



# Brand Guidelines



# Guidelines



- The Master Locksmiths Association of Australasia (MLAA) owns and controls various trademarks and assets.
- The MLAA has developed different visuals and content based on these trademarks. These include our new Trust Badge and Corporate Logos.
- The use of any content (e.g. images, audio, video, logos, trust badges, icons, copy/text) that is owned and/or developed by the MLAA, or is related to owned and/or developed assets of MLAA is restricted and subject to approval.
- The MLAA acts as a trustee of the Master Locksmiths brand and its assets. To secure the brand and its assets the following Guidelines & Policies apply.



# Summary



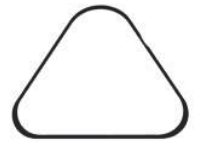
- **In general, the use** of any brand assets, content or creations that are owned and/or developed by the MLAA **is limited to the MLAA.**
- The use of **designated brand assets** (e.g. logos or trust badges) is restricted to active/current Business Members of the MLAA and selected partner of the Association, and subject to approval.
- Every use of a brand asset, online or offline, print or digital **needs to be approved by the MLAA beforehand.**
- **Brand Assets of the MLAA are not to be altered** or changed in any way (color, dimension, additions, exclusion, overlays, cut outs, animation, distort etc.)  
(See section about "No-Go's")
- When used, the brand assets **need to clearly "stand alone"** to not create the impression of being part of a different brand or identity.  
(See section about "Clear Space" & section No-Go's)
- **Individual Members are not allowed** to use any brand asset of the MLAA.
- These Guidelines are subject to change.

# Brand Basics

## Brand Insights










- The Master Locksmiths Brand consists of different visual and textual assets:
  - Logo / Trust Badge (old)
  - Trust badge (Member use, new)
  - Abbreviation Logo / Acronym (Association use)
  - Master Locksmiths Association logo / corporate logo (Association use)
  - Specific font for logos and trust badges.
  - Defined Color set
  - Slogans
  - Etc.

Round Triangle




- Some brand assets are based on but not limited to the shape of the “round triangle” that the logo represents.

- This “round triangle” is used in many physical or virtual properties, like key heads or images.

2. Designs			
Representation/Article	Numbers	Status	Statement
	130560	Registered	Monopoly shown in the shape and disregard
	199602091		
			BP Key Sh
			
			
			
			
			
			
	130561	Registered	Monopoly shown in the shape and disregard
	199602092		

Trade Mark Details - Full	
Trade Mark : 433237	
HL MASTER LOCKSMITHS	PROFESSIONAL GUARANTEE
CIRCLES, ECCENTRIC, IN	TRIANGLE, ROUNDED-CORNERS
16-SEP-1985	
16-SEP-1985	
20-FEB-1989	
20-MAR-1989	
10-AUG-1989	
01-AUG-1989	
16-SEP-2016	
Registered/Protected	
n/a	
Composite	



# Naming & Abbreviation

## Brand Insights

The Master Locksmiths Association uses several names, as well as an abbreviation, in its communication.

Members referring to the Master Locksmiths Association should use the following variations:

Official Business Name: Master Locksmiths Association of Australasia Limited (Ltd)

Used in Communication: Master Locksmiths Association

Abbreviation: MLAA

Incorrect terms:

- MLA
- Master Locksmiths Association of Australia
- Master Locksmiths Association of Australia & New Zealand
- Locksmiths Association
- Association of Locksmiths
- Australian Locksmiths Association

# Basics Use, Store & Send

## Rules around usage of files

Once the MLAA approved the use of its brand or brand asset the approved company (e.g. Business Member) or individual (e.g. Freelancer) must assure the following:

- Files received are to be deleted - at the business and it's partners - after the product (e.g. website, sign, sticker, decal, embroidery, print etc.) has been completed.
- Files received – during time of completion – are to be securely stored and protected from misuse or unauthorized duplication. (The approved business or individual is liable for its partners!)
- Files received can only be used for the purpose they were approved for
- Files received cannot be changed, altered, e.g. saved in different file types or renamed.
- Files received cannot be send to third parties.
- Files received are not to be published/stored anywhere online (e.g. uploaded to the cloud, social sharing, file sharing etc.) if the system isn't a closed peer-to-peer system. Ownership of the file must be guaranteed, and files must be removable at all time!
- Files received are only to be used in Australia & New Zealand and are not to be send to businesses or individuals outside Australia or New Zealand.



# MLAA Color Set

## Brand Insights “Colours”

The MLAA uses a defined color set. The unique color combination is to be used by the MLAA only and must not be copied by its members.



cmyk 100c / 0m / 0y / 0k  
rgb 0r / 173g / 240b  
#00adf0  
Pantone CYAN



cmyk 100c / 65m / 0y / 15k  
rgb 15r / 80g / 150b  
#0f5095



cmyk 0c / 100m / 75y / 0k  
rgb 240r / 25g / 65b  
#f01941



cmyk 0c / 0m / 0y / 90k  
rgb 65 / 65g / 65b  
#414141



cmyk 15c / 12m / 12y / 0k  
rgb 213r / 213g / 213b  
#d5d5d5

Please note that members are not allowed to use/copy the MLAA color set to create their own brand. (See section “No Goes” at the end)

# Logos & Trust Badges

Trust Badge 1  
(former MLAA Logo)



Trust Badge 2  
(Established Oct. 2017)



The Trust Badge is used by Business Members to identify themselves as a quality Locksmiths and Business Member of the MLAA. It is also used by the MLAA to promote its Business Members to the public.

Note: Individual Members are not allowed to use these assets.



# Trust Badge 1

Discontinued 01.11.2017

## Trust Badge 1 Explanation



- Must contain slogan "Professional Guarantee"
- ML & Keyway-Icon are BLUE
- Ring in Badge is RED
- Inline is WHITE
- Colors:
  - Blue = #00AEEF
  - Red = #EF3E33
  - White = FFFFFFFF

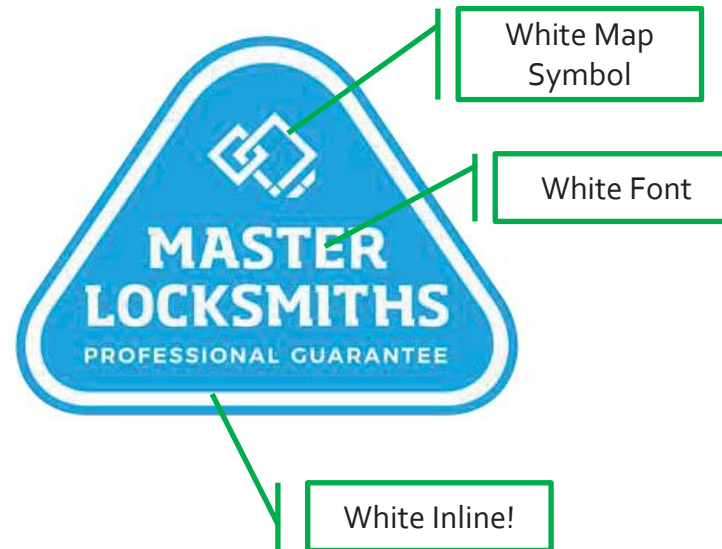
The Trust Badge 1 is just valid if containing "Professional Guarantee"

Note:

Trust Badge 2 will replace the Trust Badge 1 from 19 October 2017 onwards and will be officially discontinued on 1. January 2020.

# Trust Badge 2

## Trust Badge 2 (current) Explanation



- Must contain slogan “Professional Guarantee”
- Map Symbol is WHITE
- Inline is WHITE
- Colors:
  - Blue = #00AEEF
  - White = FFFFFFFF

The Trust Badge 2 is just valid if containing “Professional Guarantee” and the “map symbol”

Note:

Trust Badge 2 will replace the Trust Bade 1 from 19 October 2017 onwards.

# MLAA "Corporate" Logos

These visuals are for Head Office use only!

MLAA Corporate Logo  
(MLAA use only)



MLAA Acronym Logo  
(MLAA use only)



Always on white background or Brand Colours

! Internal: Use with transparent background for embroidery on request!

The MLAA Corporate Logo and MLAA Acronym are for MLAA use only!  
The above logos are used to identify and to promote the Association itself.

# MLAA "Corporate" Logos on other colours

These visuals are for Head Office use only!

The MLAA Corporate Logo can be used on Corporate Colours, except RED!

## MLAA Corporate Logo (MLAA use only)



Example 1  
Logo on MLAA Dark Blue  
#0f5095



Example 1  
Logo on MLAA Dark Grey  
#414141

## MLAA Acronym Logo (MLAA use only)



Example 3  
Logo on MLAA Light Blue  
#00adfo



Example 4  
Logo on MLAA Light Grey  
#d5d5d5

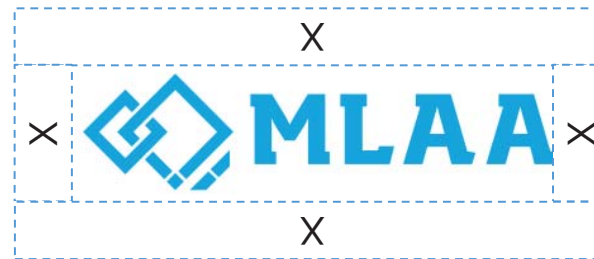
The MLAA Logo and MLAA Acronym are for MLAA use only!

! Internal: Use with transparent background for embroidery on request!

# Logo & Trust Badge Clear Space

## The Trust Badge and Logos

The Logos and Trust Badges of the MLAA are designed to “stand alone”, enough “clear space” (or white space if used on white) around them must be ensured.



Note:

Please review the section “No goes” if you are not sure about “clear space” and “stand alone”.

# Trademarked Shape

## Shapes and Usage

The MLAA owns the trademark for a key head that features the shape of the MLAA trust badge or logo (odd triangle).

Any use of the key head or symbols, icons, content featuring the unique shape needs to be approved by the MLAA.



Examples of use:



Example:

The MLAK or Master Locksmiths Access Key is a restricted Key System featuring the restricted key head.



# Slogans & Taglines

## Catchphrases & Taglines

The MLAA uses different slogans to promote the Association, it's events or the services and products of its members.

The following Slogans & Taglines are for MLAA use only and may not be used by MLAA members or their partners.

- *Secure the things you love.*
- *... the center lock of the locksmithing industry*
- *...an Association to be proud of, a network of specialists*
- *...an Association to be proud of, a network of security specialists*
- *...the future unlocked*
- *Master Locksmiths, Security Mastered*
- *Unlock the Good (MLAA Charity Work)*

These taglines are for Head Office use only!

The following examples show alterations and non-confirm use of the MLAA Brand Assets

# Incorrect Use (No-Go's)



Thinner Outline



Colour & Clear Space



Colour



No Outline & Color



Color



Additional Text



Additional Shadow



Color



Clear Space & Additional image



White Inline missing



Clear Space & Additional Reflection



Color & wrong subline

The following examples show alterations and non-confirm use of the MLAA Brand Assets



Conflict of ID



Conflict of ID & Use of color set



Orientation



Use of colour set & Use of trademarked shape



Orientation & 3d indication



Use as profile picture (& color)



Shape & Color

## Incorrect Use (No-Go's)