

# ANSA LOGO STANDARDS

AUSTRALIAN NATIONAL SPORTFISHING ASSOCIATION LTD



**This booklet provides details for the only acceptable usage of the  
ANSA LOGO**

# ANSA LOGO HISTORY

Mr John Reynolds, Liverpool Sydney, originally designed the ANSA logo. The badge is the result of a “Design a badge” competition run by the “AUSTRALIAN SPORTFISHING MAGAZINE “ and the results were published in the summer edition 1969.

Mr. Reynolds received a Mitchell thread line reel, a super Silaflex rod, 500 yards of fluorescent line, a White-Hall thread line reel, an “Old Pal” fishing tackle box and 12 months subscription to AUSTRALIAN SPORTFISHING MAGAZINE.

The logo has not changed from the original except for the addition of the words “AUSTRALIAN NATIONAL SPORTFISHING ASSOCIATION” wrapped around the original logo.



## **ANSA Masthead usage**

---



**Australian National  
Sportfishing Association Ltd.  
National Executive**

**ACN 063 293 514**

---

COMMITTED TO CONSERVATION INTEGRITY IN SPORTFISHING SINCE 1967

**All other mastheads for Branches must have similar set up and information except for the following,**

**Where the text “National Executive” appears must be changed to Branch Executive. Where the National Executive ACN number appears. Branches can have their own individual ACN numbers.**

**The following alternative format can be used.**



**Australian National Sportfishing Association Ltd.  
National Executive**

**ACN 063 293 514**

---

COMMITTED TO CONSERVATION INTEGRITY IN SPORTFISHING SINCE 1967

**Text to be Times New Roman, size 14 Bold for Association name and size 12 Normal for the commitment statement. Logo of a size to suit text content.**

# BRANCH MASTHEAD ALTERNATIVE



**Australian National Sportfishing Association Ltd.  
New South Wales Branch**

**ACN 000 000 000**

---

COMMITTED TO CONSERVATION INTEGRITY IN SPORTFISHING SINCE 1967

**Text to be Times New Roman, size 14 Bold for Association name and size 12 Normal for the commitment statement. Logo of a size to suit text content.**

**Where the text “National Executive” appears must be changed to Branch Executive. Where the National Executive ACN number appears, Branches must show their own individual ACN numbers.**

**BRANCH  
LOGO**

Branch Addresses  
President:

Secretary:

# ANSA Logo Usage

The following examples of the ANSA logo are the only acceptable treatments.

1 and 4 Must be accompanied by Text (Association Name) as in masthead usage.  
(logo 4 Black and white version)

2,3,5&6 Can be used independently of accompanying text but must not be altered in any way

The use of the logo is protected by law & may not be rented or sold without written permission of the National Executive.



Colour is PANTONE PMS 115 CV



Colour is BLACK



1



4



2



5



3



6

# FAX SHEET



**AUSTRALIAN NATIONAL SPORTFISHING ASSOCIATION LTD  
NATIONAL EXECUTIVE**

**ACN 000 000 000**

---

COMMITTED TO CONSERVATION AND INTEGRITY IN SPORTFISHING SINCE 1967

<b>FACSIMILE</b>
Date ...../...../.....
Pages to follow this one .....
<input type="checkbox"/> Reply required <input type="checkbox"/> Urgent <input type="checkbox"/> No Reply required

**For the attention of:** .....

**From:** .....

**Fax Number:** .....

**AUSTRALIAN NATIONAL SPORTFISHING  
ASSOCIATION LTD**

**TAGGING LOGO'S**

**The Association name should be used in conjunction with these logo's as stated on page five logo's number 1 and 4.**



**AUSTAG LOGO FOR THE NATIONAL BODY**



**TASMAINIAN BRANCH LOGO**



**VICTORIAN BRANCH LOGO**



**SOUTH AUST BRANCH LOGO**

**AUSTRALIAN NATIONAL SPORTFISHING  
ASSOCIATION LTD**

**TAGGING LOGO'S**

**The Association name should be used in conjunction with these logo's as stated on page five logo's number 1 and 4.**



**WEST AUST BRANCH LOGO**



**NEW SOUTH WALES LOGO**



**QUEENSLAND BRANCH LOGO**



**NORTHERN TERRITORY BRANCH LOGO**