

ACIA Logo Use Policy

Purpose

This policy outlines the responsibilities of ACIA Members and ACIS Certified Service Providers in the correct use of ACIA's logos. It provides guidance for the use of the ACIA Member Logo, the ACIS Certification Logo, and the Best Practice Logo, ensuring clarity, professionalism, and brand integrity in representation.

Scope

This policy applies to:

- All current ACIA members (organisations and individuals);
- Service Providers certified to the Australian Community Industry Standard (ACIS).
- Service Providers who achieve elements of best practice during an audit.

Definitions

- *ACIA Member*: An organisation or individual with current, paid ACIA membership.
- *ACIA Member Logo*: A designated logo available for use by current ACIA members.
- *ACIS Certified Service Provider*: A service provider that has a current certification by a JAS-ANZ-accredited certified auditing body against the ACIS standard.
- *ACIS Certification Logo*: A designated logo available for use by ACIS certified service providers under the Australian Community Industry Standard.
- *Scope of Certification*: The services and locations covered under a provider's ACIS certification.
- *Best Practice Logo*: A designated logo available to service providers currently awarded a Best Practice Star by ACIA based on a rating of 3 on any ACIS quality indicator, with no major non-conformities during certification or surveillance audit.

1. Use of the ACIA Member Logo

1.1 Eligibility

- Only available to financial ACIA members.

1.2 Approved Uses

- Online media (e.g., social media, websites with hyperlink to www.acia.net.au);
- Stationery (e.g., business cards, letterheads);
- Marketing and promotional materials (e.g., flyers, brochures).

1.3 Usage Conditions

- Use only the approved formats (.AI, .EPS, .PNG, .JPG);
- Do not modify or alter the logo in any way;
- Do not use to imply ACIS certification or quality standard achievement;
- Do not share with non-members.

1.4 File Access

- Provided upon joining or renewal via Welcome Pack or direct request.

1.5 Revocation of Use

- Logo use is a revocable, non-transferable license;
- Use may be revoked in the event of misuse or membership lapse.

2. Use of the ACIS Certification Logo

2.1 Eligibility

- Only available to service providers currently certified under ACIS by an authorised certifying auditing body.

2.2 Approved Uses

- Online media (e.g., social media, websites with hyperlink to www.acia.net.au);
- Stationery (e.g., business cards, letterheads);
- Marketing and promotional materials (e.g., flyers, brochures).

2.3 Usage Conditions

- Logo must not be more prominent than the provider's branding;
- Use only the approved formats (.AI, .EPS, .PNG, .JPG);
- Do not modify or alter the logo in any way;
- Use only within the certified scope;
- Must cease use upon certification expiry, withdrawal, or suspension.

2.4 File Access

- ACIS certified service providers may request logo from ACIA.

2.5 Revocation of Use

- Logo use is a revocable, non-transferable license;
- Use may be revoked in the event of misuse or certification lapse.

3. Use of the Best Practice Logo

3.1 Eligibility

- Only available to service providers currently awarded a Best Practice Star by ACIA based on a rating of 3 on any ACIS quality indicator, with no major non-conformities during certification or surveillance audit.

3.2 Approved Uses

- Online media (e.g., social media, websites with hyperlink to www.acia.net.au);
- Stationery (e.g., business cards, letterheads);
- Marketing and promotional materials (e.g., flyers, brochures);
- May be featured in ACIA-published case studies.

3.3 Usage Conditions

- Use only the approved formats (.AI, .EPS, .PNG, .JPG);
- Do not modify or alter the logo in any way;
- Must be used in the context of the relevant certification period and in reference to the area in which best practice was recognised;
- Use is permitted only while the provider retains best practice status (i.e., no major non-conformities);

3.4 File Access

- Provided by ACIA to eligible providers upon confirmation of best practice status.

3.5 Revocation of Use

- Logo use is a revocable, non-transferable license;
- Use may be revoked in the event of misuse, certification lapse or in the event of receiving a major non-conformity

3 Consequences of Logo Misuse

- Written warnings issued by ACIA;
- Public statements clarifying misuse;
- Suspension or termination of ACIA membership;
- Legal action for trademark infringement if necessary.

4 Compliance and Accountability

- ACIA members and ACIS certified service providers must notify ACIA of any issues impacting compliance or branding integrity.
- ACIA reserves the right to update this policy. The current version will always be available on the ACIA website.

Support and Contact

For questions about logo use or this policy, contact ACIA at contact@acia.net.au or visit ACIA at www.acia.net.au