



Motor Accidents Authority Visual Guidelines

Includes CD rom with MAA artwork



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1. Introduction

The Motor Accidents Authority of NSW (MAA) is the State Government agency that regulates the compulsory third party personal injury insurance scheme in NSW. Our purpose is to keep Green Slips affordable, lower the level of litigation in resolving claims and improve the timeliness and effectiveness of medical treatment to injured persons through:

- regulating the CTP scheme and its participants
- providing education and information to stakeholders and service providers
- operating medical and claims assessment services, and
- continuous improvement in all areas of the Authority's operations.

To ensure that a consistent image of the MAA is presented wherever the MAA logos are used, the following visual standards must be strictly followed. These logos are to be used in their entirety and without change.

2. Master Artwork

All design elements featured in these Image Guidelines are in digital format on the accompanying CD. The MAA logos can also be downloaded from the MAA's website on: www.maa.nsw.gov.au

Always use authorised master artwork and always attach correct PMS colour swatches to ensure accurate colour specification.

3. Trademark

The logos and taglines depicted in this guide are the property of the Motor Accidents Authority of NSW and are protected under various trademark, copyright and other laws. Compliance with this guide ensures the integrity of these marks and any usage by parties outside of MAA must be approved by the MAA.

An Approval Submission Form for external parties is available on the back on this brochure and on our website: www.maa.nsw.gov.au/media/logos.

4. MAA Logo

4.1 Use

To be used in all environments except in injury prevention programs where the Drive safely logos are to be used.

4.2 Colours

Where the logo is printed in full colour MAA colours are:

- Pantone Green
- Pantone 281
- The triangle in the top of the logo is white.

Although it is ideal if the logo is printed in Pantone colours, it is also permissible to print the logo in four colour process. The colour break up is as follows:

- Pantone Green = C:100, M:0, Y:65, K:0
- Pantone 281 = C:100, M:72, Y:0, K:38

One colour

Where one colour printing is used it is permissible to print the logo in:

- Black
- Pantone Green
- Pantone 281
- Reversed out in white.

The MAA logo should not be positioned on backgrounds that will detract from its legibility. On dark or intense coloured backgrounds the emblem should be in solid colours (full colour or one of the preferred colours).

4.3 Size

No less than 15.5mm wide



Artwork 4.1



Artwork 4.2.1 and 4.2.2



Artwork 4.2.3 and 4.2.4



Artwork 4.2.5 and 4.2.6



4.4 Clear space

A minimum amount of clear space should surround the logos and taglines whenever used.

No less than this much proportional space should surround the logo in all placements.

4.5 logo without wordmark

The MAA logo can in certain situations be used without the wordmark. However, this can only happen if the logo appears in full including wordmark at other places on the artwork.

The use of the MAA logo without wordmark must be approved by the MAA.

4.6 Cropped logo on blue border

A specific graphic composition consisting of a cropped MAA logo on a vertical stripe in the left hand side of the page can be used for selected items to create interesting and varied graphic effects.

When using a cropped logo the MAA logo should appear in full at other places on the artwork.

The logo can only be cropped at the right hand side as shown and should not be redrawn or its composition altered.

4.7 Logo as watermark

Only the one coloured black and Pantone Green MAA logos can be used as watermarks by lowering the gradience. Pantone 218 in a lower gradience can not be used for the MAA logo.



Artwork 4.5



Artwork 4.6.1 and 4.6.2



Artwork 4.7.1 and 4.7.2

5. MAA Drive Safety Logo

5.1 Use

The MAA has trademarked the tagline 'You only get one body Drive safely' that can be used as logos in association with the Standard MAA logo in appropriate injury prevention environments.

The guidelines applicable for colour, size and space for the MAA Logo is also applicable to the MAA Drive Safety Logo. See 5.2-5.4

The MAA logo and taglines can be placed as follows:

One line logo centre

Artwork 5.1.1

You only get one body Drive safely.



One line logo end

Artwork 5.1.2



You only get one body Drive safely.

Two lines logo centre

Artwork 5.1.3

**You only get one body
Drive safely.**



Two lines logo end

Artwork 5.1.4



**You only get one body
Drive safely.**

Three lines logo centre

Artwork 5.1.5

**You only get
one body
Drive safely.**



Three lines logo end

Artwork 5.1.6



**You only get
one body
Drive safely.**

6. Approvals

A MAA Approval Submission form at the back of this page must be completed by all companies wishing to use MAA logos. A Approval Submission form should be completed for each item requiring approval. Please ensure that all sections of this form are completed. Upon receipt and assessment of this submission, you will receive an approval notice.

Please send this Approval Submission form together **with a true colour copy of the artwork** containing the MAA logo to MAA at:

Att. Publications Coordinator
The Motor Accidents Authority
Level 22, 580 George Street
Sydney NSW 2000

If artwork is black and white only, the Approval Submission form and copy of artwork can be faxed to the MAA, Att. Publications Coordinator on fax: 1300 137707

The Approval Submission form can also be submitted online at MAA's website on: www.maa.nsw.gov.au/media/logos. In this case, the artwork can be emailed as PDF file to: maa@maa.nsw.gov.au.

For more information, please call 1300 137 131

MAA's approval of the submitted material does NOT constitute the approval or endorsement by MAA of (1) any intellectual property, other than MAA's used in the material or (2) of the product or services or (3) of any claims, actions, liability or loss relating to the material. The submitter is solely responsible for, and should take all appropriate action to ensure content and use of materials and product or services does not infringe applicable statutes or laws or the rights of any third parties. MAA reserves the right to change the guidelines for the use of the MAA logo anytime.

Approval Submission Form

Company

Contact Name

Postal address

Town

State

Postcode

Email

Phone

Fax

Which MAA logo do you wish to use?

- | | |
|--|---|
| <input type="checkbox"/> MAA logo | <input type="checkbox"/> MAA logo as watermark |
| <input type="checkbox"/> MAA logo without workmark | <input type="checkbox"/> MAA logo with "Drive Safely Tagline" |
| <input type="checkbox"/> MAA logo cropped in vertical border | <input type="checkbox"/> Other _____ |

Please give detailed description of use of MAA logo

Date of appearance

Indicate the intended use(s) of the MAA logo

- | | | |
|---|---|--|
| <input type="checkbox"/> In house | <input type="checkbox"/> Commercial | |
| <input type="checkbox"/> Literature/Print | <input type="checkbox"/> Literature/Print | <input type="checkbox"/> Product Packaging |
| <input type="checkbox"/> Promotion | <input type="checkbox"/> Promotion | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Print Media | <input type="checkbox"/> Print Media | <input type="checkbox"/> Point of Sale Display |
| <input type="checkbox"/> Outdoor | <input type="checkbox"/> Outdoor | <input type="checkbox"/> Television |
| <input type="checkbox"/> Premium Gifts | <input type="checkbox"/> Premium Gifts | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Video/Multimedia | <input type="checkbox"/> Video/Multimedia | <input type="checkbox"/> Advertising |
| <input type="checkbox"/> Other: _____ | <input type="checkbox"/> Public Relations | <input type="checkbox"/> Other: _____ |

Please attach true colour copy of the artwork containing the MAA logo

To be filled out by the MAA

The MAA approves of the use of the attached artwork for the intended use as stated above.

Publications Coordinator, MAA _____

Date _____