



BECOME A PLANNER CO-BRANDING GUIDELINES

INTRODUCTION

Welcome to the Become a Planner Co-Branding Guidelines!

As the professional association for planners and planning in Australia, the Planning Institute of Australia (PIA) is committed to encouraging more people to choose planning as a career. As part of this commitment, PIA has launched the **Become A Planner campaign** to inspire the next generation of planners.

We are now encouraging organisations like universities, private-sector planning firms, state, territory, and local governments, and other stakeholders to join us as **Campaign Partners**. By partnering with us, your organisation can play a critical role in spreading awareness about the rewarding career opportunities in planning.

As a first step, we'd love to see Campaign Partners produce their own material, co-branded with PIA's Become A Planner branding. This will help promote careers in urban and regional planning and drive engagement with the Become A Planner student information hub, **becomeaplanner.com.au**.

This document is designed to help Campaign Partners use PIA's Become A Planner branding to help spread the campaign's message far and wide. It provides guidelines to help effectively use the brand in a consistent and recognisable way, while also allowing space for your organisation's own messaging.



CAMPAIGN AIM

The Become a Planner campaign aims to inspire and educate high school students (as well as adults exploring a second career) about the rewarding and impactful career opportunities in urban and regional planning.

By leveraging the Become A Planner branding, Campaign Partners can play a crucial role in promoting planning careers and shaping the future of our communities.



WHY CO-BRAND?

Partnering with PIA's Become A Planner campaign will help:

- **Demonstrate your support and commitment to the planning profession:** Co-branding showcases your commitment to fostering the next generation of planners.
- **Highlight your organisation's role in the field:** Co-branding provides a platform to tell your own story, showcasing your contribution to the planning profession and career development opportunities within your organisation.
- **Maximising campaign reach:** Our goal is to organically spread the message about planning careers across a wide range of platforms. With your help, we can broaden the campaign's visibility and impact.

WHAT COULD BE CO-BRANDED?

Anything and everything that helps get the message out and is relevant to promoting planning as a career choice! We are open to any ideas your organisation has as a Campaign Partner. Some examples are:

- **Digital or print materials:** Include the Become A Planner logo in your email signature, on your website, or in brochures promoting planning careers.
- **Events:** Use the logo on banners, handouts, or presentations at career fairs or community engagement events where young people or their parents will be present.
- **Content creation:** You could feature Become A Planner branding in podcasts, videos (such as “A Day in the Life of a Planner” at your organisation), reels, stories, or any other content outputs.
- **Social Media:** Include the Become A Planner logo in your social media posts, and use the hashtag #BecomeAPlanner to build campaign visibility.



LOGO USAGE

The simplified Become A Planner logo should be used in all co-branded materials. Logos are available for download in black and white versions.

[Download logos here.](#)



CO-BRANDING GUIDELINES

- Pair the Become A Planner logo with a monochrome version of your own logo (either black or white) for a clean, professional look.
- Ensure both logos are displayed at equal sizes, separated by a vertical line to maintain brand integrity.

Become A Planner: Campaign Hub

Wherever possible, include a link to the campaign website to encourage the target audience to visit this resource:
becomeaplanner.com.au

CO-BRANDING IN ACTION*

Campaign Partner logo lockup examples:



Example of use in a digital asset:



COLOUR PALETTE

Co-Branding will work best in a monochromatic colour (black or white) to ensure simplicity and integration of each organisation's brand elements.

Should you need to discuss a colour variation, please reach out to kelsey.rowe@planning.org.au.

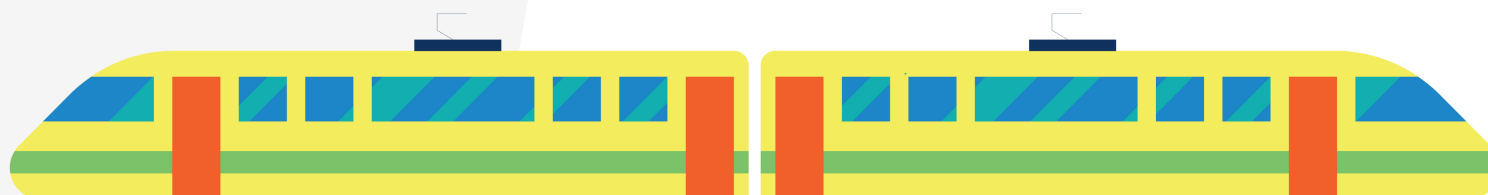
INCORRECT APPLICATION

Consistency of application of the logo is critical to establishing and maintaining brand awareness, as well as protecting your own brand value.

For this reason, the integrity of both your logo and the Become A Planner logo should be maintained through the simple inline and monochromatic application as seen under 'Co-Branding in Action.'

Please do not:

- ✗ Tilt the design
- ✗ Do not rearrange or crop the design elements of the logo
- ✗ Change the proportions of the logo and skew the image
- ✗ Reduce the logo below a legible size
- ✗ Use the design in a low contrast manner

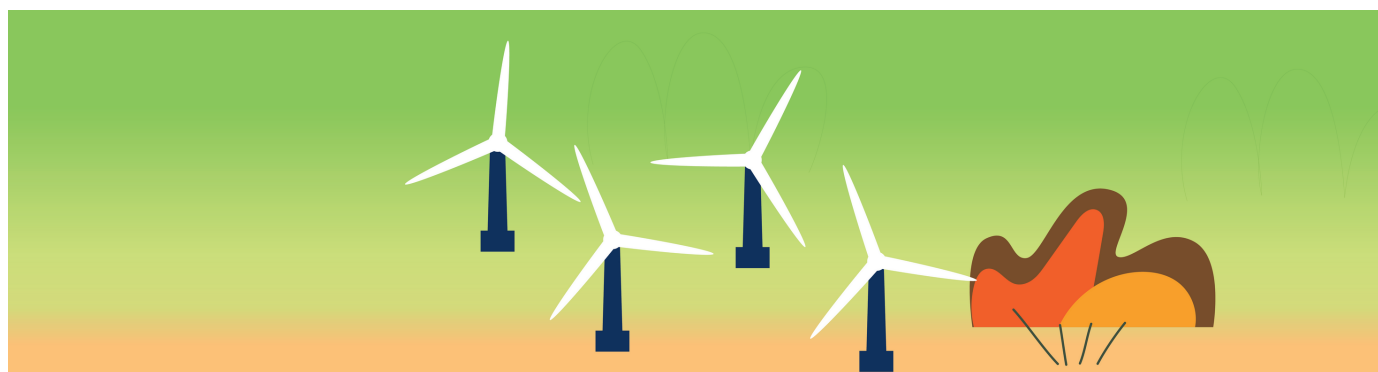


APPROVAL PROCESS

We encourage organic participation in the Become A Planner campaign, and there is no formal approval process for co-branded materials.

However, please use the hashtag #BecomeAPlanner to help build campaign reach across platforms.

If you do intend to use co-branding in a highly visible environment or you're unsure on any of the guidelines, feel free to get in touch!



CONCLUSION

Thank you for supporting the "Become a Planner" campaign. By following these guidelines and sharing the campaign, you're helping us inspire the next generation of planners and promote a profession that is vital to the growth and sustainability of our communities.

For any questions or additional support, please contact:

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THANK YOU

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