



## Guidelines for Using the “Member” Sub-brand Logos

### Use of the Member Sub-Brand Logo

A member sub-brand logo has been designed to denote Membership status and can be used in the circumstances described below. The member sub-brand can be used by individual members on letterhead or business cards, or other purposes as outlined below, in a manner that is confirmation of their membership status of Speech Pathology Australia.

Practices/organisations, where there are non-members may not display the member logo, as this is only bestowed on individual members. There is no category for workplaces.

Only current financial members are permitted to use Association sub-brand logos and where membership lapses, all use of member sub-brand logos must cease. As a member, it is implicit that the member abides by the Code of Ethics. The member sub-brand logo therefore denotes the member is in ‘good-standing’ with the Association and abides by the Code of Ethics. Use of the member sub-brand logo assures the public of your membership status.

A sub-brand logo has also been developed for Certified Practising Speech Pathologist status. Use of the Certified Practising Speech Pathologist logo is predicated on being a current financial member of the Association and having received a Certificate of PSR Recognition that states the member is eligible to use the Certified Practising Speech Pathologist title and CPSP post-nominal for the year in which they will be using the logo. The Certified Speech Pathologist sub-brand is not available for promotional use by Re-entry or Non-practising members.

It is important that member sub-brand logos do not appear as the logo of the business or member, but as the logo of the Association.

Use of the ‘member’ or ‘CPSP’ can only continue while a member remains financial, in ‘good standing’, and if the case, certified under the PSR program.

### Logos available for Member Use

Only the following versions of the logo are to be used by members. There is to be no substitution of wording, font, colour or permutation of graphic elements. A horizontal or vertical placement is permissible.



Logos are also available for Life and Fellow Members, upon request.





## **Style Guide and Placement for use of Member Sub-brand Logos**

### ***Business Cards***

Speech Pathology Australia's 'member' or 'CPSP' sub-brand logo may only be printed in the lower half of members' business cards. This should be below the member's name, qualifications and contact details.

The only colours of the logo permitted are: full-colour or greyscale.

Size of the 'member' logo must not exceed: 35x7 mm (horizontal) and 15x10mm (vertical).  
Size of the 'CPSP' logo must not exceed: 40x7 mm (horizontal) and 15x15 mm (vertical).

### ***Letterhead***

The 'member' or 'CPSP' logo must be located beneath the member's name and be accompanied by the approved title/statement indicating membership of the Association. Use of the member logo on letterhead must not be the primary letterhead graphics and in no way should be interpreted as the logo of that practice or individual.

The only colours of the logo permitted are: full-colour or greyscale.

Size of the 'member' logo must not exceed: 50x10 mm (horizontal) and 25x15mm (vertical).  
Size of the 'CPSP' logo must not exceed: 65x10 mm (horizontal) and 25x25 mm (vertical).

### ***Websites***

Speech Pathology Australia's 'member' or 'CPSP' sub-brand logo may only be displayed on a member's "About me" webpage, where qualifications and details of the individual member are outlined.

The only colours of the logo permitted are: full-colour or greyscale.

The logo, used in the manner described above, may be used as a 'link' to Speech Pathology Australia's homepage, from a member's website, however permission in writing must be obtained.

### ***Signage and Advertising (such as Telephone Directory listings or display advertising)***

Speech Pathology Clinics may only display the 'member' sub-brand logo if all speech pathology practitioners at that clinic are current members of Speech Pathology Australia.

Similarly the CPSP sub-brand cannot be used in advertising of that practice unless all practitioners hold that status.

The only colours of the logo permitted are: full-colour or greyscale.

Specific purpose promotions or advertising must be approved on a case by case basis by the Chief Executive Officer and/or Council Management Group.





## Specifications of the Logo for printing instructions

The official PMS colours are:

**Pantone 280**  
**Pantone Process Cyan**

The CMYK colour breakdowns are:

Pantone 280 = C 100%, M 75%, Y 0%, K (black) 15%

Pantone Process Cyan = C 100%, M 0%, Y 0%, K (black) 0%

The RGB colour breakdowns are:

Pantone 280 = R 1, G 73, B 145

Pantone Process Cyan = R 1, G 174, B 240

To ensure colours are perfectly colour-matched to our specifications, members are advised to consult the printer as to the information they require from the above. Different substrates of paper will sometimes produce variations in colour.

## Obtaining Member Sub-brand Logo files

To request a logo file for a specific purpose (eg print, online), members can contact the Publications Officer at National office at: [pubs@speechpathologyaustralia.org.au](mailto:pubs@speechpathologyaustralia.org.au) or +61 3 9642 4899.

Members will be asked to sign a declaration, attesting to their consent to abide by the above conditions of membership status and use of logo.

