



Supply Nation

connect 2025

Beyond the Horizon

SPONSOR BRANDING GUIDE

CONNECT SPONSOR TOOLKIT AND BRANDING*

Supply Nation has developed an exclusive toolkit for sponsors of Connect 2025. The purpose of this toolkit is to help participants showcase their involvement using approved assets.

This toolkit is to be used for **genuine event promotion**.

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**.

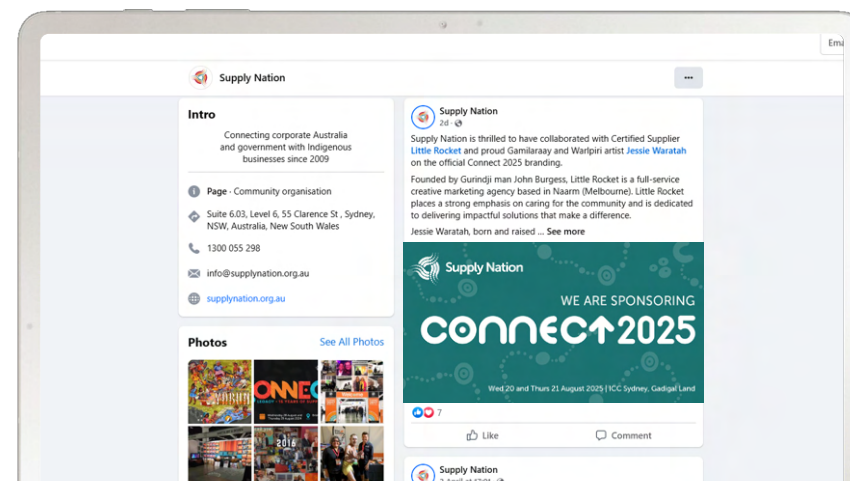
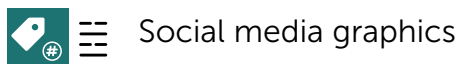
SPONSOR TOOLKIT ▼

- ✓ WHO: Connect sponsors
- ✓ WHY: to showcase and celebrate your involvement with the event
- ✓ HOW: share across your social media, marketing and communications channels
- ✗ DON'T: use assets for misleading or false purposes / advertising / promotion

SPONSOR TOOLKIT*

The sponsor toolkit is designed for the organisations who contribute to bringing our annual flagship event Connect to life. If you are sponsoring Connect 2025, this bespoke toolkit can help you promote and celebrate your involvement with your wider network.

SPONSOR TOOLKIT INCLUSIONS ▾



This toolkit is ready to share across your social media, marketing and communications channels.

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.

INCORRECT USE OF THE CONNECT BRANDING AND EVENT TOOLKIT*

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 please reach out to our team at: connect@supplynation.org.au

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