

National Stress Awareness Day (NSAD)

Guidelines for Use of Logo

Introduction

National Stress Awareness Day (NSAD) is organised annually by the International Stress Management Association (ISMA^{UK}), and aims to help people suffering from stress by highlighting the many coping strategies and sources of help available. The event offers free advice to people who want to reduce the harmful effects of stress in their lives and to organisations who wish to improve their stress management policies at work. Held on the first Wednesday in November of each year, NSAD welcomes support and interaction from all individuals and organisations that are involved in the relief of stress and stress management in the workplace.

ISMA^{UK} is the leading UK professional body in stress management, and has a clear role to provide professional accreditation and services to all individuals and organisations that practice, have responsibility for, or have an interest in stress management. NSAD is part of the portfolio of services and events delivered by ISMA^{UK}.

NSAD Logo

ISMA^{UK} has standardised the visual logo representing National Stress Awareness Day and made it available to all organisations to use in the promotion of the day:





Terminology

The day (the first Wednesday in November of each year) set aside to deliver stress awareness information to the country is to be known as **National Stress Awareness Day** which may be abbreviated to **NSAD** (pronounced 'N-sad') once the title has been introduced. The visual logo above is to be known as the **NSAD logo**. Where possible, any reference to National Stress Awareness Day or NSAD must be accompanied by the reference: **“Organised by ISMA^{UK}”**.

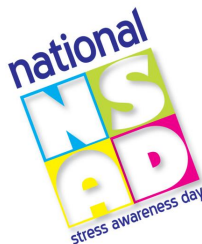
Copyright

NSAD is a day organised and delivered by ISMA^{UK} with the support of interested parties. The NSAD logo has been created by ISMA^{UK} and remains the copyright of ISMA^{UK}.

Guidelines

ISMA^{UK} permits use of the NSAD logo by all ISMA^{UK} members, participating individuals and organisations. These Guidelines define the correct use of the NSAD logo and identity. The instructions and guidance contained below apply to all staff of ISMA^{UK} and also to all participating organisations and external suppliers. The Guidelines specify the way the logo should be used and it is most important that all concerned follow these Guidelines to the letter and, if in doubt, seek guidance from the Public Relations representatives of ISMA^{UK} on the correct application for any situation.

The Logo. The NSAD brand, consisting of one clear logo, is to be used consistently, correctly and appropriately on all published material printed and online. No other logo should be used to represent NSAD or the activities on NSAD without the express permission of ISMA^{UK}. The logo is:





Copies of the Logo. The logo is available as an .eps or .jpeg file in the following types:

- Full colour version
- Black version

Logo Colour. The colour logo is supplied as 4-colour artwork and should be used as supplied. No spot colours should be substituted on any part of the logo. The logo may be used as a single colour image but only in black.

How the Logo Should be Used. The logo shown above is the approved version of the logo for general use. This should not be fragmented or modified under any circumstances. In particular:

- **Use of the logo must always be referenced to the event being “organised by ISMA^{UK}”.**
- The logo artwork must not be altered in any way.
- The lettering and box make up the entire design of the logo and must always be used together.
- No additional words/text must be added to the logo.
- The 4-square box must not be used on its own.
- The lettering is part of the logo design and the fonts must not be changed in any way.
- The logo must be displayed as shown – at the same angle and leaning the same way.
- The logo must not be rotated.
- The colours used in the logo must not be altered.
- The image must not be distorted – any reduction or enlargement should be equal so that the logo reproduces in proportion, e.g. it should never be squashed or stretched.
- The logo elements must be used on a white background to preserve the drop shadow.
- When using the jpeg version, it must not be scaled too much to ensure that the characters remain crisp – if in doubt use the eps file version.
- Do not use against or close to a conflicting or busy background/design element.
- In order to ensure legibility, the logo should not be reproduced at less than 30mm height.
- To ensure the quality of the image, the logo must never be reproduced/scanned from previously printed material.



Annual Themes

ISMA^{UK} will introduce an annual theme which will be promulgated to interested parties in advance of the day. This year, Wednesday 3rd November 2010, sees the theme of NSAD being “Start Living – Stop Stressing”. Whilst this is the theme for ISMA^{UK}, it is recognised that other organisation may have a different theme to promulgate. If this is the case, it is requested that the theme is discussed with ISMA^{UK} to ensure that there is no clash of messages. Those who use the “Start Living – Stop Stressing” theme as main headings and strapline should use the words in the following format:

Start Living - Stop Stressing

Failure to Comply

Failure to adhere to these simple Guidelines will result in permission to use the NSAD logo and participation in the day being withdrawn.

Further Information

The strength of the NSAD logo depends largely upon its consistency of application and your help in ensuring this is vital and appreciated. If you have any questions regarding the logo, its usage or any other matters relating to National Stress Awareness Day please contact the Public Relations representatives at ISMA^{UK}:

ISMA^{UK}

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