

Your quick guide to using the TSA Accredited logo

By using the TSA Accredited logo across your website, social media and printed material such as invoices, brochures and stationery, you are promoting your participation in the national Tyre Product Stewardship Scheme to your suppliers and customers.

Logo variations

The TSA Accredited logo is supplied in two configurations, Stacked and Inline with reversed options for applying the logo onto coloured backgrounds.



Stacked Colour



Stacked Reversed



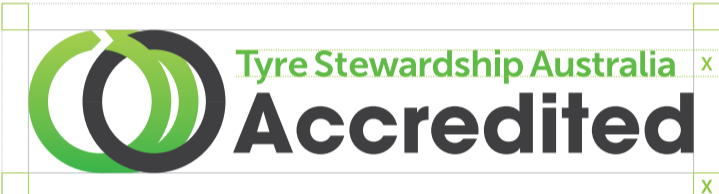
Inline Colour



Inline Reversed

Clear space

The TSA Accredited logo must appear with sufficient clear space surrounding it to ensure that its integrity is not jeopardised. For both logos, the clearspace unit is height of 'T' in Tyre.



Inline logo showing clearspace unit of 'X' which is the height of 'T' in Tyre.

Minimum print size

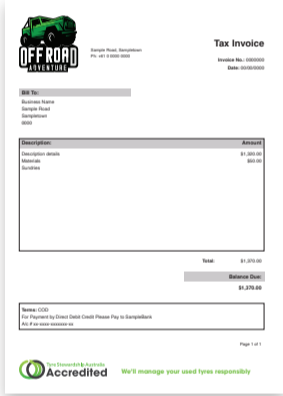
The logos must not be printed below their minimum reproduction sizes:



Minimum width 35mm



Minimum width 50mm



Inline logo example

Colours

The colours that make up the TSA Accredited logo are:

TSA Logo Green

■ CMYK: 75/0/100/0

TSA Logo Grey

■ CMYK: 0/0/0/90

TSA Green Gradient

■ CMYK: 40/0/90/0

■ CMYK: 75/0/90/0

Supporting tagline message

Below are 'tagline' examples we recommend you to use to support the TSA Accredited logo and inform your customers:

“We are committed to the responsible management of your used tyres”

“We’ll manage your used tyres responsibly”



If you require further information please contact:

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