

Use of the WMAA Logo

Corporate, Small Business & Supplier Members

The Waste Management Association of Australia encourages its corporate members to demonstrate their shared commitment to promoting responsible waste and resource management through acknowledgment of their WMAA membership.

To ensure that the WMAA is not seen to be endorsing any particular product or company in preference to others, permission to use the WMAA logo or make reference to the WMAA in promotional material (printed and electronic) is provided under the following conditions and guidelines:

- Any use of the Waste Management Association title or WMAA logo will be discreet and less prominent than the company or product name, logo or banner
- The use of the WMAA logo or any reference to WMAA must clearly imply that the company or organisation is representing itself simply as a member of WMAA. The words “MEMBER OF” must be used in conjunction with the use of the WMAA logo or title (National Office will provide a logo inclusive of this text on request)
- Where possible, all references to WMAA (logo or name) will be at the bottom or lower margin of the page or promotion, or at least presented in such a manner as to not appear as the promoting organisation or sponsor of the product
- The logo is to be used without modification of the colours or font styles

In providing this approval to use the WMAA logo or acknowledgment of WMAA membership, the Waste Management Association of Australia, in so doing, assumes no responsibility or liability for the opinions or statements of facts expressed by the company using the WMAA logo or name in its advertising, promotion, letterheads or other printed or electronic communications and material.

Individual Members

Individual members are also encouraged to acknowledge their membership of the WMAA as post nominal or in the simple statement, “Member of Waste Management Association of Australia” on their business card or personal correspondence/letterhead.

It is not appropriate to use the WMAA logo in this situation.

Using the Logo

The WMAA logo should be reproduced at a size of 8mm in height or greater.
A minimum clear space of 3mm must be maintained around the logo.

White is the preferred background when reproducing the logo.

The *WMAA* letters, graphic and *Waste Management Association of Australia* lettering must always appear as one complete logo. No one individual element should be used separately.

Contact Details

Other uses of the WMAA logo will be reviewed on a case by case basis, please contact:

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