Supply Nation

BRANDING GUIDE

CONNECT

LEGACY • 15 YEARS OF SUPPLY NATION

CONNECT EVENT TOOLKIT AND BRANDING*

This year we have developed an event toolkit to celebrate Connect 2024! The purpose of this toolkit is to help supporters and event participants showcase their involvement with our annual flagship event, using approved assets.

This toolkit is to be used for **genuine event promotion** - to showcase the incredible Indigenous businesses, organisations and individuals who are making significant contributions to Connect.

This resource and the wider Connect branding are not to be used by organisations or individuals in a **misleading or untrue manner**, including false advertising / promotion / association with the event. For a detailed list of the incorrect usage of these assets, refer to **page 4**.

EVENT TOOLKIT ⌄

✔ WHO: Connect supporters

✔ WHY: to celebrate the success of the Indigenous business sector

✔ HOW: share across your social media, marketing and communications channels

✘ DON'T: use assets for misleading or false purposes / advertising / promotion

*All external stakeholders using Supply Nation's Connect brand assets and toolkits are responsible for understanding and applying the contents of this guide

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EVENT TOOLKIT*

The event toolkit is designed for anyone who wants to show support for Connect. Whether you have attended in previous years, are new / reattending this year, or just want to advocate for the Indigenous business sector - this toolkit can help encourage your network to attend and explore genuine engagement with Aboriginal and Torres Strait Islander businesses.

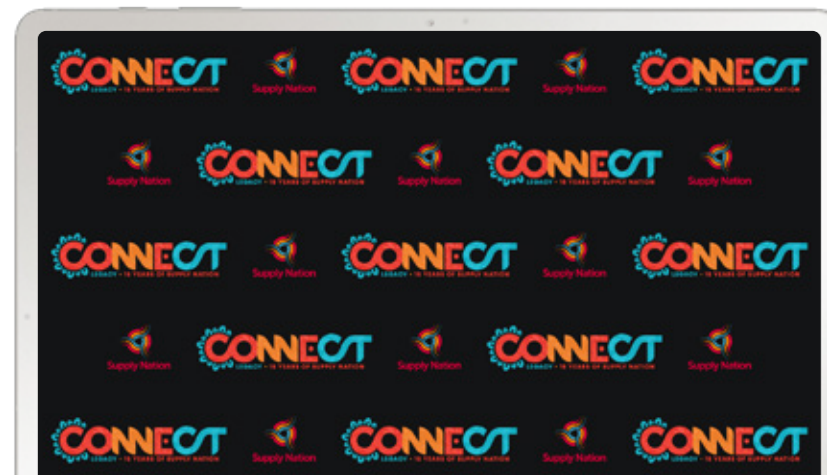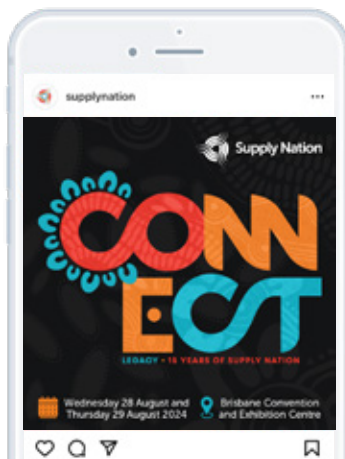## EVENT TOOLKIT INCLUSIONS ⌄

Social media cover images

Social media graphics

Digital assets

This toolkit is available for **download** on our website, ready to share across your social media, marketing and communications channels and in virtual meetings.

When sharing these assets across your social media channels, we encourage you to use the **#SNConnect** hashtag to join in the conversation and share your posts with the wider Supply Nation community.

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INCORRECT USE OF THE CONNECT BRANDING AND EVENT TOOLKIT*

In order to maintain brand recognition and integrity, individuals and businesses must only use the approved assets in the toolkit to promote their support and involvement with Connect.

Any promotional materials outside of the branding guide requires approval from Supply Nation directly.

Do not do the following:

- Use any Connect logos or branding not included in the event toolkit

- Alter, change or add to any assets included in the event toolkit

- Use assets within the event toolkit in an inappropriate or misleading way. This includes but is not limited to:
  - claims of affiliation / association / promotion with Connect that are misleading / untrue
  - using assets alongside inappropriate / offensive language or messaging

- Attempt to remake or copy the Connect logo, branding or event toolkit in any way. This includes but is not limited to:
  - recreating Connect logos / branding / event toolkit assets
  - screenshotting Connect logos / branding / event toolkit assets
  - saving Connect logos / branding that are not included in the event toolkit from any Supply Nation channels

If you have any questions or concerns that yourself or others are applying the Connect event toolkit incorrectly, please reach out to our team at: **connect@supplynation.org.au**

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CORRECT USAGE:

✔ Toolkit assets have been used in their entirety

✔ No alterations have been made to graphics

INCORRECT USAGE:

Do not alter toolkit assets –
do not add imagery

Do not alter layout or
orientation of assets

Do not alter toolkit assets –
do not add logos