



BRAND USAGE GUIDELINES

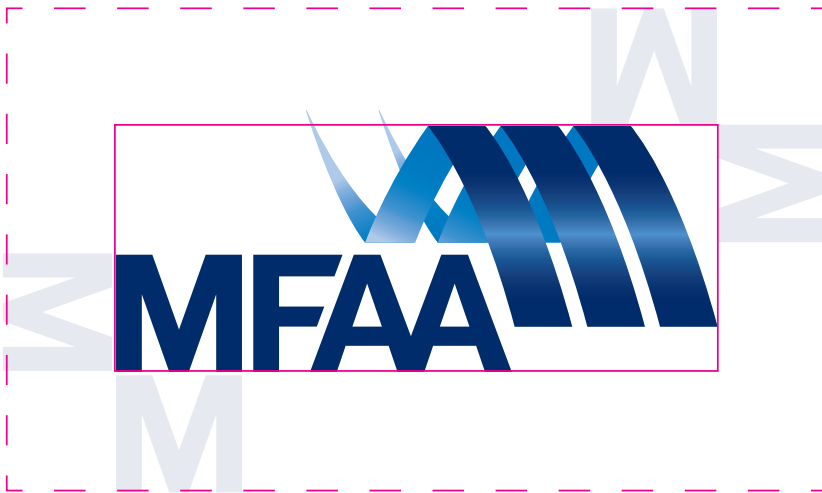
MORTGAGE & FINANCE ASSOCIATION OF AUSTRALIA

HOW TO USE THE BRAND

AREA OF ISOLATION

Our corporate signature should always be surrounded by a defined area of clear space – the ‘area of isolation’.

The unit of measurement is the height of the M. This should be used proportionately whatever the final logo size.



MEMBERS' LOGOS



Full member logo can be used by all full members. If the member is a mortgage broking business or mortgage management business which deals directly with the public, they can only use this logo where they have ensured all their loan writers are full members holding an MFAA accreditation.

MEMBERS' LOGO PLACEMENT

PRINTED MATERIAL

Members' logos, when used with another company's logos, are positioned bottom right.

CLEAR SPACE

The space surrounding the members' logo is the distance from the top of the "M" in MFAA to the bottom of the supporting typeface (refer to the clear space guidelines for the MFAA logo).

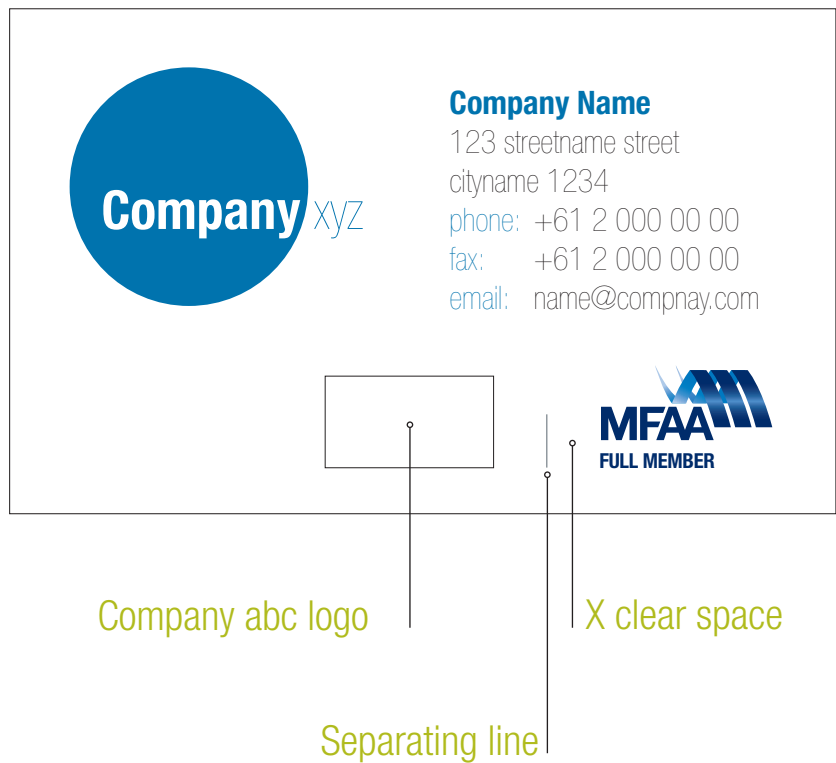
PLACING OTHER SUPPORTING LOGOS NEXT TO THE MFAA MEMBERS' LOGO

The clear space should be maintained when placing other logos next to the members' logo.

A thin hairline the height of the clear space should be used to separate the members' logo from another (see diagram).

MINIMUM SIZE

The MFAA Members' logo minimum size requirement is 2cm in width, allowing the supporting typeface to be clear and legible.



COLOUR PALETTE

CORE BLUE

PMS 2768

C-100 M-78 Y-0 K-44

R-0 G-45 B-106

PRIMARY

This blue is the primary corporate colour and should be the dominant colour in corporate communications.