



USE OF THE COLLEGE LOGO POLICY

Contents

1. Purpose and Scope	1
2. Description of ACEM Logo	1
3. Use of ACEM Logo	2
4. Use on College materials	2
5. Use by ACEM Fellows	2
6. Use by other ACEM Members	3
7. Use by external bodies	3
7.1 Application Process	3
7.2 Criteria for approval	3
7.3 Repeat usage	4
7.4 Letter of agreement	4
7.5 Conditions of Use	4
7.6 Prohibited Usage	4
8. Associated Documents	5
9. Document Review	5
9.1 Responsibilities	5
9.2 Revision History	5

1. PURPOSE AND SCOPE

The Australasian College for Emergency Medicine (ACEM/the College) is proud of its status as the peak body responsible for the training and education of specialists in emergency medicine in Australia and New Zealand and of its role as the leading advocate for standards, professionalism and education in emergency medicine in those jurisdictions.

The ACEM logo is the most visible expression of the ACEM brand and standing. Accordingly, ACEM regards the protection of this brand identity and reputation as being of the paramount importance.

The purpose of this policy is to confirm the circumstances in which the ACEM logo may be used and the limitations and responsibilities associated with its use. It is to be observed on all occasions when the logo is reproduced in any format, including print, web, electronic or other promotional material.

2. DESCRIPTION OF ACEM LOGO

The logo consists of an equilateral cross, in the horizontal arm of which are inscribed the letters 'ACEM' and in the vertical arm of which is situated a Rod of Asclepius symbol (a serpent-entwined rod). The cross is surrounded by two circular borders, in between which appear the words 'Australasian College for Emergency Medicine'.



The ACEM logo is protected in Australia as a registered trade mark (TM number 1571282) owned by the College.

3. USE OF ACEM LOGO

The ACEM logo may only be used with the express, prior written approval of the Board or the Chief Executive Officer (CEO) (as delegate of the Board), except where such approval is given by this policy. Any usage of the ACEM logo must conform to the requirements of this policy and the ACEM Logo Guidelines.

4. USE ON COLLEGE MATERIALS

The ACEM logo shall be used on all official College material (whether printed or digital), including the College website and other promotional materials. 'Official' College material encompasses all printed and promotional material, including newsletters, letters, envelopes, business cards, certificates and testamurs, website and social media and publications.

The CEO, in consultation with the executive leadership team, shall determine the manner and format in which the logo is to be incorporated into these document types, following approved style guidelines.

Personalised business cards

Personalised business cards bearing the ACEM logo are provided for the President of the College, the CEO, and senior managers (directors). Personalised business cards may also be made available to business unit managers or office-bearing Fellows where there is a demonstrated business need and with CEO approval.

Such personalised business cards must include the person's name and College position held, but may not include information relating to any non-College activities or associations in which the person is engaged.

5. USE BY ACEM FELLOWS

ACEM Fellows who are actively practising emergency medicine may reproduce the College logo on their work clothing ('scrubs'). For this purpose, the logo (as shown in clause 2 above):

- shall be reproduced in the form of a circular woven patch
- shall have a diameter of 60mm, and
- shall be reproduced in full colour (in accordance with the approved colour palette described in the ACEM Logo Guidelines) or as monochrome of any colour except red.

Only the template version of the logo approved by ACEM may be used for creating the woven patch. A high quality JPG is available upon request from the ACEM CEO.

The College will not meet any cost incurred by Fellows in having patches woven, embroidered or sewn onto work attire.

Termination of Membership

Any FACEM whose membership of the College is terminated pursuant to the ACEM Constitution and relevant regulations is not permitted to use the ACEM logo. The College will not meet any cost incurred in removing the logo for their attire.

6. USE BY OTHER ACEM MEMBERS

Use of the College logo is limited to Fellows. Other College members, including trainees, are not permitted to use the College logo.

7. USE BY EXTERNAL BODIES

External bodies may apply to the CEO for approval to use the ACEM logo in association with any special purpose or project with which they are jointly involved with ACEM. This might involve a 'one off' use (eg. a joint press release, promotional flyer or banner etc) or an extended use (eg. on an external website or in conjunction with an ongoing joint project).

There is no automatic or implied right to use the logo, other than in conjunction with documents published by other organisations which have been endorsed by the Board, the Council of Advocacy, Practice and Partnerships (CAPP) or the Council of Education (COE). The prior approval of the ACEM Board to use the logo must be specifically obtained in writing before the ACEM logo may be used in any other way.

Approval given to an external body in relation to the accreditation of any event for ACEM educational purposes (eg. for CPD compliance or trainee research etc.) **does not** include or infer approval to use the College logo in respect of that event. There may, however, be other approved College branding available for this purpose.

7.1 Application Process

A formal written request for use of the ACEM logo must be submitted. The application must include the following information to allow an informed decision to be made regarding the request:

- Details of the person or organisation making the request, including contact details
- Details of all circumstances in which the logo is to be used (eg. professional development, printed matter, brochures, conference advertising, banners etc.)
- A visual representation of the proposed use of the logo, including any conjoint use with other logos
- Details of any other partners/organisations where conjoint use of logos is anticipated
- The period for which it is intended that the approval apply
- Evidence of the applicant's relationship with the College (eg. another medical college or other body engaged in a collaborative venture with ACEM)
- A statement that the applicant/s are not aware of any actual, potential or perceived conflict of interest relating to the College or College staff members
- Acknowledgement that, if approval is granted, the conduct of the organisation or activity in relation to which the ACEM logo is to be used reflects on the College; also that the organisation will ensure that any manner of usage which could reasonably be viewed as bringing the College into disrepute do not occur or are quickly identified and terminated.

All such requests require written endorsement from the applicable ACEM Executive Director.

7.2 Criteria for approval

Criteria for approval of use of the ACEM logo include:

- whether the proposed use is congruent with the College's image and standing
- whether the visual display and design standards of the proposed use are of a suitable standard
- whether the proposed use is consistent with the College's role and objectives
- the nature of the existing or proposed relationship between the College and the external body

- any implied relationship or implied endorsement resulting from use of the logo
- the reputational risk to the College of approving or not approving the proposed use.

7.3 Repeat usage

Where an external body has previously been granted approval to use the ACEM logo, this does not mean that there is automatic approval for future usage. A fresh application must be made each time and will be judged on its individual merits, as if for the first time.

7.4 Letter of agreement

Once approval has been granted, the agreement must be detailed in a written letter of agreement which clearly spells out the intentions of both the College and the external body.

The letter should contain the following areas:

- The organisation's full (corporate) name
- A description of the approved usage (including how the ACEM logo may be used), the time period of the usage and the objective
- Contact details for both parties
- A statement that the approved usage of the ACEM logo does not imply endorsement of any organisation, individual, service or product and that the external body will not claim or imply endorsement in any manner
- Details of how and when the approval may be withdrawn.

7.5 Conditions of Use

- (a) Any approval to use the ACEM logo shall be subject to such conditions as the CEO (as delegate of the Board) thinks fit, and shall include a right for the College:
- To check material carrying the ACEM logo prior to its release, and
 - To veto approval if conditions of the original application are not met.
- (b) In addition to any other conditions of use which the Board may require, any usage of the ACEM logo in association with any other logo shall be subject to the condition that the presentation of the ACEM logo must be equal in size to the presentation of the other logo(s) involved.

7.6 Prohibited Usage

There is no automatic right for any entity or individual (whether a Fellow, member, trainee or employee of the College) to use the logo, except where such may be permitted by this policy.

The College logo may not be replicated on:

- (a) Individual Fellows', members' or trainees':
- personal materials (eg. personal stationery etc)
 - websites and other electronic media
- (b) Materials which are not authorised or published by the College.

8. ASSOCIATED DOCUMENTS

- ACEM Logo Guidelines (COR443)
- Application form for use of ACEM logo (COR465)
- Standard letter of approval

9. DOCUMENT REVIEW

Timeframe for review: every two (2) years, or earlier if required.

9.1 Responsibilities

Document authorisation: Board
Document implementation: CEO
Document maintenance: Governance and Standards Manager

9.2 Revision History

Version	Date of Version	Pages revised / Brief Explanation of Revision
v1	Feb-2016	Approved by Board – together with: 1) COR465 (approved application form; and 2) (Application for Use of ACEM Logo); and standard letter of approval.
v2	Aug-2018	Revisions throughout approved by the Board.