt to recreate the brandmark.



Do not stretch the brandmark or any of its elements.



Master brandmark

Strapline lock-up

Where appropriate the full colour version of the master brandmark with the strapline 'Your Future First' should be used.

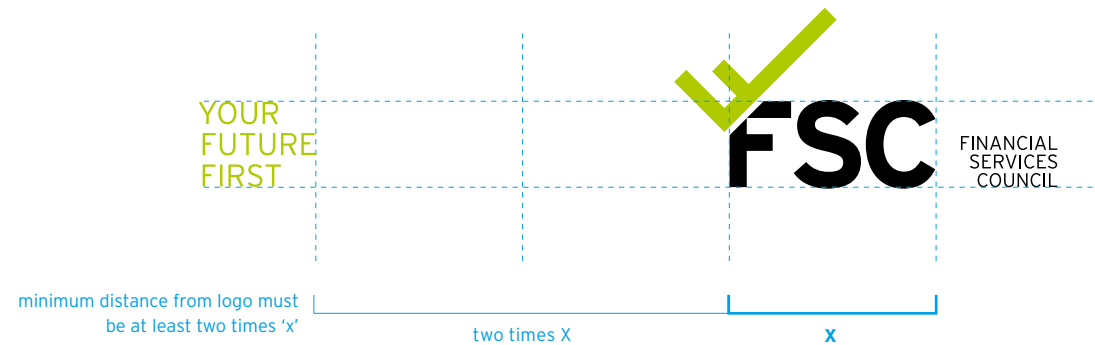
If used alongside the logo, the strapline should appear to the left and be left justified. The distance between the logo and the strapline must be at least twice the distance of 'x' as indicated.

The size of the strapline is determined using the height of the 'F' in the Financial Services Council master brandmark.

The strapline can be used independently of the logo, but only when the master brandmark is also in sight on the touch point.

There is a strapline suite available for use. Please access this in the members area of the website if you are a member, or contact the Financial Services Council to request access to these files if you are not a member. Contact details appear on the last page of this document.

Strapline on white



Strapline on color



Master brandmark

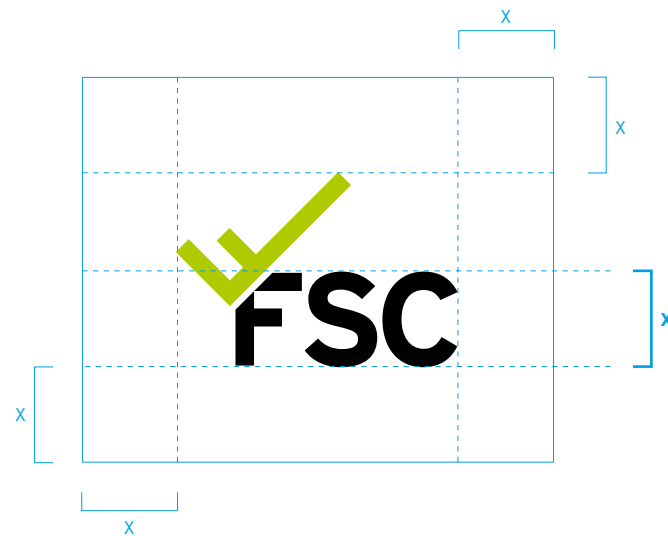
Individual elements

In some instances the master brandmark elements may be used as separates. As with the full version of the master brandmark, minimum space rules must be adhered to.

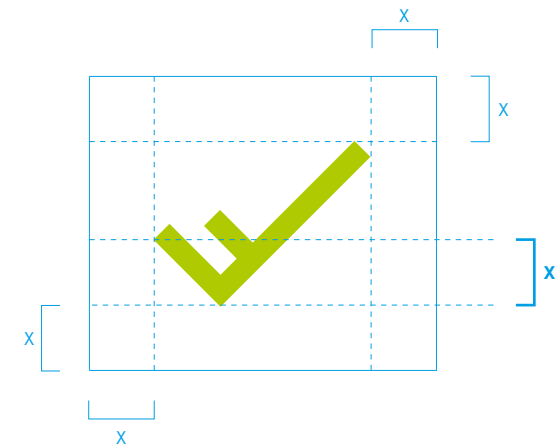
If using the FSC stand alone version of the logo, the words 'Financial Services Council' must have already appeared or be apparent and clear elsewhere on a communication. For example, the FSC stand alone version is used on some internal signage of the Financial Services Council head office, as the link between the FSC mark and the Financial Services Council is clear and well represented in that environment.

The 'Financial Services Tick' element should follow the same rules as the FSC element. It should only be used as a stand alone when the Financial Services Council is well illustrated and represented elsewhere on the touch point.

FSC



Financial Services Tick



Core brand colours

Primary & Secondary

The core brand colours are made up of the Financial Services Council Green (PMS 382) and Process Black. Financial Services Council green is to be used predominantly as a highlight or accentuating colour.

At the secondary point of contact (internal spreads of a brochure or online) the secondary colours can be used – Dark Green (PMS 447), Warm Grey (PMS Warm Grey 3), Cool Grey (PMS Black 7) and 18% Black.

Process Black or PMS Black 7 is to be predominantly used for copy.

Incorrect use
Gradients and vignettes of colour are not to be used for any background when using the Financial Services Council colours.

	Pantone® Swatches	CMYK equivalent values	RGB/WEB equivalent values
Primary	<div> PMS 382 U (UNCOATED) PMS 376 C (COATED) </div> <div>Process Black</div>	<div> C30 M95 (UNCOATED) C40 M100 (COATED) </div> <div>K100</div>	<div> R132 G189 B0 #84BD00 </div> <div> R0 G0 B0 #000000 </div>
Secondary	<div> PMS 447 U (UNCOATED) PMS 446 C (COATED) </div> <div> PMS Warm Grey 3 U (UNCOATED) PMS Warm Grey 4 C (COATED) </div> <div> PMS Black 7 U (UNCOATED) PMS Cool Grey 10 C (COATED) </div> <div>18% Process Black</div>	<div> C70 M54 Y62 K31 (UNCOATED) C54 M27 Y36 K82 (COATED) </div> <div> C8 M9 Y11 K20 (UNCOATED) C11 M13 Y15 K27 (COATED) </div> <div>K80</div> <div>K18</div>	<div> R40 G44 B33 #282C21 </div> <div> R195 G188 B180 #C3BCB4 </div> <div> R61 G57 B53 #3D3935 </div> <div> R214 G214 B214 #D6D6D5 </div>

Typeface

Primary

Interstate has been selected as the Financial Services Council corporate typeface for its qualities of strength and readability.

A professional face, Interstate is suitable for a wide range of applications. When typesetting, Interstate is used in three weights: Bold, Regular and Light.

Interstate Light is to be used for all body copy and disclaimer information.

Interstate Regular is to be used for headings and highlighting purposes.

Interstate Bold is then to be used only for titles and headlines.

Interstate is to be used in professionally typeset printed collateral or material produced internally by Marketing and Membership otherwise the secondary typeface should be used for all other internal and external communications and correspondence.

Primary

Interstate Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()**

Interstate Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()**

Interstate Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()**

Typeface

PC and online typeface

The support typeface for all online and PC word processing communications is Arial, a sans serif typeface.

It is sometimes the case that the brand font Interstate may not be possible due to system restrictions. Only in these rare cases should the default font be used. Instances where this occurs may include scenarios such as website, email, intranet and some word processing documents.

When typesetting, Arial should be used in two weights: Regular and Bold, generally no smaller than 6pt, and never in Italics.

For emails, we recommend a type size of 10pt.

Secondary

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()

Stationery

Business cards

The Financial Services Council business cards are always printed with the brandmark, name of the team member and title on the front. On the back of the card the text detail is in white, reversed out of the brand colour Pantone® 447U and has office contact details and the team members specific contact details.

Finished size: 90mm x 55mm
Stock: Nordset Offset 300gsm
All text to be set in Interstate

Front of card

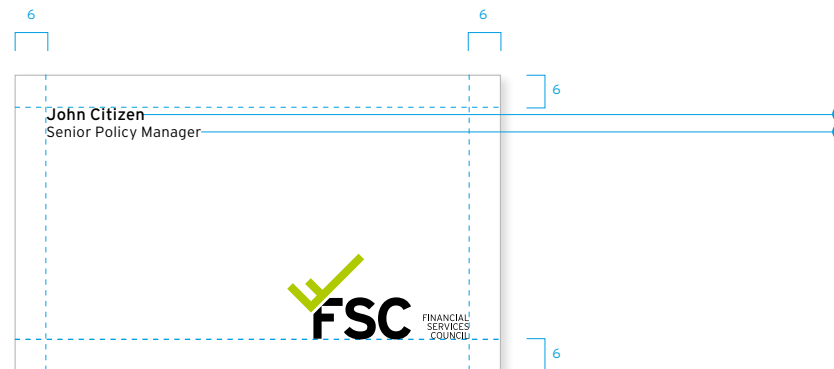
- ① Name set in Regular - 8.7pt
- ② Job title set in Light - 7.8 pt

Back of card

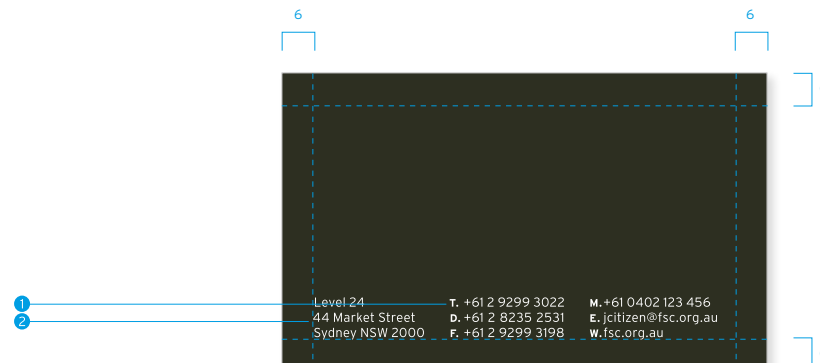
- ① Text set in Light - 6.84pt
- ② Abbreviations set in Bold - 5.7pt

Memberships of organisations may not be shown, no other logos may be shown and no printing embellishments to be used.

Front



Back



Stationery

Corporate letterhead

All Financial Services Council letterheads need to follow the same layout format. They include the office address details at the bottom of the page, the master brandmark positioned on the top right and the 'Your Future First' strapline positioned in the bottom left corner.

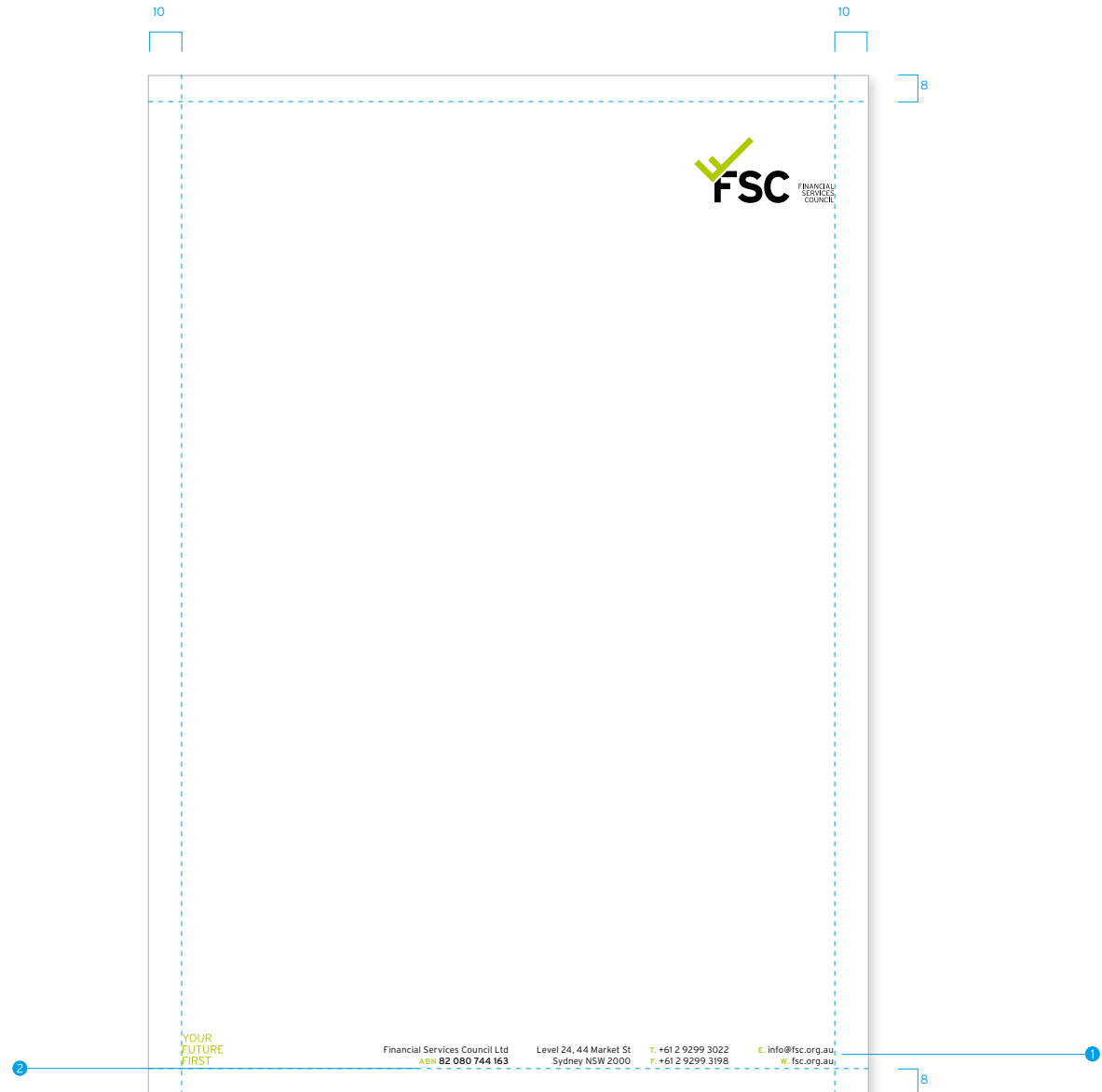
Finished size: 210mm x 297mm
Stock: Nordset Offset 100gsm
All text to be set in Interstate

- ① Text set in Light - 7.5pt
- ② Abbreviations set in Bold - 6.5pt

Memberships of organisations may not be shown, no other logos may be shown and no printing embellishments to be used.

Note: Dimensions in mm

Front



Stationery

With compliments

All Financial Services Council Compliments Slips need to follow the same layout format. They include the office address details at the bottom left of the page, the brandmark positioned on the bottom right and the 'Your Future First' strapline positioned on back, in the top left corner set on the brand color Pantone® 447U.

Finished size: 210mm x 99mm
Stock: Nordset Offset 100gsm
All text to be set in Interstate

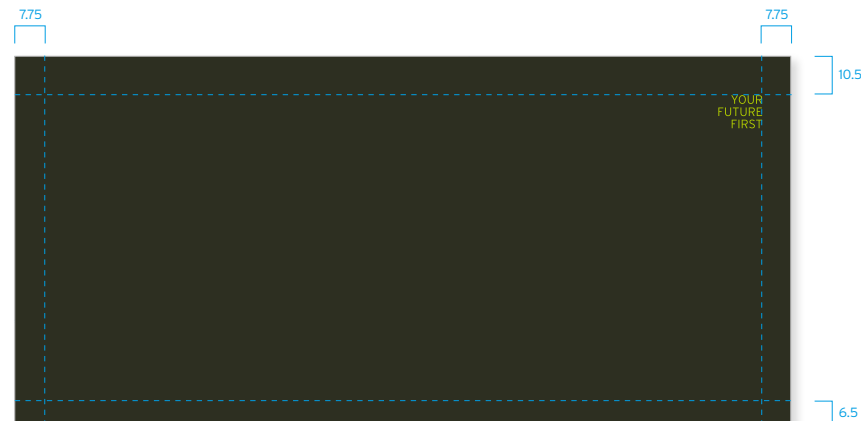
- ① Text set in Light - 7.5pt
- ② Abbreviations (T) set in Bold - 6.5pt

Memberships of organisations may not be shown, no other logos may be shown and no printing embellishments to be used.

Front



Back



Online

Electronic Digital Marketing suite

The Financial Services Council's eDM suite has a distinct layout that works as a series.

The type of eDM is differentiated in the header. Consisting of a cropped graphic holding shape in the top left corner and the Financial Services Council master brandmark aligned with the eDM headline on the right. The secondary information runs within a coloured strip underneath.

Background colours are chosen from the secondary colour palette.

The Financial Services Council brandmark appears in the top bar aligned with the eDM header.

The eDM should center within the browser application.



News eDM



General events eDM



Alert eDM



CEO bulletin eDM

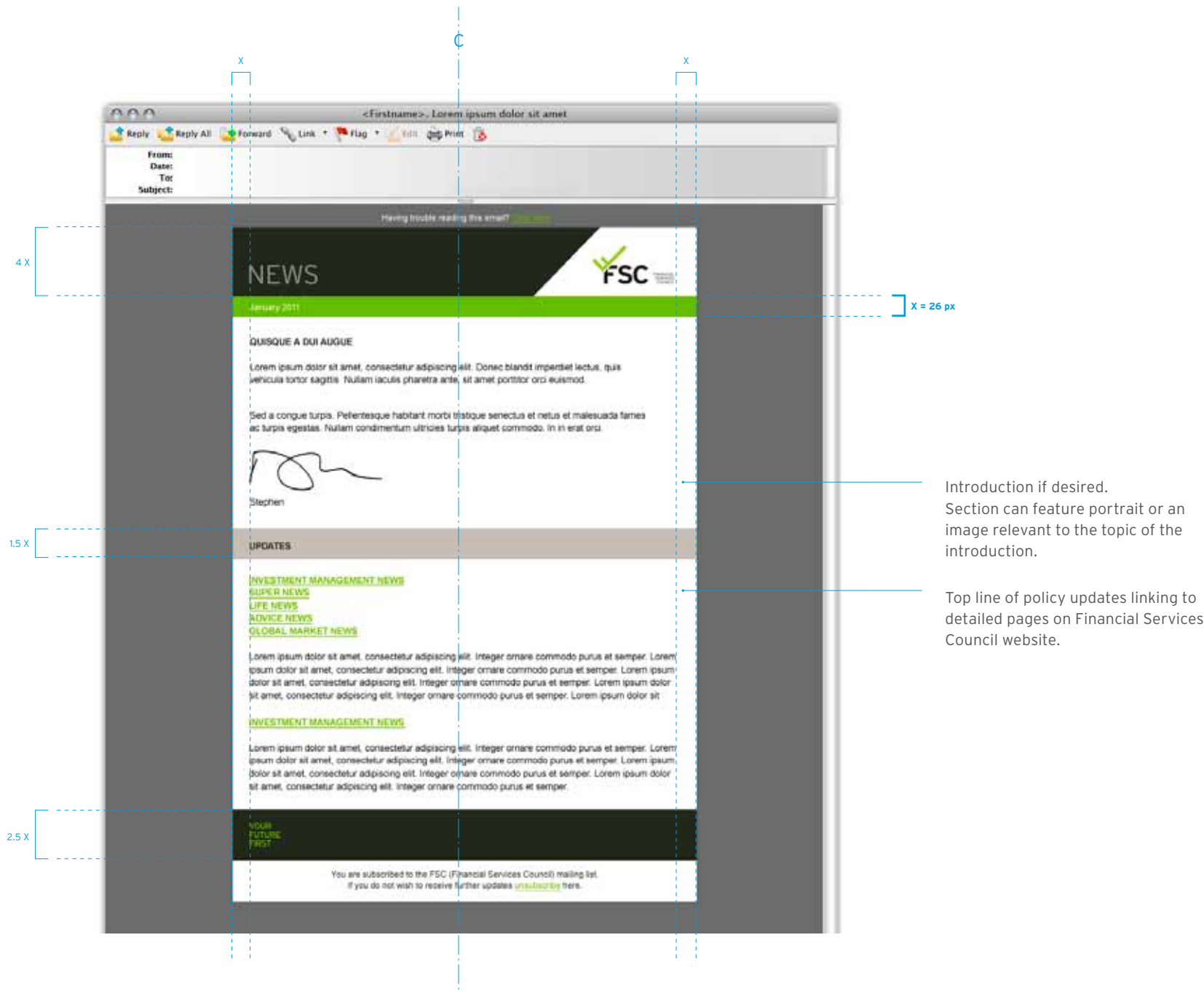


Event eDM

Online

News eDM

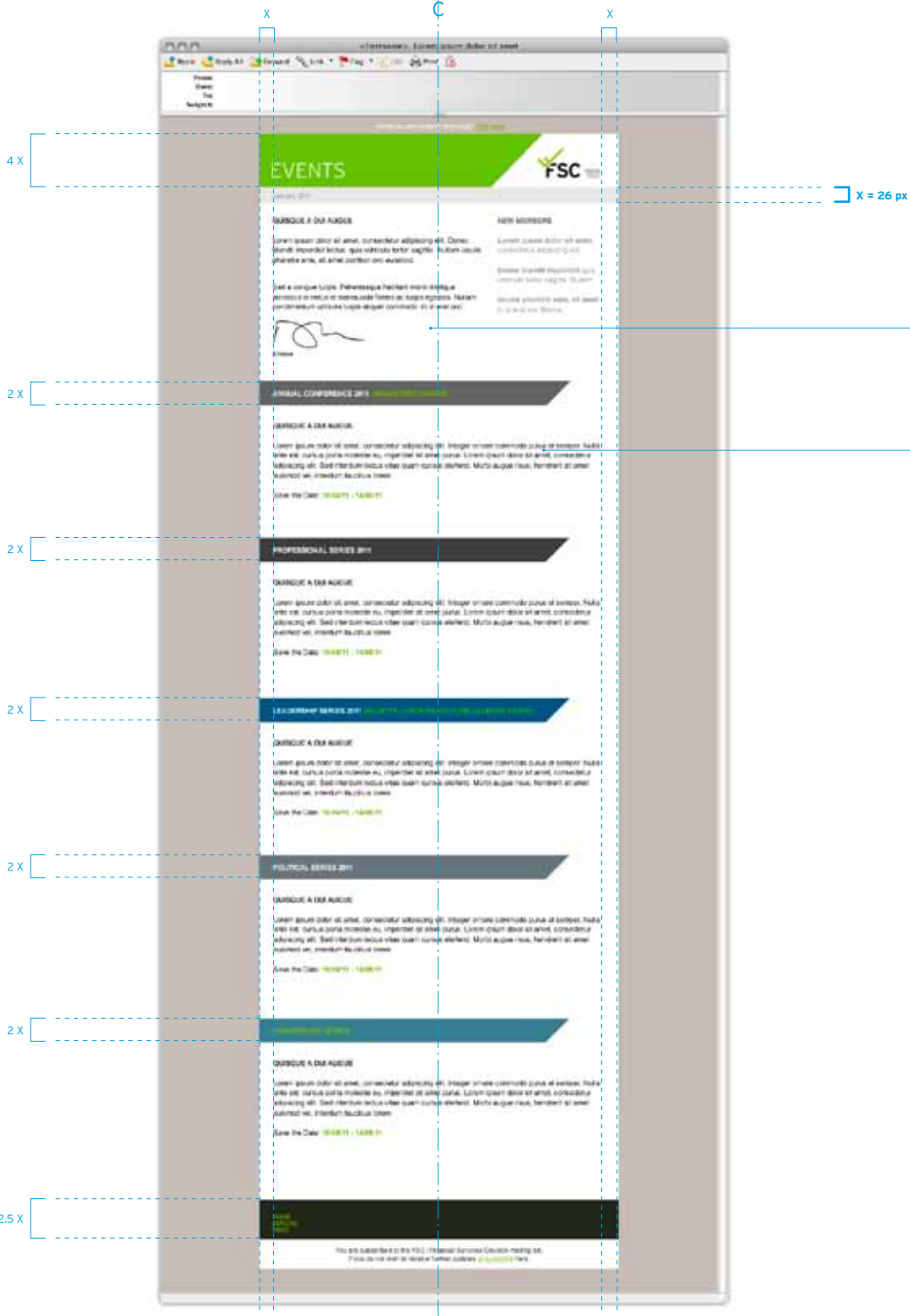
Email newsletter for FSC members.



Online

Overview event eDM

Email newsletter promoting upcoming FSC events.



Online

Alert eDM

Alert to be used to advise members of an important development/activity that needs to be communicated urgently or outside the agreed FSC News schedule.



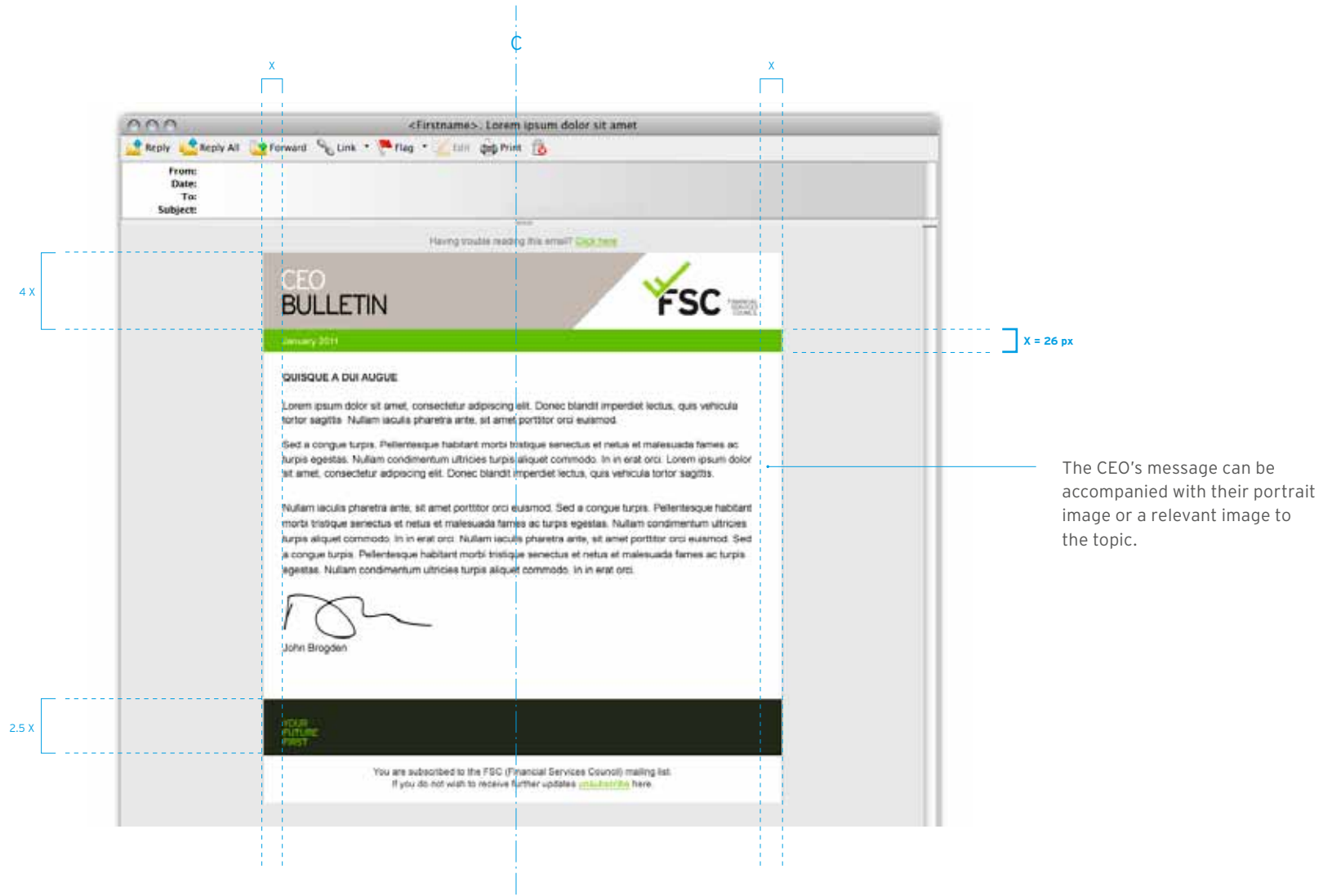
Based on the News eDM design, the Alert features a single press release style layout with room for a full story.

Include links to more information as well as relevant Financial Services Council contacts.

Online

CEO bulletin eDM

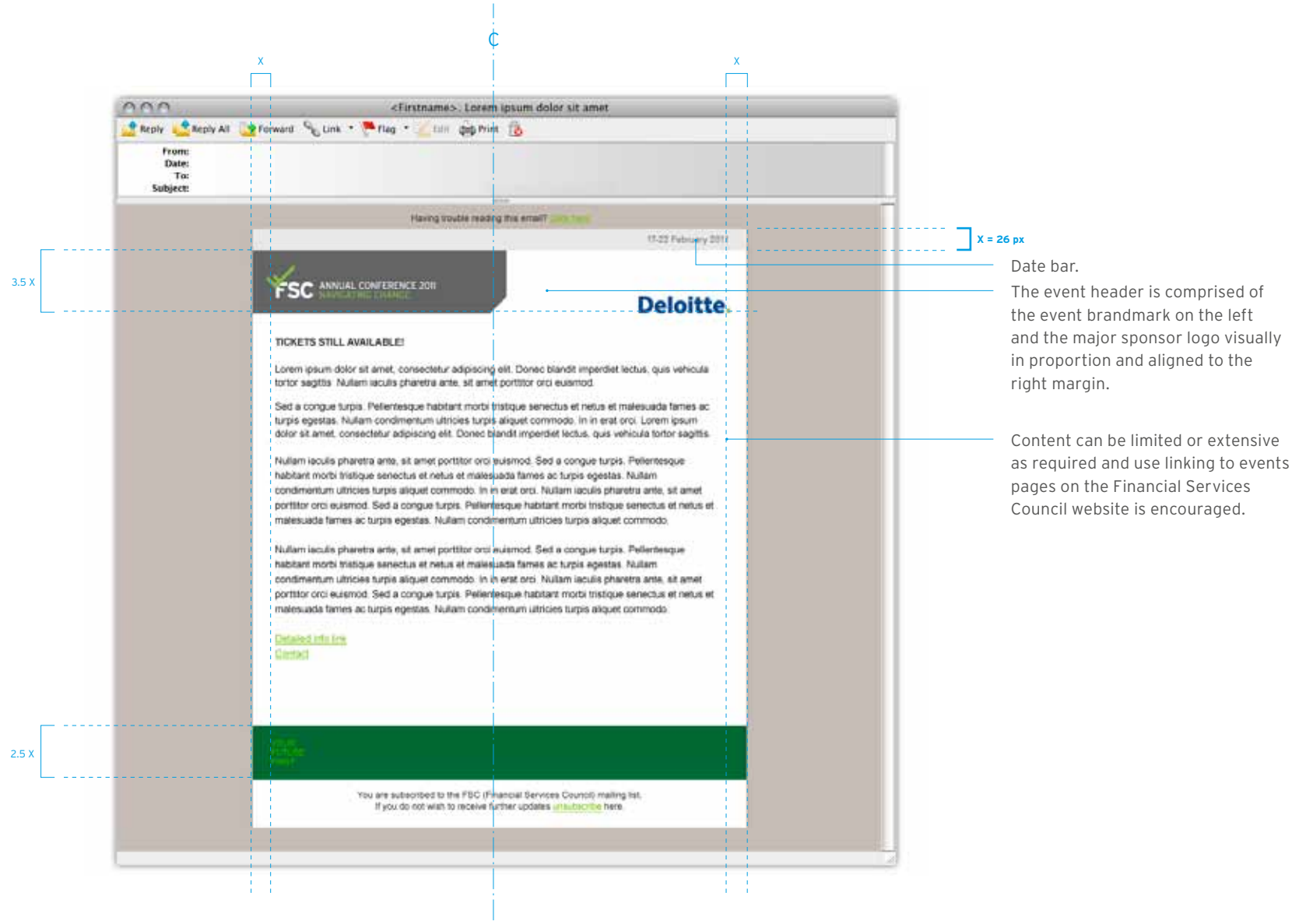
Bulletin to be used by the FSC CEO to communicate important news for full and/or supporting member CEOs only.



Online

Event eDMs

Event EDMs to be used for event invitations and reminders. Specific banners have been designed to align with the different FSC event series.



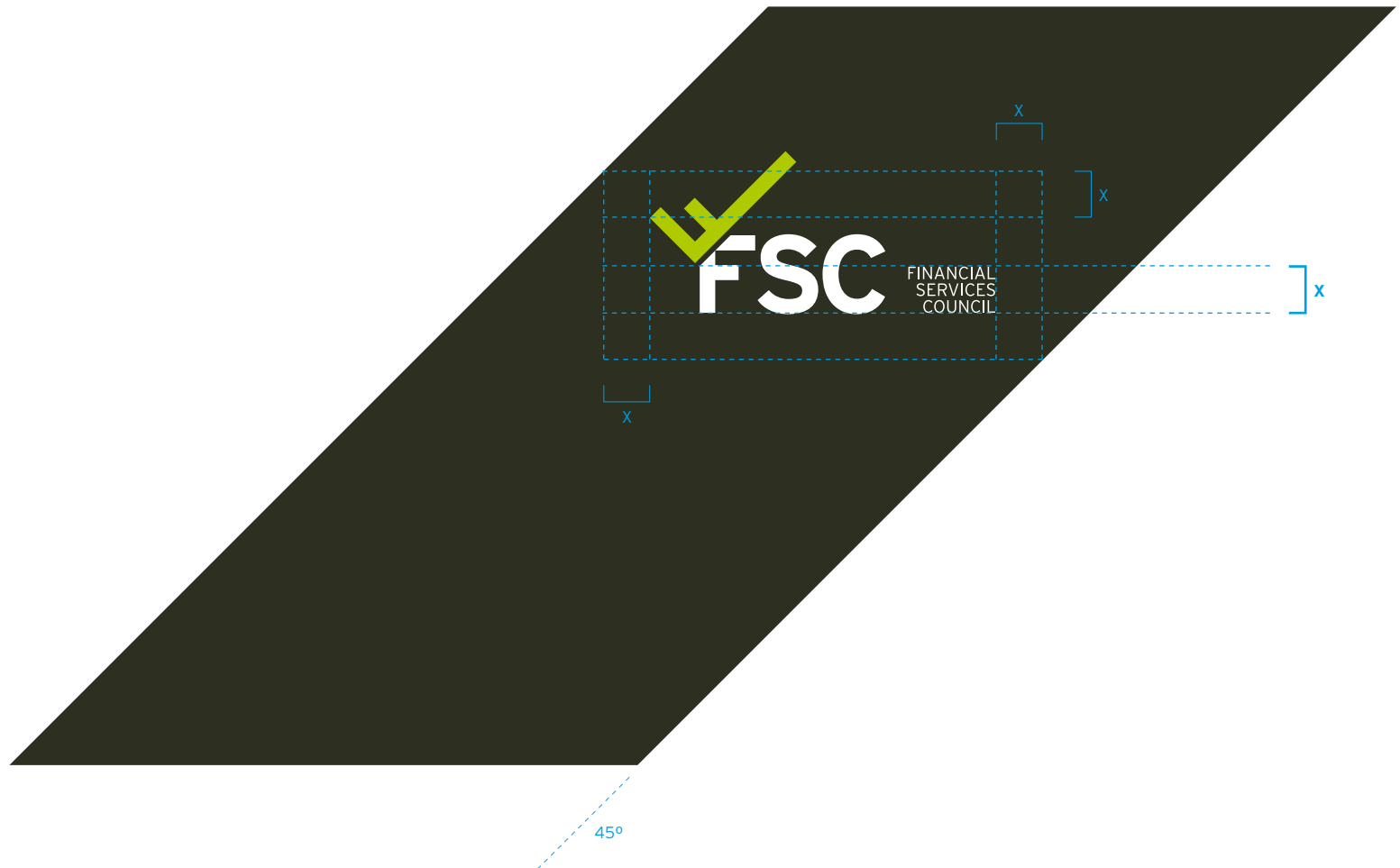
Graphic devices

Holding shapes

The angled devices are a major asset to the brand and can be used to create brand presence and authority across various applications, particularly environments. It is made up of 45 degree angle shapes that can either be shown as a whole or cropped into various media.

Please see our brand team contact if you have any queries or requests to create signage using the graphic device.

Contact details appear on the last page of this document.



Graphic devices

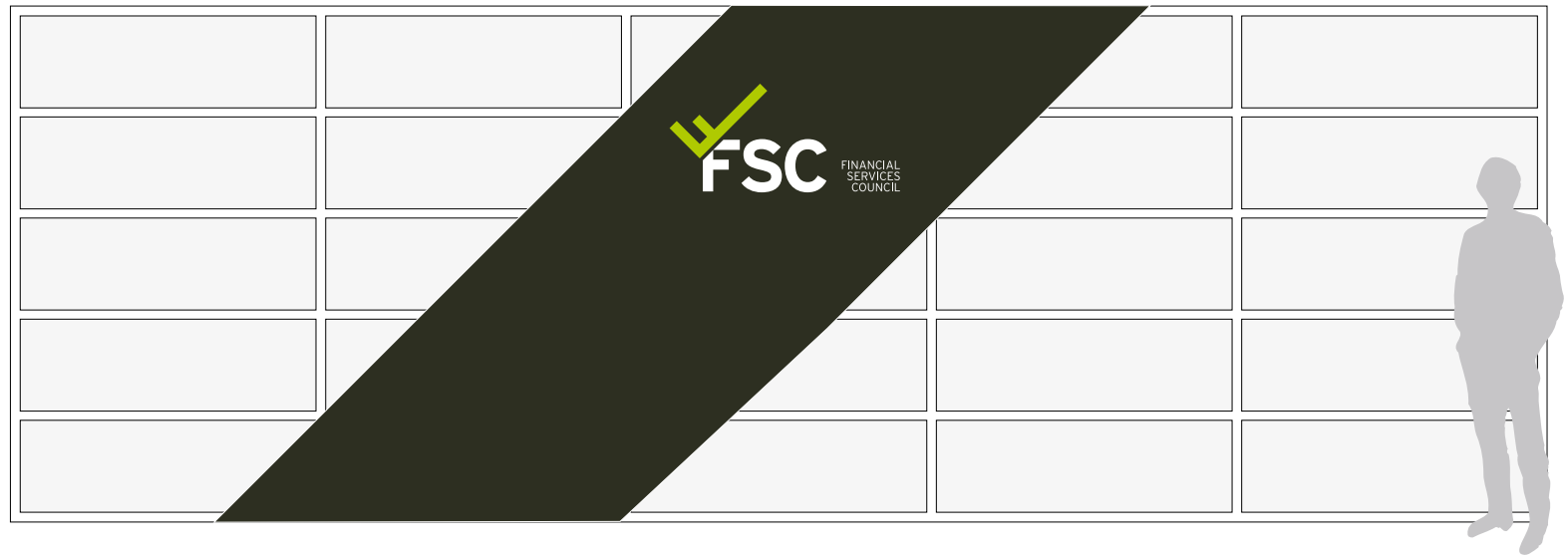
Applications

Signage

The Financial Services Council head office signage uses the holding shapes in various forms. This example shows the main reception signage.

Please see our brand team contact if you have any queries or requests to create signage using the graphic device.

Contact details appear on the last page of this document.

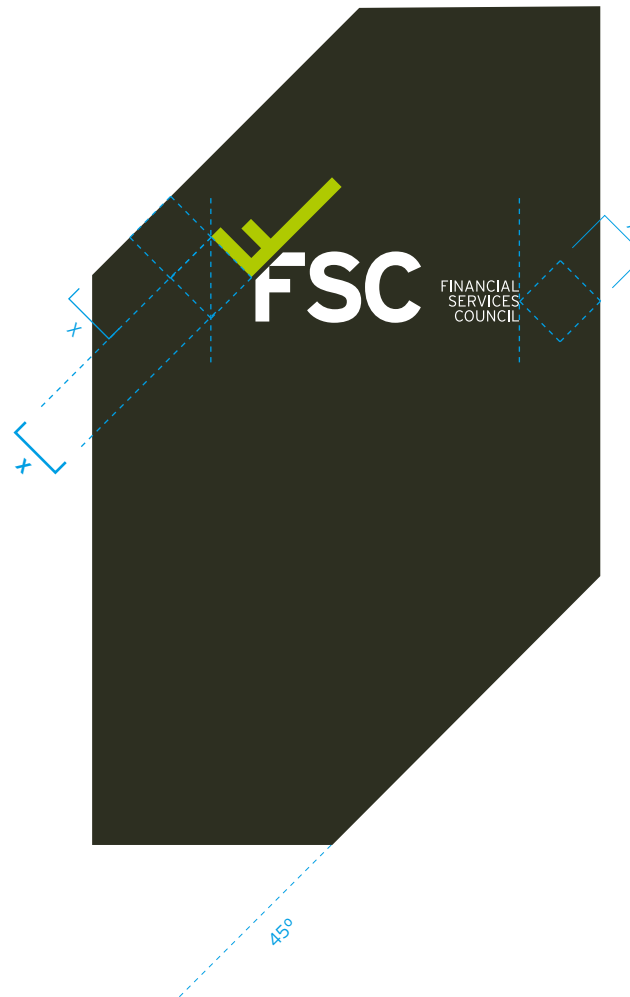


Graphic devices

Applications

Signage

The angled devices are a major asset to the brand and can be used to create brand presence and authority across various applications, particularly environments. It is made up of 45 degree angle shapes that can either be shown as a whole or cropped into various media.



The Financial Services Council Trustmark

The Trustmark

Introduction

The Financial Services Council Trustmark is made up of three elements: the letters 'FSC', the trust statement 'Bound by FSC Standards' and the 'Financial Services Tick'.

The Trustmark requirements

The Trustmark may only be used by a Full Member of the Financial Services Council, in connection with a financial product or service, where all the conditions of use are satisfied. Those requirements are provided in Financial Services Council Standards Number.

The Trustmark

The Financial Services Council Trustmark must always be applied correctly and consistently, so it is important that staff, members wishing to use the brand, external suppliers and relevant stakeholders read through this document for guidance on how to apply the Trustmark correctly.

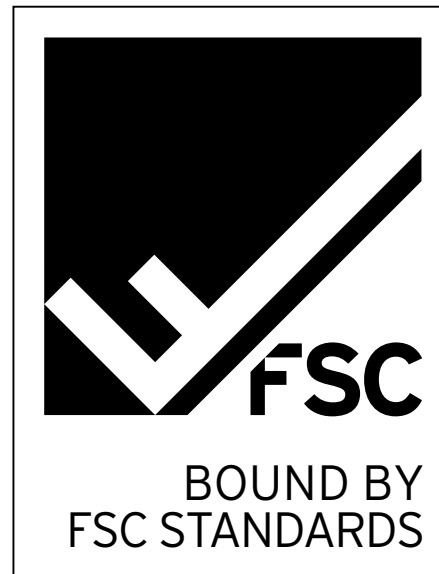
This format of the Trustmark is the only acceptable application and it must not appear in any variation of this, such as a coloured format.

The Trustmark should appear in black only.

The Trustmark should only appear on white or a solid background colour that allows legibility. If used over an image background, ensure the solid Trustmark is used where the white background box is visible.

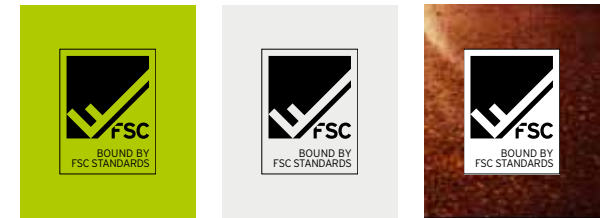
The Trustmark must not be recreated in anyway, either by electronic or manual methods.

There is a master logo suite available for use. Please access this in the members area of the website if you are a member, or contact the Financial Services Council to request access to these files if you are not a member. Contact details appear on the last page of this document.



Trustmark

Correct use



Incorrect use



Do not: Place or reverse the transparent mark on a dark or image background.

The Financial Services Council Trustmark

Clear space & minimum size

Clear space

When using the Financial Services Council's Trustmark, a clear space area guarding against the encroachment of typography, illustrations or any other graphic element must be maintained.

For maximum contrast the Trustmark should be displayed on a white background when possible.

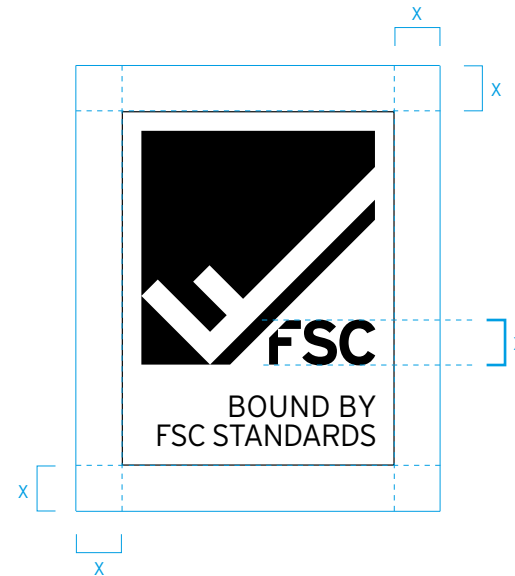
There are some applications where the clear space rule is by necessity different, for example in signage and online. Unless you are dealing with a specialised application with its own guidelines, the clear space shown here must be adhered to.

Minimum size

The minimum recommended print size is 15mm high.

Most reproduction methods have limitations. Ensure that the size selected suits the process being used and that the Trustmark is reproduced clearly.

Clear space



Minimum size



Advertising

Full colour A4 Ad

Basic template

Examples of ads that have been produced for the Financial Services Council appear on this page.

Print ads should always be designed and crafted by the Financial Services Council's appointed agency and should not be reproduced without permission or approval.

Ads should always display the Financial Services Council's Australian Business Number.

A vertical A4 advertisement with a solid green background. The headline "PUTTING YOUR FUTURE FIRST" is in large, bold, white capital letters. Below it, three paragraphs of white text describe the Financial Services Council's transformation. The FSC logo is in the bottom right corner, and the ABN is in the bottom left corner.

**PUTTING
YOUR
FUTURE
FIRST**

In July this year the Investment and Financial Services Association (IFSA), representing superannuation, life insurance and funds management companies, became the Financial Services Council.

Our transformation is more than just a name change. As we embrace the new world of no commissions and even greater transparency, we will take excellence in financial services to another level.

The Financial Services Council will achieve this through its commitment to building a more transparent, fair and confident future for all Australians.

For more information visit fsc.org.au

FSC FINANCIAL SERVICES COUNCIL

ABN 82 080 744 163

Full colour 10x10 Ad

A horizontal 10x10 advertisement with a solid green background. The headline "PUTTING YOUR FUTURE FIRST" is in large, bold, white capital letters. To the right of the headline, three paragraphs of white text describe the Financial Services Council's transformation. The FSC logo is in the bottom right corner, and the ABN is in the bottom left corner.

**PUTTING
YOUR
FUTURE
FIRST**

Today the Investment and Financial Services Association (IFSA) has become the Financial Services Council. The Financial Services Council will continue to represent superannuation, life insurance and funds management companies. But our transformation is more than just a name change.

As we embrace the new world without commissions on superannuation and investments and even greater transparency, we will take excellence in financial services to another level.

The Financial Services Council will achieve this through its commitment to building a more transparent, fair and confident future for all Australians.

For more information visit fsc.org.au

FSC FINANCIAL SERVICES COUNCIL

ABN 82 080 744 163

Full colour 10x7 Ad

A horizontal 10x7 advertisement with a solid green background. The headline "PUTTING YOUR FUTURE FIRST" is in large, bold, white capital letters. To the right of the headline, three paragraphs of white text describe the Financial Services Council's transformation. The FSC logo is in the bottom right corner, and the ABN is in the bottom left corner.

**PUTTING
YOUR
FUTURE
FIRST**

Today the Investment and Financial Services Association (IFSA) has become the Financial Services Council. The Financial Services Council will continue to represent superannuation, life insurance and funds management companies. But our transformation is more than just a name change.

As we embrace the new world without commissions on superannuation and investments and even greater transparency, we will take excellence in financial services to another level.

The Financial Services Council will achieve this through its commitment to building a more transparent, fair and confident future for all Australians.

For more information visit fsc.org.au

FSC FINANCIAL SERVICES COUNCIL

ABN 82 080 744 163

Advertising with the Trustmark

Basic template

Examples of ads that have been produced for the Financial Services Council with the Trustmark appear on this page.

Print ads should always be designed and crafted by the Financial Services Council's appointed agency and should not be reproduced without permission or approval.

Ads should always display the Financial Services Council's Australian Business Number.

Full colour Ad

**PUTTING
YOUR
FUTURE
FIRST**

The Financial Services Council (FSC) aims to improve the wellbeing of all Australians by taking excellence in financial services to another level. The Financial Services Council will achieve this through its commitment to building a more transparent, fair and confident financial future for everyone.

In the future, when choosing a superannuation, investment or life insurance product, look for the Financial Services Council Trustmark. It's our commitment that you're choosing a quality product that complies with the high standards set and regulated by the Financial Services Council.



The Financial Services Council Trustmark will soon be appearing on brochures, online and in advertising, helping you choose products that put your future first.

For more information visit fsc.org.au



ABN 82 080 744 163 - FCS0003/1

EVENT IDENTITY

Event landmarks

The suite

Introduction

The Financial Services Council hosts a series of events during the year.

The 2011 series include:

- Annual Conference
- Professional Series
- Life Insurance Conference
- Leadership Series
- Political Series
- CEO Series

Each conference has a unique landmark which must always be applied correctly and consistently across all communication.

The event landmarks

The Financial Services Council's event landmarks are made up of a number of elements that work together within a holding shape. The Financial Services Council landmark, the 'event series and year', the 'event title' and a specific chosen PMS coloured holding shape that may not be altered in any way. Avoid using punctuation and excessively long descriptions.

The horizontal format of the landmark is the only acceptable application and it must not appear in any variation of this.

The landmark must not be recreated in anyway, either by electronic or manual methods. There is a master logo suite available for use. Please access this in the members area of the website if you are a member, or contact the Financial Services Council to request access to these files if you are not a member. Contact details appear on the last page of this document.

Wherever possible the event landmark should appear in full colour on a white background.

The full colour event landmarks must only appear on a percentage of the background colour PMS 447 (for 2011). This will likely be the case for collateral that is produced internally and the background colour can be controlled. In this instance, the 'Financial Services Tick' and 'event title' appears in the PMS 382 and the FSC element is white. If any other colour background is used, the mono landmark must be applied.



Brand & event hierarchy

1. Financial Services Council
masterbrand



2. Financial Services Council
branded communication
(stationery, member brochure,
ads, website etc)

3. Financial Services Council events:

Annual Conference (NAVIGATE)



Professional Series



Conference Series



Leadership Series



Political Series



Ceo Series



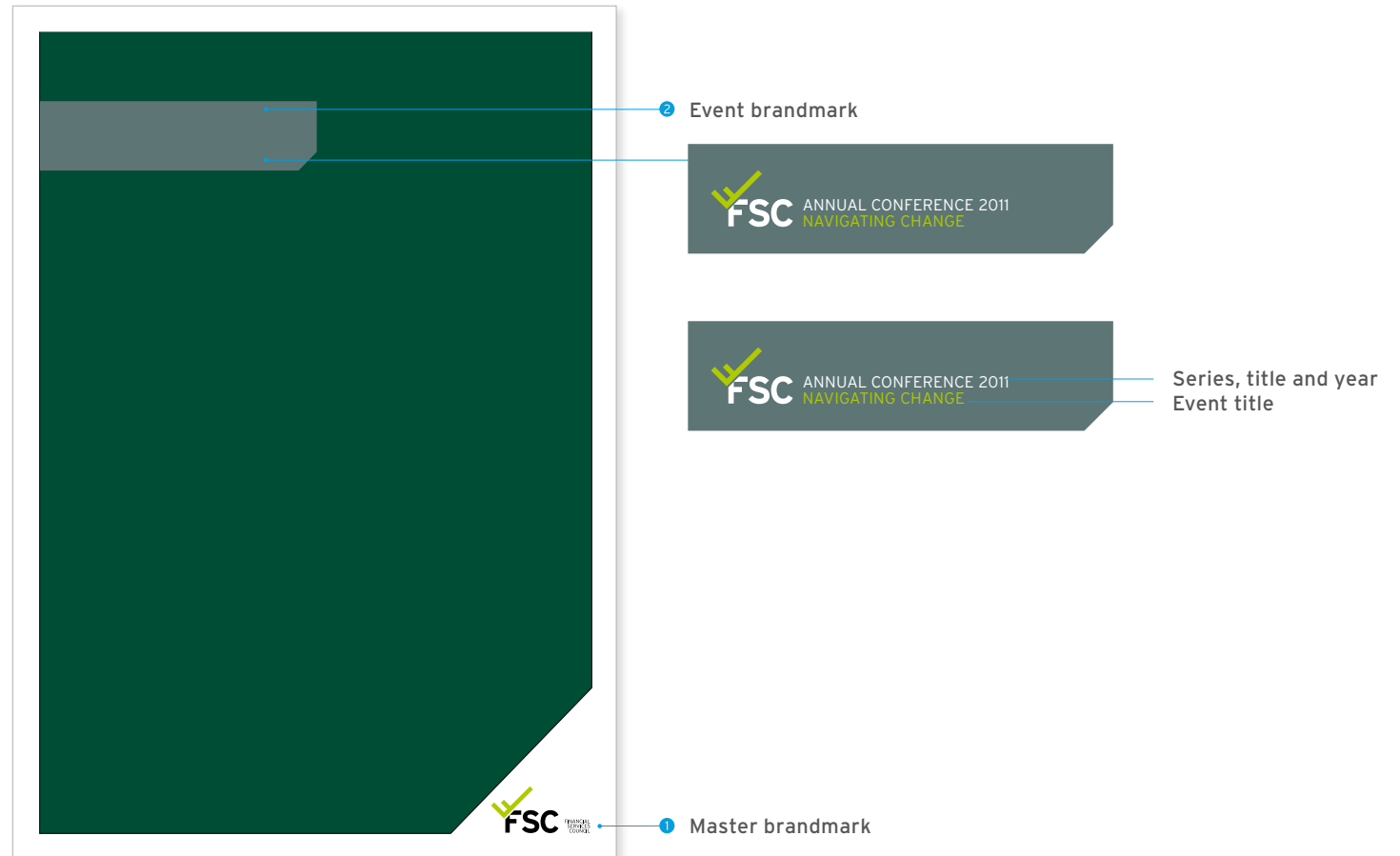
Brand & event brand hierarchy

Event collateral

Within event collateral there is a hierarchy between the Financial Services Council master brand and the event branding.

The master brandmark should be positioned larger and away from the event brandmark.

The master brandmark appears on white and is positioned as an endorsement to the event and/or should lie outside of any graphic holding shapes.



Event landmark

Construction

A unique suite of Financial Services Council event landmarks has been created. The event landmark consists of a number of elements that work together within a holding shape.

They all have the same construction and physical size. The master landmark, the event name and a unique background colour.

The holding shape and its respective background colour must not be altered in any way. Except for the use in headers, see event website later in this guide.

The Annual Conference 2011 Navigating Change event landmark will be used as an example for the remainder of this section.



Construction



Event brandmark

Mono application

Wherever possible, the full colour version of the brandmark should be used. However, where the use of the preferred full colour brandmark is neither possible or not suitable due to specific restrictions on cost, sponsorship manufacturing methods or colour of stock, the black or white version can be used.

Black logo version



White logo version



Event brandmark

Incorrect use

The following examples illustrate some common mistakes made when using the Financial Services Council event brandmark. Please use master digital artwork from the Financial Services Council to avoid mistakes and ensure consistent brand recognition and integrity.

Do not: Change the colour relationships.



Do not: Change the position or lock-up of the brandmark elements.



Do not: Introduce additional colour elements or swatches.



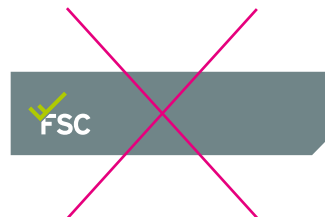
Do not: Change proportional relationships of the brandmark elements.



Do not: Customise the brandmark or attempt to change it in any way.



Do not: Use elements of the brandmark in isolation.



Do not: Attempt to recreate the brandmark.



Do not: Stretch the brandmark or any of the brandmark elements.



Event brandmark

Clear space & minimum size

Clear space

When using the Financial Services Council's event brandmark, the suggested clear space area must be maintained.

When the event brandmark is featured on brochure covers or title pages it is permissible to bleed into the left hand edge with no clear space.

Minimum size

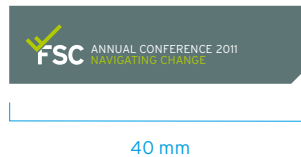
The minimum print size is 40mm wide in full colour.

If the event brandmark needs to be an endorsement or applied to products please use the minimum size mono variation at 30mm.

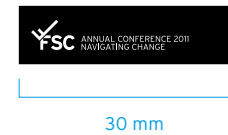
Clear space



Minimum size



Minimum size
(endorsement or branding)



Event brand colours

Primary & Secondary




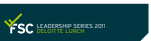


The primary event brand colours are used to differentiate each event and are used as the background colour of each events landmark holding shape.

The secondary palette for 2011 is the Financial Services Council master brand secondary colour Dark Green (PMS 447) which can be used as a background colour at any desired percentages depending on the visual impact.

Following years may choose another secondary colour to compliment the range of primary colours and set the mood for the events to follow in that particular year.

The tertiary palette is used for highlight or accent in small areas.

Incorrect use
Gradients and vignettes of colour are not to be used for any background when using the Financial Services Council event colours.

	Annual Conference (NAVIGATE)	Professional Series 2011	Conference Series 2011	Leadership Series 2011	Political Series 2011	CEO Series 2011
						
Primary	UNCOATED Pantone® 444 U C50 M29 Y32 K21 COATED Pantone® 444 C C45 M16 Y25 K50 RGB/WEB R99 G109 B110 #748080	UNCOATED Pantone® Cool Grey 11 U C30 M17 Y8 K61 COATED Pantone® Cool Grey 9C C30 M22 Y17 K57 RGB/WEB R94 G92 B96 #706f73	UNCOATED Pantone® 7700 U C83 M48 Y30 K20 COATED Pantone® 7699 C C65 M9 Y0 K53 RGB/WEB R65 G88 B107 #4f6b7d	UNCOATED Pantone® 316 U C99 M32 Y34 K57 COATED Pantone® 316 C C97 M21 Y33 K73 RGB/WEB R0 G48 B54 #003e46	UNCOATED Pantone® Black 6 U C86 M69 Y43 K65 COATED Pantone® Cool Grey 11 C C65 M43 Y26 K78 RGB/WEB R31 G37 B49 #283040	UNCOATED Pantone® 342 U C96 M7 Y80 K43 COATED Pantone® 343 C C89 M19 Y72 K60 RGB/WEB R16 G60 B40 #044b36
Secondary	Pantone® 447 U Pantone® 446 C 20%	Pantone® 447 U Pantone® 446 C 30%	Pantone® 447 U Pantone® 446 C 50%	Pantone® 447 U Pantone® 446 C 60%	Pantone® 447 U Pantone® 446 C 70%	Pantone® 447 U Pantone® 446 C 80%
Tertiary	Pantone® Warm Grey 3 U Pantone® Warm Grey 4 C Pantone® Black 7 U Pantone® Cool Grey 10 C 18% Process Black Pantone® 382 U Pantone® 376 C					

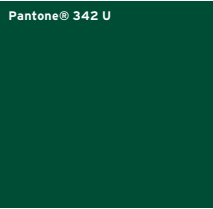
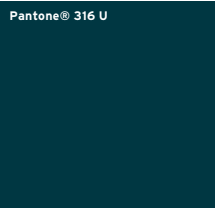
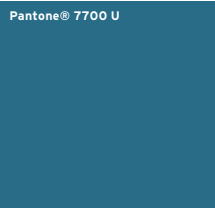
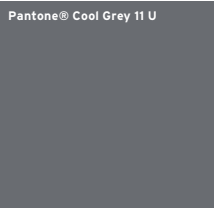
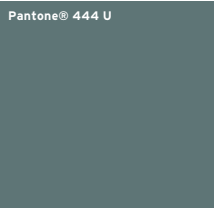
FSC Brand Overview

Masterbrand

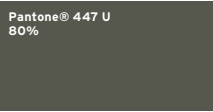
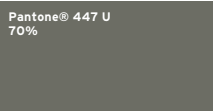
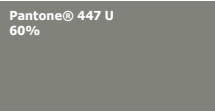
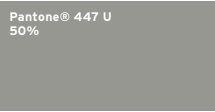
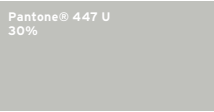
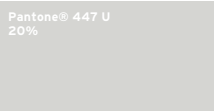
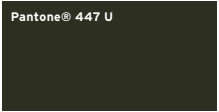
Event brands



Primary colours



2011 secondary colour



Percentages of Pantone® 447 U are used as the secondary colour for 2011.

Application

The secondary master brand colour Pantone® 447 U is used as a percentage for the cover background.

This colour may change in future years depending on the theme of the conferences.





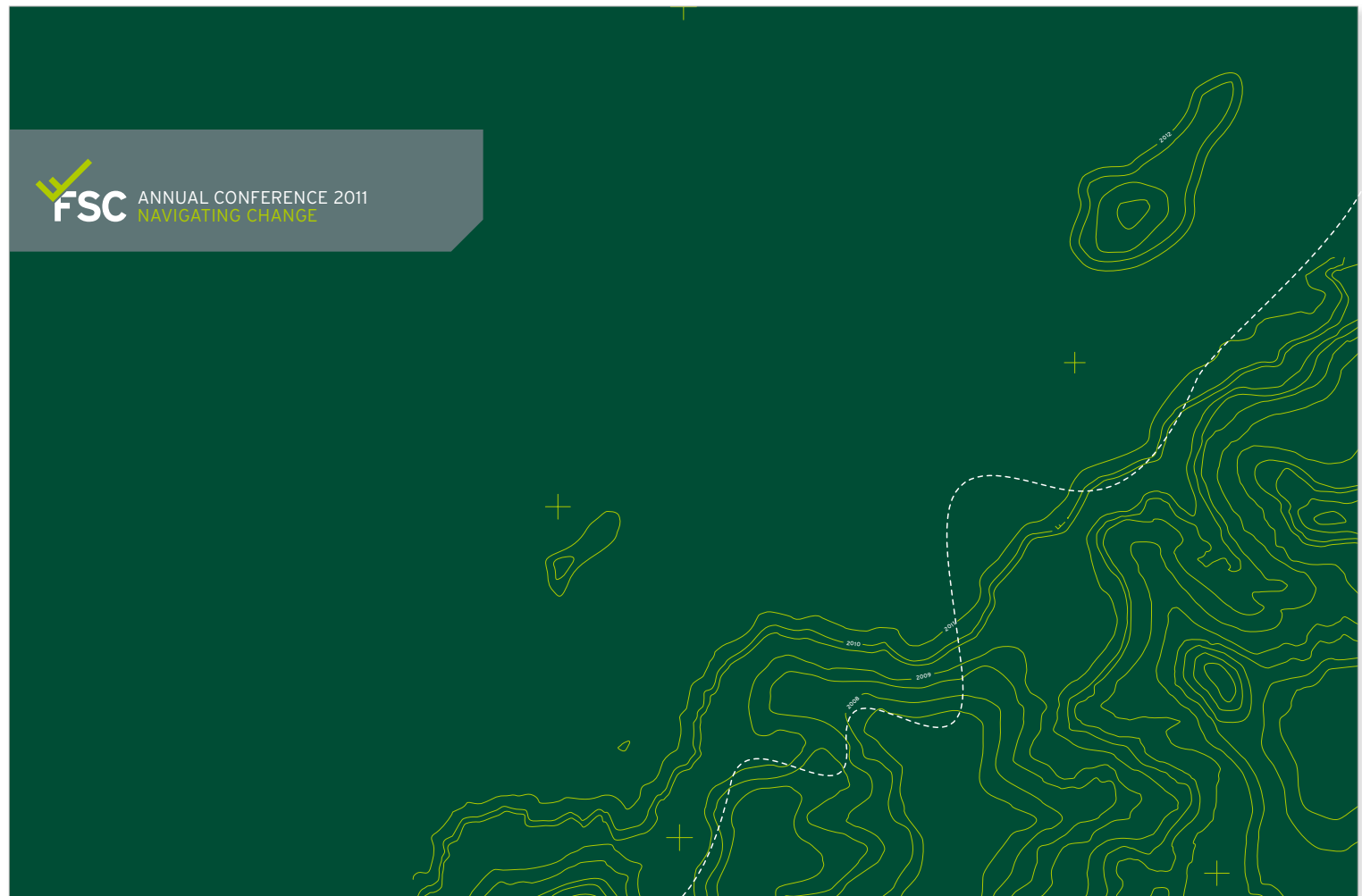
Event brand

Event brand theme

Each event will have a unique brand theme created. It could be a vector illustration, photograph or some other expression of the idea.

For the Annual Conference 2011 the inspiration was derived from the literal cue of Navigation. Based around the visual aesthetic found in topographical maps, these maps show changes in altitude using a series of concentric shapes.

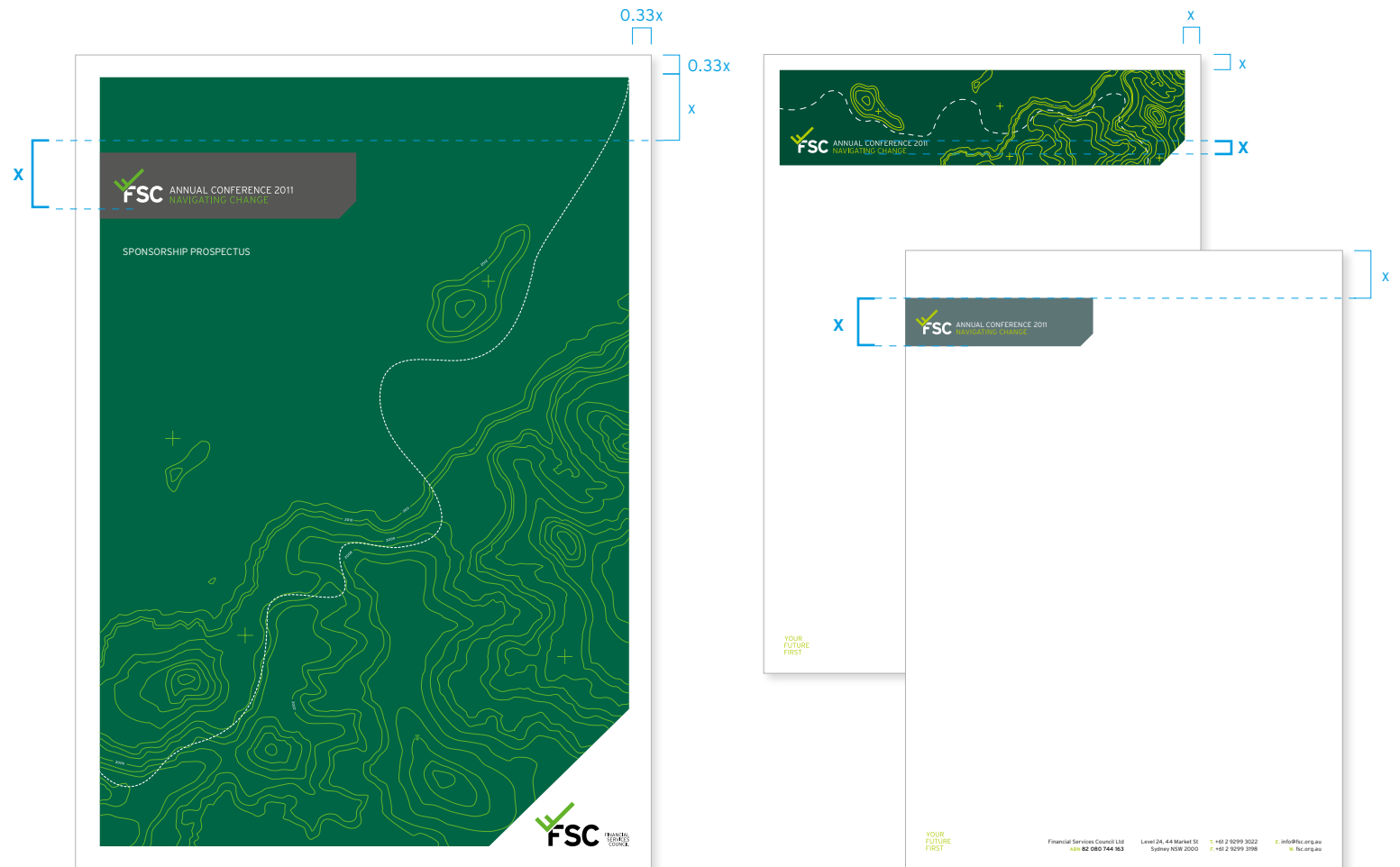
The visual application of this concept indicates that the Financial Services Council can guide it's members through unfamiliar environments and terrain.



Event brand applications

Event collateral

When positioning the Financial Services Council event brandmarks allow at least the 'x' height of the event brandmark above the mark.



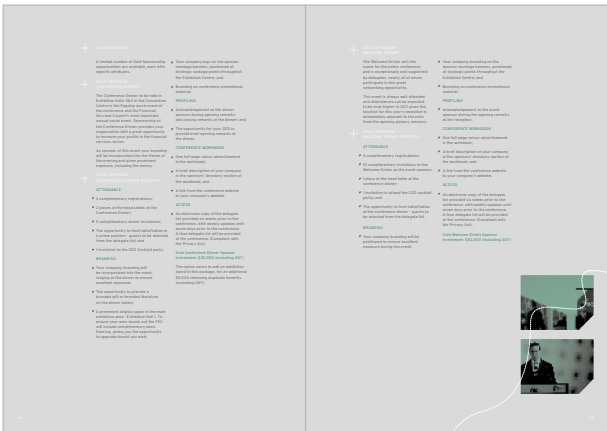
Event brand applications

Event prospectus

The core brand colours are made up of the Financial Services Council Green (PMS 382) and the introduction of Blue (PMS 5405) used specifically for events. The Financial Services Council Green is to be used predominantly as a highlight or accentuating colour.

At the secondary point of contact (internal spreads of a brochure or online) the secondary colours can be used – Dark Green (PMS 447), Warm Grey (PMS Warm Grey 3), Cool Grey (PMS Black 7) and 18% Black for internal backgrounds.

Incorrect use
Gradients and vignettes of colour are not to be used for any background when using the Financial Services Council event colours.



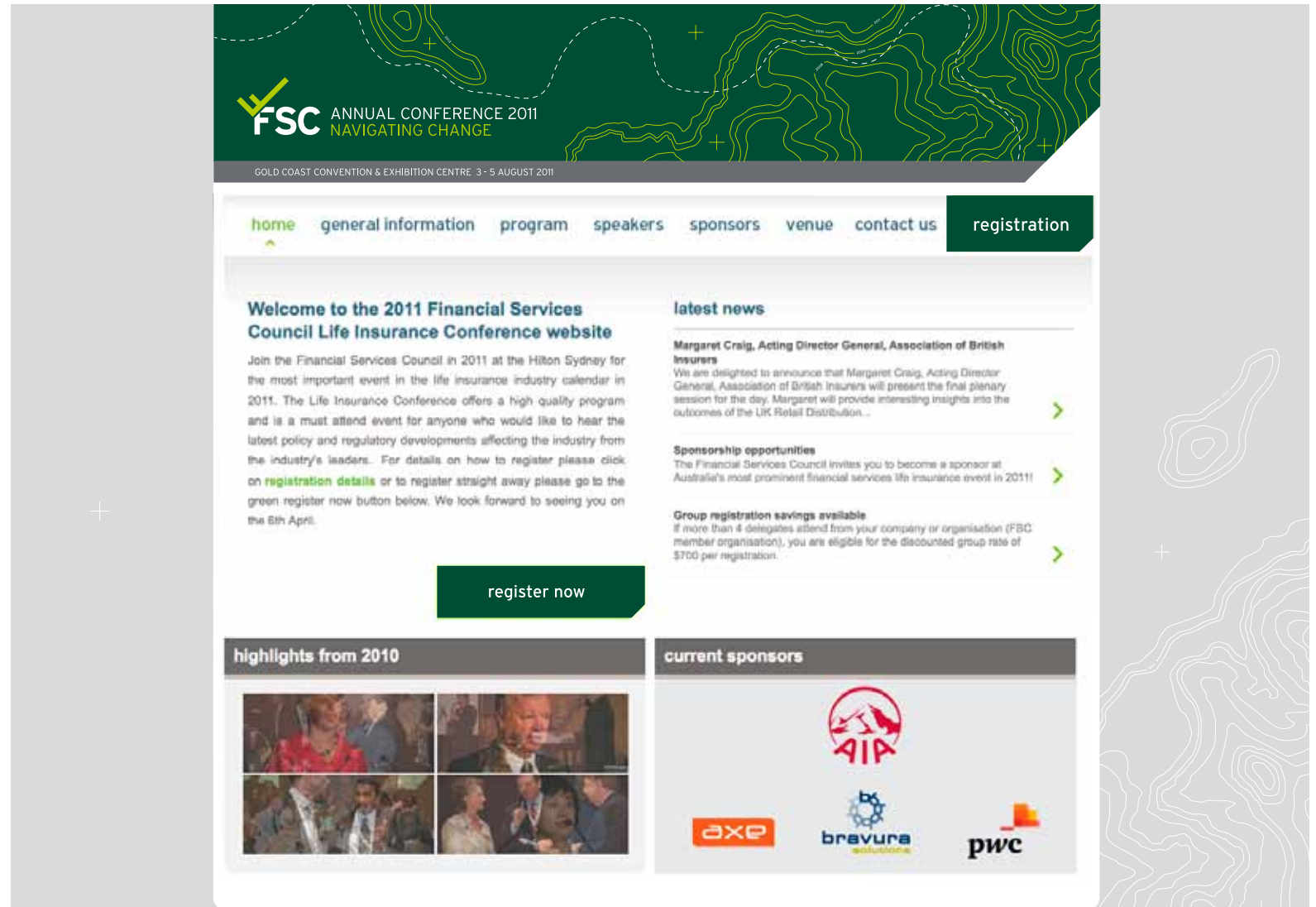
Event brand applications

Event website

The holding shape of the event landmark can be extended to form title headers and/or incorporate imagery with important information.


Keep the master landmark and event title lockup at the bottom left as per construction specifications on page 33.

Utilising the events unique primary colour for the header and keeping text within the holding shape allows for easy differentiation.



Event form

The event illustration or photography can be used subtly in the background to individualise each form.


FSC ANNUAL CONFERENCE 2011

Where did you hear about the FSC conference?
(Indicate all many options are applicable)

☐ FSC Event website
 ☐ FSC website
 ☐ FSC Email
 ☐ Word of mouth
 ☐ Extended previous conference

Priority

☐ I do NOT wish to receive information from conference partners

☐ I do NOT wish to appear in the delegate list

Please advise any special needs (such as dietary or access requirements) below so that we can request appropriate arrangements. Please note that a surcharge may apply for special dietary arrangements in cases where the conference venue cannot satisfy your requests and/or the services of an alternative caterer are required to meet your needs.

2. CONFERENCE REGISTRATION

All conference registration fees include:

- attendance at all sessions, workbook and conference papers;
- lunches on Wednesday and Thursday, breakfast on Friday, morning and afternoon tea (per program);
- one ticket to the Welcome Dinner (Wednesday) and one ticket to the Conference Dinner (Thursday)
- P-Group and Association Catering Services. All members are invited to register at FSC member rates.

* If your company or organization registers four or more delegates for this conference, each delegate must accept individuality at the discounted group rate. If fewer than four delegates from your organization subsequently register for the conference, you will be invoiced for the individual rate after the event.

Full payment must accompany this form. Your registration cannot be processed or acknowledged without full payment and cancellation terms apply (refer to section 4 of this form).

Please select your registration type

EARLYBIRD - registration and payment must be received by COB 30 May 2011		
<input type="checkbox"/> Group delegate £4,800 (pp)	<input type="checkbox"/> Individual delegate New Member - £2,650 (pp)	<input type="checkbox"/> Individual delegate New Member - £2,650 (pp)

STANDARD - registration and payment must be received by 30 July 2011		
<input type="checkbox"/> Group delegate £2,000 (pp)	<input type="checkbox"/> Individual delegate Member - £2,650 (pp)	<input type="checkbox"/> Individual delegate New Member - £2,650 (pp)

LATE - all registrations and payments received on or after 1 August 2011		
<input type="checkbox"/> Individual delegate Member - £2,350 (pp)	<input type="checkbox"/> Individual delegate New Member - £2,800 (pp)	

3. ACCOMMODATION RESERVATION REQUEST

All rates shown are discounted conference rates, per room per night including GST. All rooms are run of house. For cancellation terms please refer to section 4 of this form. For best availability of your choice of hotels, please make your reservation request not less than 30 days prior to the conference.

STEP 1 - PLEASE SELECT YOUR PREFERRED HOTEL & ROOM TYPE

Johns River & Casino <small>(subject to event)</small> <input type="checkbox"/> Superior Room \$199 <input type="checkbox"/> Corner Room \$249 <input type="checkbox"/> Executive Room \$299 Softail Golf Course <small>(member & business)</small> <input type="checkbox"/> Classic River View \$230	Peppin Broadlands <small>(subject to event)</small> <input type="checkbox"/> One Bedroom Suite \$265 <input type="checkbox"/> Return to Park Suite \$265 <input type="checkbox"/> Return Residents \$240	Sharnah Mirage Resort & Spa <small>(subject to event)</small> <input type="checkbox"/> Deluxe Room \$215 <input type="checkbox"/> Deluxe Room \$265
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STEP 2 - PLEASE ENTER YOUR REQUIREMENTS

Arrival / Check-in date _____ August 2011. Estimated arrival _____ am/pm (standard check-in time is 2pm)

Depart / Check-out date _____ August 2011 (standard check-out time is 10am)

STEP 3 - PLEASE ENTER IN YOUR SPECIAL REQUESTS OR COMMENTS BELOW

[illegible]

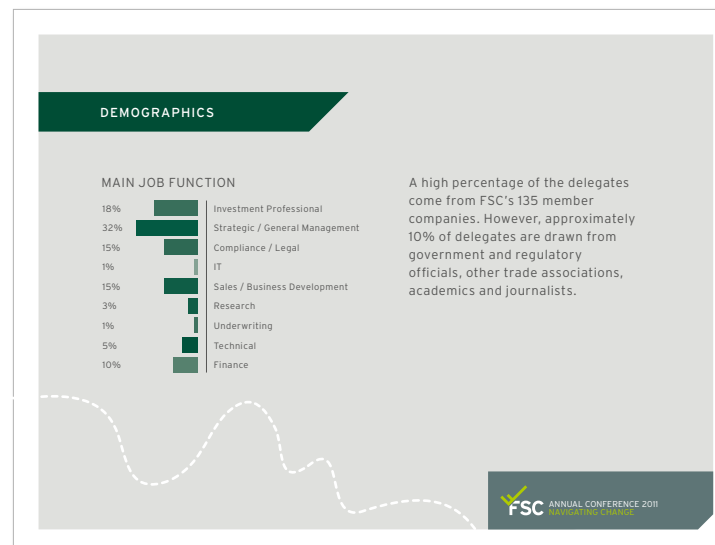
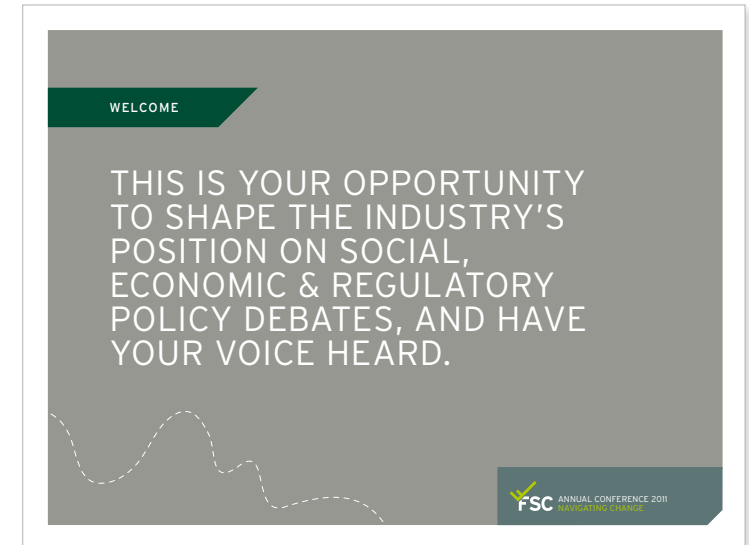
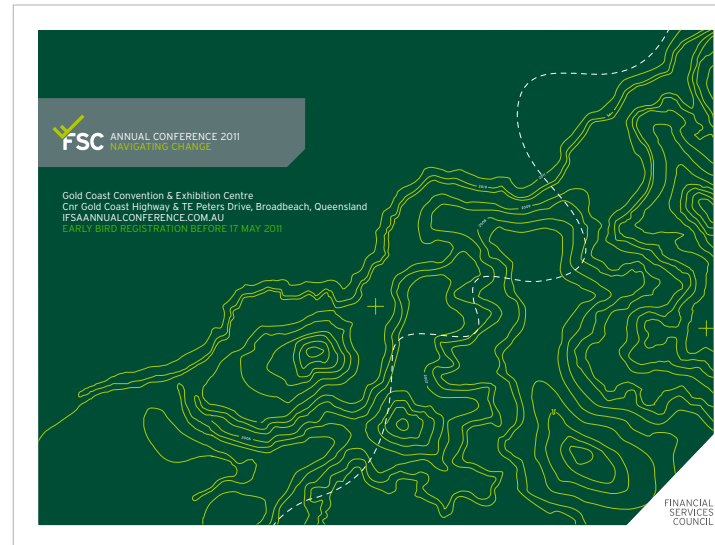
Event brand applications

Event PowerPoint

Within the PowerPoint layouts the Financial Services Council holding shape can be seen applied in a more dynamic headline banner system.

The unique Annual Conference 2011 Navigating change illustration is used within the presentation to link the journey from beginning to end.

Graphs and headlines utilise the specified event colour.



Event brand applications

Event water bottle

There are instances where the landmark may not need a full 'x' height from the top of the application. Using a 0.5x or 0.33x will work in these instances.

Where possible it is recommended to use the unique event primary colour as a feature and bring colour to the event. The event water bottle green cap is a good application of this.

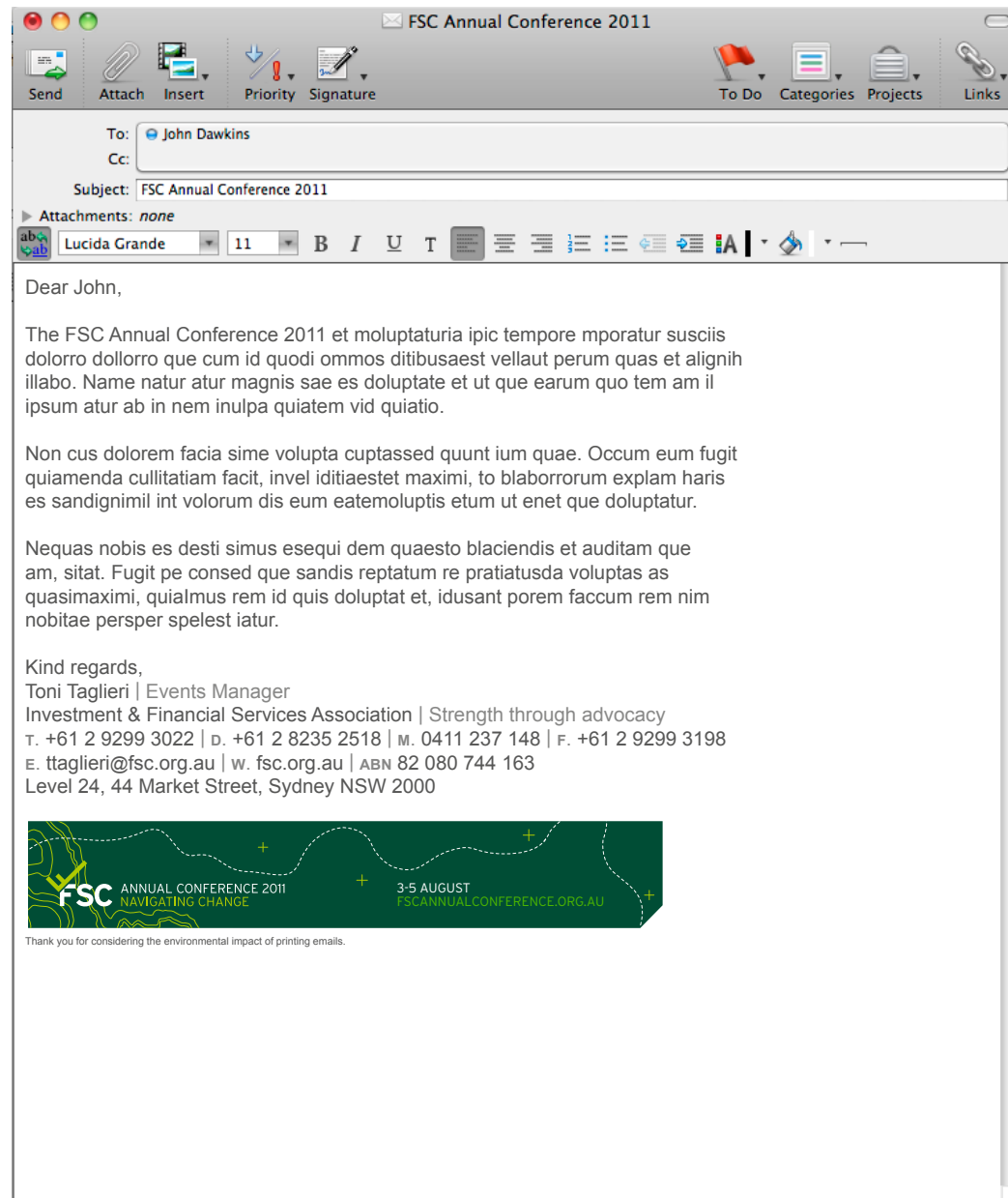


Event brand applications

Email signature

The Financial Services Council event email signature should be set out as shown. The format follows the abbreviations and style set in the Financial Services Council collateral.

The order of importance changes so contact information appears first.



YOUR
FUTURE
FIRST

Brand contact:

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W. fsc.org.au