



APS

Australian
Psychological
Society

APS Member Identity Program

Contact

If you have any questions regarding implementation of the Australian Psychological Society brand please contact:

Communications
The Australian Psychological Society Limited
Level 11, 257 Collins Street
Melbourne VIC 3000
PO Box 38
Flinders Lane VIC 8009
T: (03) 8662 3300
F: (03) 9663 6177
E: communications@psychology.org.au
www.psychology.org.au



APS

Australian
Psychological
Society

Contents

APS Member Identity Program	4
Becoming part of the APS Member Identity Program	4
How can the member version of the APS logo be used?	5
Licence terms and conditions of use of the member version of the APS logo	6
Member version of the APS logo	8
Design rules for use of the logo	9
Use of the logo on STATIONERY	11
Use of the logo on SIGNAGE	13
Use of the logo on ELECTRONIC MATERIALS	14

APS Member Identity Program

The APS has approved a member version of the APS logo for use by members holding the grade of Associate Member, Member, Fellow and Honorary Fellow (eligible members). The member version of the APS logo has been designed to provide members with a visual means to signify belonging to the pre-eminent professional organisation for psychology in Australia as well as to facilitate broader recognition of the APS postnominals (Assoc MAPS, MAPS, FAPS, Hon FAPS) which indicate membership of the Society.

The member version of the APS logo constitutes the APS Member Identity Program. In order to use the member version of the APS logo, eligible members are required to sign an online logo licence agreement and abide by its terms and conditions as set out on page 6. The agreement is available via the APS website at www.psychology.org.au/memberidentity.

This guide sets out the range of ways the member version of the logo can be applied, the terms and conditions of use of the member version of the APS logo, and design standards and principles for the use of the member version of the logo.

It is important that all members who choose to participate in the APS Member Identity Program follow the guidelines and examples contained within this guide, as this will ensure that the consistency and integrity of the program can be maintained.

For further queries or assistance, please contact the APS Communications Team on 03 8662 3300 or communications@psychology.org.au.

Becoming part of the APS Member Identity Program

APS membership is a mark of quality for psychology professionals.

The more than 20,000 members that make up the leading professional organisation for psychologists in Australia are recognised as highly qualified experts, with a commitment to high standards and continuing professional development. They enjoy access to a diverse network, unique professional support and the latest news and developments within the discipline and practice of psychology.

The APS Member Identity Program allows members to publicly identify with high standards and professionalism. It provides extra reassurance to clients, colleagues and community members that they are dealing with a committed professional with strong credentials.

Participation in the APS Member Identity Program will allow members to fully benefit from ongoing APS promotion of psychology and the professionals working in the field. Members will also be helping to increase public recognition of the APS postnominals – and the contribution to community wellbeing made by those who have earned them.

How can the member version of the APS logo be used?

The member version of the APS logo can only be used in accordance with the licence terms and conditions. There are a range of ways it can be presented including on:

- Business cards
- Individual or company letterhead and stationery
- E-mail signatures
- Individual signatures on reports, in publishing or in advertising (in line with the *APS Code of Ethics*)
- Promotional brochures
- Office signage
- Websites

See pages 8-14 for visual examples of how the member version of the APS logo can be used.

Licence terms and conditions of use of the member version of the APS logo

1. The member version of the APS logo is a trademark of the APS and remains at all times the intellectual property of the APS.
2. Use of the member version of the APS logo is exclusively for members of the APS who are at the level of Associate Member, Member, Fellow or Honorary Fellow (eligible members) and who are licensed by the APS to use the member version of the APS logo (licensees). A licence entitles the licensee to use the member version of the APS logo only for as long as the member holds such licence. The licence terms and conditions form is available for download via the APS website at www.psychology.org.au/memberidentity.
3. The member version of the APS logo is for individual use only and is not to be used as a practice or company endorsement, or to advertise any professional development course or in relation to the sponsorship of any event.
4. Licensees must continually maintain the currency of their eligible member status with the APS.
5. Where a licensee ceases to be an eligible member of the APS, the licence will terminate and the member version of the APS logo must be removed from all stationery, reports, publications and signage (as applicable) no later than one (1) month from the cessation of such membership.
6. To protect the integrity of the member version of the APS logo and its recognition in the psychology profession and the community, it may only be used on stationery, reports, publications and signage pertaining to eligible members and strictly in accordance with the design standards and principles set out in the APS Member Identity Program guide.
7. The member version of the APS logo must not be used in any way that could
 - (a) bring the APS into disrepute; or
 - (b) be in breach of any of the relevant provisions of the *APS Code of Ethics*; or
 - (c) suggest APS endorsement of any person who is not an eligible member of the APS Member Identity Program.

8. If a licensee breaches, or otherwise fails to comply with, any of the terms and conditions of the licence to use the member version of the APS logo, the APS may, at its sole discretion, immediately terminate the licence of that licensee by notice in writing to the licensee (termination notice). On receipt of a termination notice, the member version of the APS logo must be removed forthwith from all stationery, reports, publications and signage of that former licensee. Any use of the member version of the APS logo thereafter will be regarded as unauthorised use.
9. The member version of the APS logo may be reproduced in BLACK, or reversed out in WHITE if on a coloured, dark or patterned background.
10. The APS may change the member version of the APS logo at any time and may change any of the terms and conditions of use of the member version of the APS logo at any time on giving reasonable notice in writing to the licensee.

Member version of the APS logo

Available logos

Logos are available for the use of Associate Members, Members, Fellows and Honorary Fellows.

The logos have been designed for the use of individual members only.



Associate Member
Australian
Psychological
Society Assoc MAPS



Member
Australian
Psychological
Society MAPS



Fellow
Australian
Psychological
Society FAPS



Honorary Fellow
Australian
Psychological
Society Hon FAPS

Design rules for use of logo

Colour options

The logo can be produced in black, Pantone 426 (90% black) or reversed out in white. The logo version chosen should ensure there is sufficient contrast to maximise legibility.

Positive black or Pantone 426 (90% black) versions are to be used on white or light coloured backgrounds.



Black



Pantone 426 (90% black)



The reversed out white version is to be used on black or dark-coloured backgrounds.



* These examples and options can be used across all Member logos.

Embossing

The logo may be blind embossed/raised. Embossing may be applied in either a black or white version as previously described.

Space

The line around the logo below indicates the minimum space required.

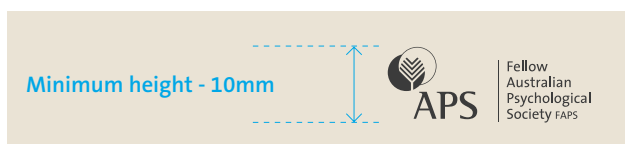
It is important to preserve the sense of space around the logo to maintain the clarity of the design.

The proportions shown must be maintained when the logo is reduced or enlarged.



Scale

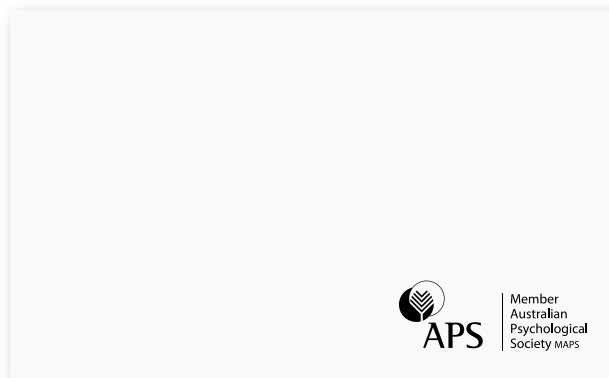
To ensure legibility the logo should not be reproduced smaller than 10mm in height. Ensure the logo is scaled proportionally and no distortion occurs.



Use of the logo on STATIONERY

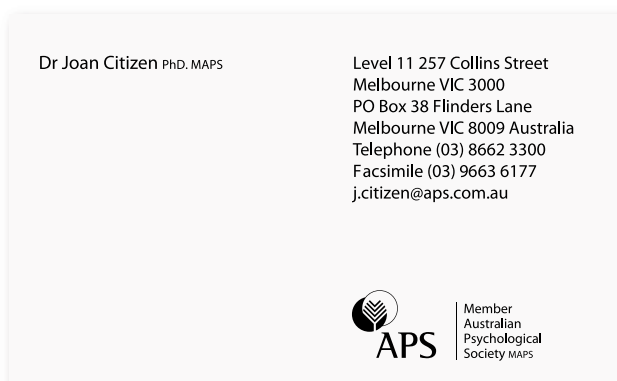
Business Cards

Double-sided business card



APS logo to be positioned on the back of the business card for organisations that have their own unique brand identity

Single-sided business card



APS logo to be positioned on the front of the business card for sole practitioners

Letterhead

Company
Name

20.03.2012

John Citizen
Manager
Royal Class Plumbing Group
34 Canterbury Street
Port Melbourne VIC 3260

Level 11 257 Collins Street
Melbourne VIC 3000
PO Box 38 Flinders Lane
Melbourne VIC 8009 Australia
Telephone (03) 8662 3300
Facsimile (03) 9663 6177
j.citizen@aps.com.au

Dear John

Re: our recent programs

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eortis nisl ut aliquip ex ea commodo consequorut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at verolore eu feo eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Kind regards



Sally Citizen
Director

 Member
Australian
Psychological
Society MAPS

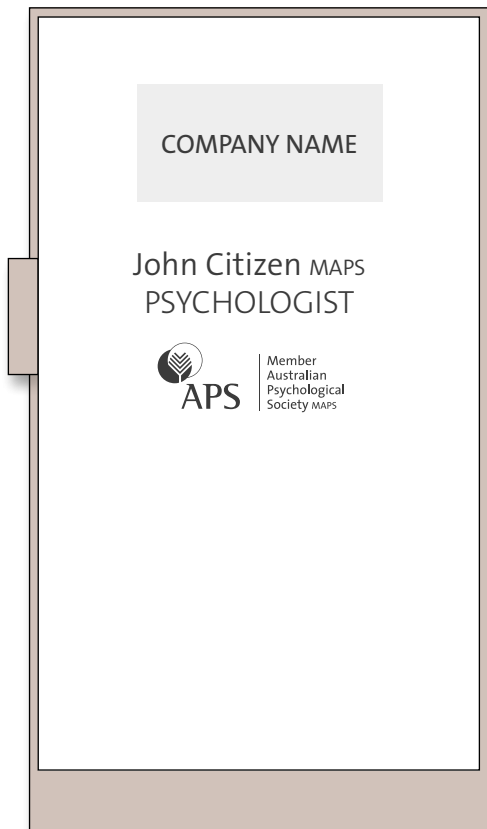
APS logo to be positioned in the bottom right hand corner of all letterheads

The member version of the logo can be used on both personal and company letterheads when signed by the individual the logo represents.

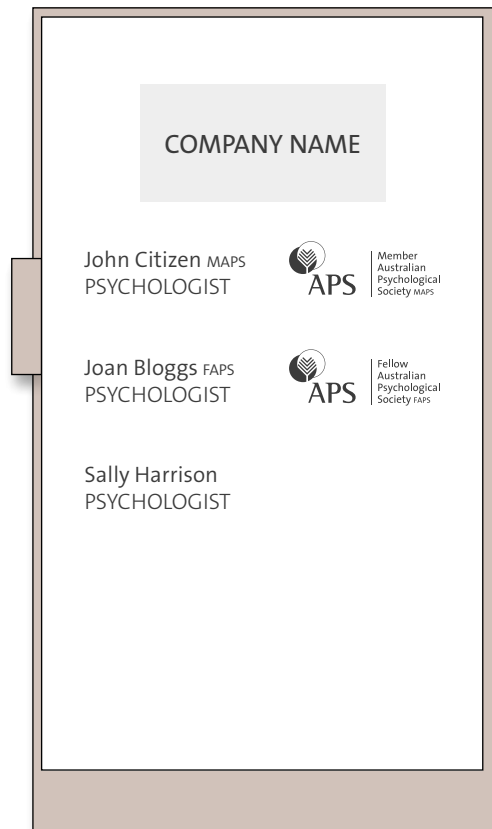
Use of the logo on SIGNAGE

Doors

Single practitioner

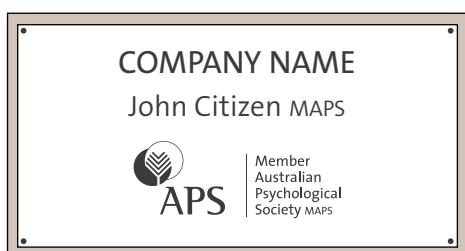


Multiple practitioners

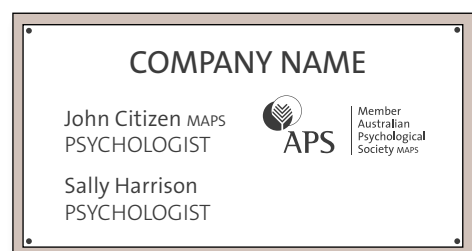


Wall or building signage (internal and external)

Single practitioner



Multiple practitioners



Use of the logo on ELECTRONIC MATERIALS

E-mail tile

The member version of the logo can be used on personal e-mail signatures. The logo should sit below the signature block information and ensure the logo space is not infringed upon.


John Citizen MAPS
Company Name
34 Canterbury Street, Port Melbourne, VIC 3260
Ph: 03 1234 5678
Fax: 03 8765 4321



Website

The member version of the logo can be used on personal or company websites as long as the logo relates to the individual the logo represents.

A screenshot of a website's contact page. At the top, there is a navigation menu with links for HOME, RESEARCH, ABOUT, FAQ'S, and CONTACT. A search bar is located in the top right corner. Below the navigation, there is a green header for 'OUR DIRECTORS'. On the left side, there is a contact form with fields for 'Email Address*', 'First Name', and 'Last Name'. Below the form is a 'SUBSCRIBE' button with a right-pointing arrow and a note '* = required field'. A 'CONTACT' button is also visible. On the right side, there are three director profiles, each with the APS logo and their contact information. The first profile is for John Citizen MAPS, the second for Joan Bloggs FAPS, and the third for Sally Harrison. Each profile includes the company name, address, phone number, and fax number.



Level 11, 257 Collins Street
Melbourne VIC 3000
PO Box 38
Flinders Lane VIC 8009
T: (03) 8662 3300
F: (03) 9663 6177
www.psychology.org.au