

# ACRRM LOGO USE POLICY

---

STYLE GUIDE AND ASSISTANCE FOR  
FELLOWS USING THE ACRRM LOGO



# USING THE ACRRM LOGO

## You're invited to use the ACRRM logo

The completion of Fellowship through the Australian College of Rural and Remote Medicine (ACRRM) is a milestone that deserves acknowledgment. We recognise that our members bring our organisation to life, which is why we invite those who have achieved Fellowship status to use the College logo on all collateral relating to their medical correspondence and communication.

Please carefully review this policy document before using the logo. Advice on how to apply the logo can be found on page 5.

## What you are agreeing to

You agree to the acceptable use of the ACRRM logo as detailed in this document. You will not alter the logo in any way to suit your collateral.

You understand the College will maintain the right to revoke the use of the logo if it feels that the use is not in ACRRM's best interest.

You acknowledge that the College will also reserve the right to update the College logo and the guidelines for use from time to time, and that you will be notified of those changes.

## How ACRRM will monitor usage

Should you choose to use the logo, you will be asked to send through a minimum of 1 (one) example of your collateral for perusal to ensure it is being used correctly. We may seek your permission to display a copy of your collateral on the website to demonstrate the correct use to other Fellows.

The membership team in conjunction with the marketing team will conduct a random sampling check of no more than 10% of the Fellows utilising the logo each year. This will be done by examining the list of those members that have accepted the terms of use, requesting a copy or photograph of their usage, and measuring it against the guidelines. Should you be chosen for this random check, you will be contacted via phone and/or email.

# USING THE ACRRM LOGO

## Identifying misuse of the logo

Through the annual checks, misuse will be identified as, but not limited to:

- incorrect colour application
- logo mark and logo type position flipped
- wrong logo type on wrong collateral
- logo mark without logo type
- logo visually distorted
- rotated logo
- Personal initials within logo space
- overlapped logo with shapes and photos
- logo associated with vulgar, obscene, indecent or unlawful material
- using old versions of the supplied logos
- photoshopping or in any way modifying the supplied logo to suit personal needs.

On occasions, another member may report a misuse of a logo or misrepresentation and this will be followed up using the same process of monitoring.

## How ACRRM will revoke the logo should it be misused

If a Fellow is found to have misused the ACRRM logo, the College will seek correction of use in the first instance and provide support to check and approve future artwork. Should the member be unwilling to make the necessary changes to the logo, they will be issued with an email advising that their permission for use has been revoked and they are to remove all logos within 30 days of the letter date of issue. Should the member fail to comply with the request, a further letter will be sent requesting acknowledgement of the revocation and rectification requirements. The letter is to be sent by registered post and tracked with a follow up phone call if required.

## Revocation post-membership lapse or cancellation

If a Fellow should fail to renew their annual membership, cancel their membership, resign, retire or otherwise be de-registered, the immediate cessation of use will apply. This will be contained in the updated cancellation / lapse / resignation confirmation correspondence stipulating the request to remove all use of the ACRRM marks and language including post-nominals.

# USING THE ACRRM LOGO

## Where to use the logo

These logos will be available for use on approved collateral such as:

- email signatures
- business cards
- letter heads
- office signage
- other official communication.

## How to access the logo

You can find these logos in the member login section of the ACRRM website.

If you would like any assistance in using the logo, please contact our team on [marketing@acrrm.org.au](mailto:marketing@acrrm.org.au) or 1800 223 226.

# USING THE ACRRM LOGO

The ACRRM logo is made up of three elements:

- the windmill with modified caduceus
- the College name
- the brand tagline.

Australian College of  
Rural & Remote Medicine  
WORLD LEADERS IN RURAL PRACTICE



The version displayed here is the primary logo and should be used as the first preference in all applications.

## Colour reversed logo

When the logo appears on coloured backgrounds, the reversed version should be used so that the text is clearly visible.

Australian College of  
Rural & Remote Medicine  
WORLD LEADERS IN RURAL PRACTICE



## Minimum size

In order to maximise legibility, the official logo must not appear smaller than 43 mm wide.

Australian College of  
Rural & Remote Medicine  
WORLD LEADERS IN RURAL PRACTICE



## Area of isolation

To ensure that the logo is easily and clearly identifiable, it must be surrounded by clear space. This is called the 'area of isolation'.

The minimum area of isolation around the logo is equal to 1/8 the width of the logo.

Australian College of  
Rural & Remote Medicine  
WORLD LEADERS IN RURAL PRACTICE

