


Title	ACIA 012 - Use of the ACIA Member Logo
Purpose	<p>This guideline is to govern the</p> <ul style="list-style-type: none"> • Use of the ACIA Member logo by service providers who have paid to be an ACIA member • Supply of the ACIA Member logo
Background	<p>In 2017 ACIA produced a new member logo specifically for use by ACIA Members – including:</p> <ul style="list-style-type: none"> • member organisations • affiliates • individuals <p>This document is intended to guide the appropriate use of the ACIA Member logo</p> <p>The ACIA letterhead logo as shown in the header of this document will in future be reserved for use by ACIA office staff for ACIA stationery and promotions</p>
Desired Outcome	To guide the use of the ACIA member logo
Definitions and Supporting Information	<p>ACIA Member means an organisation affiliate or individual who has joined ACIA and whose annual membership fee is paid and/or up to date</p> <p>ACIA Member Logo means a dedicated member logo (trademarked to ACIA) available to all current ACIA Members. See image here:</p> <div style="text-align: center;">  </div>
Guideline/Policy	<p>Availability and access to member logo:</p> <ul style="list-style-type: none"> • 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 <p>Use of member logo: Members are encouraged to use the ACIA member logo on:</p> <ul style="list-style-type: none"> • 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

	<p>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</p> <p>Who can use the member logo:</p> <ul style="list-style-type: none"> • An organisation, affiliate or individual who has joined ACIA and whose annual membership fee is paid and/or up to date • <p>Misuse of the member logo:</p> <ul style="list-style-type: none"> • 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.
<p>Resource Documents</p>	<ul style="list-style-type: none"> • <i>Australian Community Industry Standard (ACIS) 2018</i> • <i>ACIA – 010 - Use of ACIS Logo</i>