
Guidance for Registrants

Using the
CAHSC-registered
logo

June 2013

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Using the CAHSC- registered logo

Introduction

This brochure is intended to guide CAHSC registrants in the proper use of the **CAHSC- registered logo**.

What is the CAHSC-registered logo?

The **CAHSC-registered logo** is a visual sign of your CAHSC registration. It confirms that you meet the fitness to practise standards set by the CAHSC. The logo helps the public, service users and purchasers of anthroposophic health and social care services to easily identify those registered with the CAHSC. It is therefore important to be consistent in the use of the logo and to maintain its appearance through accurate reproduction.

The official CAHSC- registered logo

The **CAHSC registered logo** is show below in colour and in black.

1. Colour logo



2. Black logo



Who can use the logo?

The use of the **CAHSC- registered logo** is restricted to anthroposophic health and social care professionals currently registered with the CAHSC.

The aim of the logo

The aim of the logo is to help distinguish those registered with the CAHSC from other anthroposophic health and social care professionals. It is intended that it will become recognised by the public, service users and purchasers as a mark of quality, professionalism and good practice in anthroposophic health and social care.

Why are these guidelines important?

The **CAHSC- registered logo** has been designed to project a strong, clear image to service users and the public. The logo works as a whole and has three elements:

- *the typography*
- *the lines*
- *the colour*

Consistency in the reproduction of the **CAHSC- registered logo** is important in building awareness of the mark and presenting a professional image of the CAHSC and its registrants to the public, service users and purchasers.

These guidelines are instructions for the proper use of the logo. They also outline certain restrictions on how the logo may be used.

The guidelines may not cover every situation. If you are in doubt as to how you may use the logo, please contact us before you use it.

Following these guidelines will enable you as a registrant to present a consistent, professional image.

Logo colour

Colour is an integral part of the logo. It aids quick identification. It is therefore important that the colour used is consistent. The **CAHSC- registered logo** may only be used in **red** (Pantone1955) on white or in black on white. The use of other colours or tones is NOT acceptable.

	Pantone®	CMYK	RGB
Red	1955	0/100/60/37	141/27/61

How to use the logo

The logo may be used on your practice and other promotional material (eg your stationery, leaflets, website) provided that the material meets the guidelines set out in the CAHSC Code of Practice (specifically detailed in the CoP for Anthroposophic Health Professionals clauses 109 -113).

The use of the **CAHSC- registered logo** is limited to publicity material specific to the anthroposophic health or social care profession/s for which you are registered.

You may enlarge or reduce the logo proportionately, but must not alter the relationship between the elements or change the logo in any other way. You should make sure the logo is legible.

The logo must only be reproduced using the files provided for registrants by the CAHSC. You can apply for these files by filling in **Request Form: CAHSC- registered logo files** attached to this brochure and sending it to the CAHSC office.

What not to do

- You may **not** change the **CAHSC- registered logo** in any way, except for **resizing** proportionately. That means **you may not**:
 - disassemble or recreate the logo
 - condense or stretch the logo
 - create outlines of the logo
 - redesign or add elements to the logo
 - create 3D versions of the logo
 - change the colours of the logo.

- You may not use the logo in any way that implies, or could be taken to imply, that you are other than a registrant of the CAHSC in your registered profession/s.
- You may not, for example, use the logo in any way that implies that you are a representative of the CAHSC, have the authority of the CAHSC or that your published material has been produced or endorsed by the CAHSC.
- You may not use the logo on any product such that the CAHSC's endorsement of the product is implied.
- You may not use the logo in any specific instance where the CAHSC has withheld its approval.
- You may not use the logo in any way that may bring the CAHSC or its registrants into disrepute.

Please let us know if you become aware of any unauthorised or inappropriate use of the **CAHSC- registered logo**.

Request form: CAHSC- registered logo

Name:

Address:

Postcode:

Registration Number:

I request the CAHSC-registered logo files.

I agree to the conditions of use as set out in the brochure: *Guidance for registrants: Using the CAHSC-registered logo June 2013* and to any other guidance subsequently issued by the CAHSC.

Signature:

Date:

Send your completed form to:

The Registrar
CAHSC
St Devenick's
Murtle Estate
Bielside
Aberdeen
AB15 9EP

Admin use only	
Recd	
Ack	
File sent	
DB	

Contact us

If you have any questions about the use of the **CAHSC- registered logo**, please contact us.

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