

COMPETENCIES



SCOPE

This document is intended to guide the appropriate use of the ACIA Member logo.

The ACIA letterhead logo will in future be reserved for use by ACIA office staff for ACIA stationery and promotions.

DESIRED OUTCOME

To guide the use of the ACIA member logo appropriately and correctly.

RESOURCE DOCUMENTS

- Australian Community Industry Standard (ACIS)
- ACIA Membership Logo ACIA 011 – Use of ACIA Membership Logo

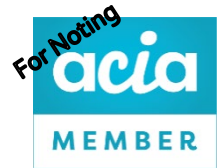
PURPOSE

This guideline is to govern the:

- Use of the ACIA Member logo by service providers who have paid to be an ACIA member
- Supply of the ACIA Member logo

DEFINITIONS

ACIA Member means an organisation affiliate or individual who has joined ACIA and whose annual membership fee is paid and/or up to date. ACIA Member Logo means a dedicated member logo (trademarked to ACIA) available to all current ACIA Members. See image here:



GUIDELINE

Availability and access to member logo:

- Current ACIA Members will be issued a copy of the new member logo (as .AL, .EPS, .PNG and .JPG image files) and Guideline via email
- New ACIA Members will receive a copy of the member logo (as .AL, .EPS, .PNG and .JPG image files) and Guideline in their Welcome Pack

Use of member logo:

Members are encouraged to use the ACIA member logo on:

- Websites – logos should embed the ACIA url: <http://www.acia.net.au/>;
 - Stationery – such as letterhead, business cards, email signatures etc.
 - Promotional material such as brochures, flyers, factsheets
- Members are advised to use the .AI or .EPS when possible as they resize well. PNG is best used for websites. ACIA suggests you only use the JPG if the others file versions are not accessible by your organisations IT systems

Who can use the member logo:

- An organisation, affiliate or individual who has joined ACIA and whose annual membership fee is paid and/or up to date.

Misuse of the member logo:

- The member logo is not to be used if your annual membership fee has not been paid;
- The member logo is not indicative of certification to the Attendant Care Industry Standard and should not be used to indicate achievement of a quality standard;
- ACIA relies heavily on membership revenue and therefore the member logo should not be shared with non-members;
- Please report any misuse of the member logo to ACIA by email at contact@acia.net.au.