Images & Templates Guidelines

The creation of materials by staff is encouraged.

When creating materials staff must adhere to certain conditions to stay compliant with both the Chorus style guide and the copyright laws of Australia.
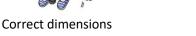
Use of templates

- Templates for staff use are provided in the Marketing Templates & Resources folder found in the S: drive and are accessible by all staff. Please use the most up-to-date template from this folder; don't copy an old version as there may be updates.

- If there is not a template that currently suits your needs, complete the Marketing Brief and email to marketing@chorus.org.au where one can be created.

- All materials that are to be distributed externally must be sent to marketing@chorus.org.au for approval.

- All internal materials that is for organisational wide distribution must be sent to marketing@chorus.org.au for approval.

Use of photographs and images

When using images or graphics in any materials you must ensure that they are either purchased, copyright free (through creative commons copyright licence) or photographs that have been taken on behalf of Chorus.

- Never use images that have been found and taken from either Google or social media as this is a breach of copyright law.

- To find copyright free images visit pexels.com or pixabay.com, but be careful not to pick images from the 'sponsored content' as they will not be free.

- If you are unable to find a suitable image, email marketing@chorus.org.au for assistance.

- When you have found the image or graphic, ensure any resizing is done without stretching or squashing the image. When resizing, always click on the corner of the image and hold shift down to keep the correct dimensions.

Correct dimensions   Stretched/squashed/   Stretched/squashed