

Use of AIH Seal & Logo 2025

Use of AIH Seal	The official Seal of the Institute shall be used only on official documents by the National Office eg certificates or membership, fellowship & registered horticulturists & for the corporate seal & is managed by the AIH Executive.
Use of AIH Logo	<ol style="list-style-type: none"> 1) The approved stylised form of the official logo may be used by: <ol style="list-style-type: none"> a) AIH Office Use <ol style="list-style-type: none"> i) As appropriate, on other documents eg financial reports, minutes, letterhead, conference brochures & posters, etc. b) Members - On correspondence and marketing materials: <ol style="list-style-type: none"> i) Individuals who are current financial members (but excluding student, graduate members and Friends of Horticulture). ii) The entire graphic combination must be clearly subordinate to the name of the individual or trading entity; iii) Logo must have the word eg Member, Registered Horticulturist, Fellow, Corporate Member c) RH Logo – only used whilst certification is maintained d) Sponsors and Partners – <ol style="list-style-type: none"> i) For use on all forms of correspondence or material by a non-member, the Executive or its representative, for each application, must approve all use. ii) The logo shall be accompanied by the required text
Guidelines	<ol style="list-style-type: none"> 2) Use subject to the following guidelines: <ol style="list-style-type: none"> a) The design is not to be changed, stylised, or combined in any way b) Logo to have the RH individual's name immediately beneath it <ol style="list-style-type: none"> i) in font size no smaller than 6 point & ii) no larger than 12 point c) On letterhead the logo is <ol style="list-style-type: none"> i) to be no less than 15 mm & ii) no greater than 50 mm, d) On email signature block and websites the logo is to be <ol style="list-style-type: none"> i) no less than 8 mm & ii) no greater than 15mm e) On business cards the logo is to be <ol style="list-style-type: none"> i) no less than 8mm & ii) no greater than 15mm f) Logo is always to be accompanied by the approved text. g) The logo and text is to be reproduced in the colour as presented. 3) Waiver of size restrictions <u>subject to application to & approval by</u> the AIH Executive <ol style="list-style-type: none"> a) The size restrictions as noted in this policy may be waived for project b) Billboards, vehicles, Facebook, Instagram, LinkedIn, Twitter, other electronic communications or other purposes. 4) AIH will maintain a register of all members and non-members with approval of use. 5) Use of the logo in all its forms must be removed from all forms of marketing & correspondence upon cessation of membership or removal of approval by AIH.
Files & Formats	<ol style="list-style-type: none"> 6) AIH Files – An electronic file image is available and may be provided upon request by logging into your account online. 7) Formats - All logos available in the following formats; <ol style="list-style-type: none"> a) Adobe .eps; Adobe .pdf; various sizes of .jpeg and .png
Assistance	<ol style="list-style-type: none"> 8) Please contact AIH Membership support on members@aih.org.au

