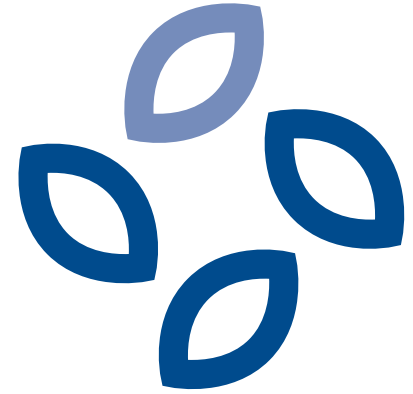


Perpetual logo and acknowledgement copy guidelines for charitable organisations



Overview

Perpetual manages over 450 charitable trusts. Thanks to the generosity of our philanthropic clients, we are able to distribute more than \$40 million each year on behalf of the charitable trusts we manage.

These guidelines should be used when your organisation wishes to acknowledge funding from one or more trusts/foundations managed by Perpetual. The guidelines set parameters for the use of Perpetual's logo as well as acceptable funding acknowledgment copy.

Please provide Perpetual with a copy of the acknowledgement before finalising wherever possible.

Acknowledgement copy

When acknowledging funding in promotional copy, please ensure that:

- the trust name is used when referring to the funding source
- the full and correct name of the trust that has funded the activity is used. If the trust name is too long and causes difficulties with spacing, please contact Perpetual Philanthropy for an acceptable abbreviated version of the trust name
- Perpetual is referred to as being the manager of the trust, not as the source of the funding, and should be referred to in the following format:

Example: 'Funded by The S Jones Charitable Fund, managed by Perpetual'.

In some instances co-trustee information should be added at the end of the acknowledgement. We will advise if this is required.

Contact us

Perpetual logos are available in EPS, GIF or JPG formats in small, medium and large sizes.

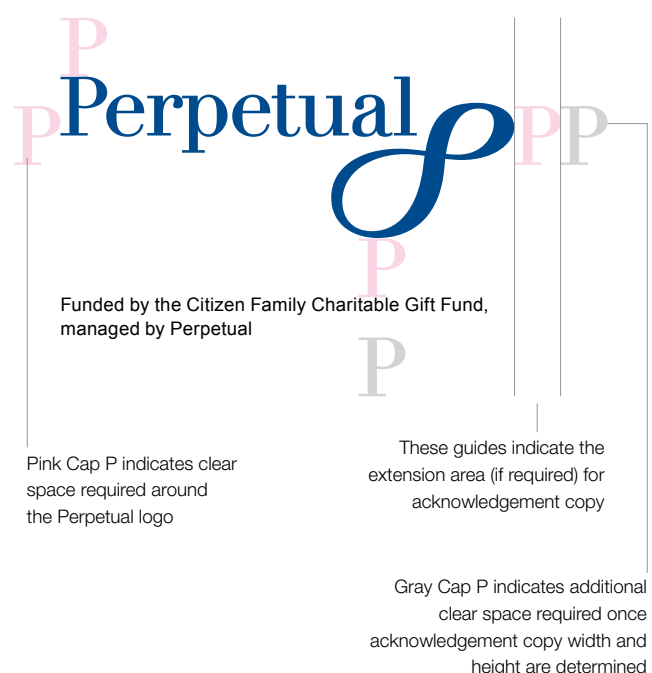
To obtain logos or for further queries relating to the use of Perpetual's logo or acknowledgement copy, please contact **1800 501 227** or email philanthropy@perpetual.com.au

Application of logo and copy

When using Perpetual's logo the wording must be placed underneath the logo. This makes it clear that funding was granted from one of Perpetual's trusts or foundations and not from Perpetual itself.

It is recommended that:

- you view the examples on page 3 to help you choose the appropriate logo size and its corresponding font size
- the acknowledgement copy runs the full length of the logo width and follows onto the next line, aligned left
- acknowledgement copy has a minimum of 2 words on the last line eg by Perpetual
- a person's name, or initials and surname, be kept together on one line
- acknowledgement copy not exceed 4 lines
- you use a logo width of 35-40 mm for A4 documents (**35mm minimum size**) and 50-60 mm for A3 documents.



Guidelines

Perpetual manages many trusts with names of varying lengths. To assist you in setting out the acknowledgement copy, examples are shown for long and short names on page 3. The examples are to help you best match the correct font size to the logo size you will use. Please adhere to the following guidelines.

Logo

- The Perpetual logo must never be redrawn or distorted.
- The Perpetual logo must be reproduced at the correct resolution, the edges being sharp, not jagged.
- The preferred version of the logo is to be printed in PMS 288 on a white background. The logo may also be reproduced in black on a white background or may be reversed out of these two colours as shown. When being reproduced for print, the CMYK breakdown for PMS 288 is 100.67.0.23. If used online the RGB breakdown is 0.48.130 and the hexadecimal number is 003082.
- The Perpetual logo may not be produced on coloured, photographic or patterned backgrounds as this compromises the logo's clarity.

- The minimum clear space required around the Perpetual logo is indicated by the Cap P height and width shown on the previous page. It should be noted, that because the trust or foundation names vary in length and number of lines, the minimum Cap P clear space is still applicable to the right of and below the acknowledgement copy. The gray Cap P spaces on page 1 indicate that the adjustable clear space in these areas.

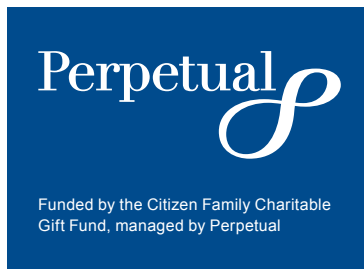
Acknowledgement copy

- Acknowledgement copy is placed below the logo, left aligned, using the appropriate clear space guidelines as outlined above.
- Acknowledgement copy is black and the font is Arial regular. See examples on page 3 for font size recommendations.
- Acknowledgement copy should not exceed the logo width. However, for aesthetic purposes and for a better copy fit, acknowledgment copy may extend into the clear space to the right of the mobius indicated by the gray parallel lines shown on page 1.

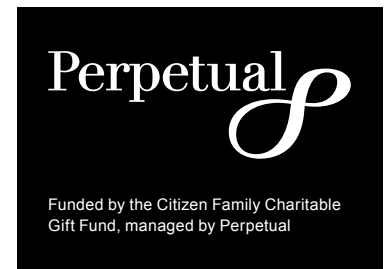
Logo DOs



Funded by the Citizen Family Charitable Gift Fund, managed by Perpetual

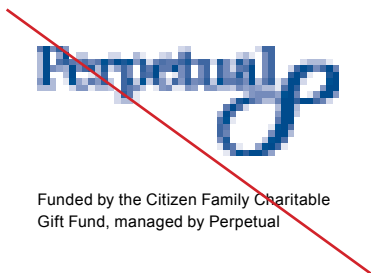


Funded by the Citizen Family Charitable Gift Fund, managed by Perpetual

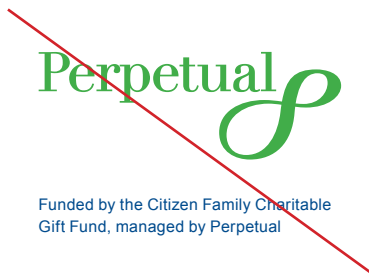


Funded by the Citizen Family Charitable Gift Fund, managed by Perpetual

Logo DON'Ts



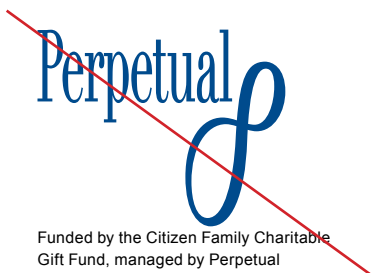
Funded by the Citizen Family Charitable Gift Fund, managed by Perpetual



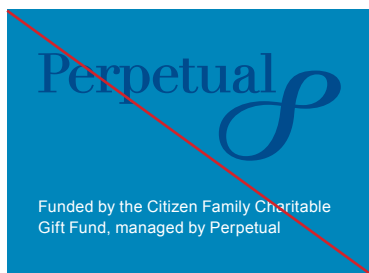
Funded by the Citizen Family Charitable Gift Fund, managed by Perpetual



Funded by the Citizen Family Charitable Gift Fund, managed by Perpetual



Funded by the Citizen Family Charitable Gift Fund, managed by Perpetual



Funded by the Citizen Family Charitable Gift Fund, managed by Perpetual



Funded by the Citizen Family Charitable Gift Fund, managed by Perpetual

Long name examples (9+ words)

Example: logo width 80 mm



Funded by the Estate of the Late John Citizen Charitable Fund A/C John Citizen Convalescent Hospital & Wellness Cottages Trust, managed by Perpetual

- Copy length per line** For logos measuring 65-80 mm, approximately 53-60 characters.
- Font and size** Arial regular 8pt/10pt in black.
- Recommendation** Acknowledgement copy should not exceed logo width. However, for best copy fit and aesthetic purposes, the characters may extend into the Cap P clear space on the right. Copy should fit into 3 lines, maximum 4 lines.

Example: logo width 50 mm



Funded by the Estate of the Late John Citizen Charitable Fund A/C John Citizen Convalescent Hospital & Wellness Cottages Trust, managed by Perpetual

- Copy length per line** For logos measuring 50-64 mm, approximately 45-52 characters.
- Font and size** Arial regular 7pt/9pt in black.
- Recommendation** Acknowledgement copy should not exceed logo width. However, for best copy fit and aesthetic purposes, the characters may extend into the Cap P clear space on the right. Copy should fit into 3 lines, maximum 4 lines.

Example: logo width 35 mm – minimum size



Funded by the Estate of the Late John Citizen Charitable Fund A/C John Citizen Convalescent Hospital & Wellness Cottages Trust, managed by Perpetual

- Copy length per line** For logos measuring 35-49 mm, approximately 35-45 characters.
- Font and size** Arial regular 6pt/8pt in black.
- Recommendation** Acknowledgement copy should not exceed logo width. However, for best copy fit and aesthetic purposes, the characters may extend into the Cap P clear space on the right. Copy could fit into 3 lines, maximum 4 lines.

Short name examples (3-5 words)

Example: logo width 80 mm



Funded by the John Citizen Gift Fund, managed by Perpetual

- Copy length per line** For logos measuring 65-80 mm, approximately 53-60 characters.
- Font and size** Arial regular 8pt/10pt in black.
- Recommendation** Acknowledgement copy should not exceed logo width. However, for best copy fit and aesthetic purposes, the characters may extend into the Cap P clear space on the right. Copy should fit into 1 line, maximum 2 lines.

Example: logo width 50 mm



Funded by the John Citizen Gift Fund, managed by Perpetual

- Copy length per line** For logos measuring 50-64 mm, approximately 45-52 characters.
- Font and size** Arial regular 7pt/9pt in black.
- Recommendation** Acknowledgement copy should not exceed logo width. However, for best copy fit and aesthetic purposes, the characters may extend into the Cap P clear space on the right. Copy should fit into 1- 2 lines. Maximum 2 lines.

Example: logo width 35 mm – minimum size



Funded by the John Citizen Gift Fund, managed by Perpetual

- Copy length per line** For logos measuring 35-49 mm, approximately 35-45 characters.
- Font and size** Arial regular 6pt/8pt in black.
- Recommendation** Acknowledgement copy should not exceed logo width. However, for best copy fit and aesthetic purposes, the characters may extend into the Cap P clear space on the right. Copy should fit into 1- 2 lines. Maximum 2 lines.