

# Self Storage Association of Australasia Brand Guidelines

October 2020



**Self Storage Association**  
of Australasia



**The SSAA has proudly supported the self storage industry of Australia and New Zealand for more than thirty years.**

**Who we are**

Founded by a small group of facility operators in Sydney's Hotel Lawson, we've grown to over 800 members representing more than 1,500 facilities across Australasia.

As the peak industry body, we seek to inspire innovation and engagement across the industry and help our members improve their businesses through advocacy, education and support.

**Objectives**

We are guided by our strong commitment to serving our members.

We advocate for the industry and on behalf of our members.

We share knowledge, research and insights to help our members improve their businesses.

We engage members through events and other activities aimed at fostering a strong, supportive network of like-minded businesses.

We work to connect and develop the self storage industry.

Ultimately, we exist to help our members' businesses thrive by promoting excellence and the highest standards across the self storage industry.

## **Positioning statement**

**Created by the industry for the industry  
the Self Storage Association of Australasia  
exists to help our members businesses  
thrive by providing advocacy, education  
and support.**

# SSAA logo treatment and restrictions

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This is the primary SSAA logo. It is comprised of the folding icon and the Self Storage Association of Australasia wordmark.



This is the SSAA tagline. It is used to support the SSAA primary logo. It sits independently of the logo and is used as either a headline or sign off to appropriate collateral.

**Independent spirit. Collective knowledge.**

This is the primary SSAA logo. It is comprised of the folding icon and the Self Storage Association of Australasia wordmark.

**Each version of the SSAA logo can be applied as follows:**

- Navy with light blue highlights on white
- White with light blue highlights on SSAA navy.
- White with navy highlights on SSAA light blue.
- Black on white when four colour printing is not available.

The logo should never be applied on any other colour or over the top of imagery.

**All SSAA logos are available as:**

**PNG files** Available in RGB colours only and predominantly used in documents made to be viewed on screen.

**AI files:** Available in CMYK and PMS colours and predominantly used in print applications.

**SVG files** Available in RGB colours only and predominantly used on digital assets.

**JPEG files** Available in RGB colours only and predominantly used on digital assets.



The clear space that must surround the logo is based on 'X' which is determined by the width of the curve in the SSAA folding icon as shown.





To ensure the logo is always visible, it must not be reproduced less than the minimum sizes described. The minimum size for print is 25mm wide, measured from the outer edges of the SSAA wordmark and icon.

The minimum size for digital applications is 30px high, measured from the top and bottom edges of the SSAA icon. In some cases the SSAA icon can be used independently from the logo, however permission must be obtained from the SSAA marketing department.



To ensure the SSAA Logo is always used in the best way possible, the following rules should be adhered to. The SSAA Logo must never be recreated or adapted. Contact the SSAA marketing department to obtain the appropriate format for your project.



Don't stretch or distort the logo.



Don't alter the colour or fill settings of the logo



Don't change the relationship between the wordmark and icon.



Don't create new logos or lock-ups for any purpose.



Don't apply effects.



Don't apply the logo on an unapproved colour or photograph.

# Have a tricky brand question?

The friendly team at SSAA is at your service to help with any questions you may have.

Australia 1800 067 313

New Zealand 0800 444 356

[selfstorage.org.au](http://selfstorage.org.au)



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