

POLICY

Use of AHTA Logos

The Australian Hand Therapy Association (AHTA) encourages Members to demonstrate their shared commitment to raising the profile of hand therapy in Australia through acknowledgment of their AHTA membership.

1. Scope

This policy governs the use of the AHTAs logos, including:

- A. Official AHTA Logo
- B. AHTA Life Member Logo
- C. AHTA Accredited Hand Therapist Logo
- D. AHTA Accredited Course Logo

2. Purpose

To outline the use of the AHTA logo and its specifications. The AHTA wants to ensure that its brand remains consistent across all platforms and that its logo is represented professionally in all applications.

3. The AHTA Logos

There are four different types of AHTA logos.

4. Guidelines

The following specifications need to be adhered to when using any of the four AHTA logos:

- The logo needs to ideally be presented on a white background or a light background
- The logo needs to be, where possible, used in full colour. There is a greyscale version if required.
- The logo needs to appear no smaller than 2.5cm in height when in use
- The logo needs to be used in the digital format that has been provided by the AHTA.
- The logo cannot be altered or edited, it needs to be used in its entirety – it is not permitted to add extra elements or delete elements from the logos provided
- The AHTA logo must have a clear space around it at all times. The minimum space around the sides of the logo should be at least 3mm.

5. For all logo users:

In providing this approval to use the AHTA logo or acknowledgment of AHTA membership, endorsement or accreditation, the Australian Hand Therapy Association, in so doing, assumes no responsibility or liability for the opinions or statements of facts expressed by the company using the AHTA logo or name in its advertising, promotion, letterheads or other printed or electronic communications and material.


6. Accessing the logo:

The AHTA is pleased to provide AHTA logos for Accredited Hand Therapist and AHTA Life Member use.

The logo will be provided to Life Members and Accredited Hand Therapists at the time of conferral via email and an electronic copy can also be obtained by contacting the AHTA Office on enquire@ahta.com.au.

7. Logos

7.1 Official AHTA logo

LOGO TYPE	FOR USE BY	LOGO DESIGN
Official AHTA logo	AHTA Committee of Management, AHTA Staff	 australianhand therapyassociation ^{inc.}

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The official AHTA logo must be only used by the AHTA executive committee, marketing and events employee, and the executive support employees.

The AHTA logo is to be used on all marketing and advertising items approved by the AHTA, including:

- All annual conference marketing material
- All Facebook original post images
- All website blog images
- All Hand Therapy Week promotional material
- All documents available to Members and the public
- All electronic communication to Members (excluding the Google Group)
- All course advertising material

7.2 AHTA Life member logo

LOGO TYPE	FOR USE BY	LOGO DESIGN
AHTA Life Member Logo	AHTA Life Members	

7.3 AHTA Accredited Hand Therapist Logo

AHTA Accredited Hand Therapist Logo	Accredited Hand Therapists	
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The AHTA is pleased to provide AHTA logos for Life Members and Accredited Hand Therapists. The use of the AHTA logo represents professional recognition and communicates to employers, clients, other professionals and the public that, at a minimum, the therapist:

- Has completed tertiary studies in either occupational therapy or physiotherapy
- Has made a commitment to high standards of clinical practice
- Commits to, and has completed, the minimum amount of annual, ongoing continuing professional development in the area of hand therapy

The AHT logo is available to current financial AHTA Accredited Hand Therapists.

The AHTA Life Member and Accredited Hand Therapist logos are restricted to the following:

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- Can be used on your website, business card, letter head, email signature and with compliments slips
- On websites specifically, the AHTA logo can be used beside a Member's name. It cannot be used on the home page or other pages of the website unless all therapists working at the location advertised on the website are Members. If some therapists are Associates or non-Members, the AHTA logo cannot be used on the website and must only be used in a Member's bio or profile on the page where staff or team Members are listed.
- When using on letters, it cannot be used where it purports to represent the association in any official way. Therefore, if using on a practice letterhead, for example, the letter head is also expected to contain your practice logo as the main logo on the page.
- If a Member is terminated from the association, or their financial status lapses, any use of the logo must immediately cease
- The logo cannot be used with external education and training that is not supported by the AHTA. A presenter may use the Member logo in their speaker bio, and introductory slide, however the logo is not to be used in a way that may convey the presentation has been endorsed or produced by the AHTA

The Committee of Management may require that a Member cease use of the logo in a certain application or its use entirely if it has not been used appropriately or misrepresents the AHTA.

Member status advertising

Please note ongoing terminology of 'Member' applies specifically to Accredited Hand Therapists and Associates.

When referring to your status as a therapist working in hand therapy, the following terminology is **not available** under the AHPRA guideline interpretations:

- Hand therapist
- Certified hand therapist (see below for more details)
- Practitioner of hand therapy

Members should also refrain from using the following words that are also not available under the AHPRA guidelines:

- Specialist
- Specialty
- Specialised

Members are encouraged to use wording that has a direct reflection on their undergraduate training as advised by AHPRA, such as:

- Occupational therapist working in hand therapy
- Physiotherapist working in hand therapy
- Occupational therapist, practitioner *in* hand therapy (not *OF* hand therapy)
- Physiotherapist, practitioner *in* hand therapy (not *OF* hand therapy)
- Stating the letters CHT is not permitted under the AHPRA advertising guidelines as acronyms are not recommended. AHPRA have advised that the use of the term "Certified Hand Therapist" is not permitted in Australia as the CHT is not a recognised award. It therefore needs to be used **AFTER** you list your registered qualifications. Listing Certified Hand Therapists needs to include USA afterwards. AHPRA have suggested instead, that practitioners do something like the following:

Physiotherapist, B.App.Sc (Phy), AHTA Accredited Hand Therapist, Certified Hand Therapist (USA).

It is the responsibility of all Members to ensure they read, understand and abide by the AHPRA guidelines for advertising. It is recommended that the individual Member seek legal advice about any advertising that they think may not abide with the guidelines for clarification.

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7.4 AHTA Accredited Course Logo

LOGO TYPE	FOR USE BY	LOGO DESIGN
D: AHTA Accredited Course Logo	Individuals/organisations that have a course that has been successfully accredited by the AHTA	 accredited by australianhand therapyassociation ^{inc.}

Use of Accredited Course Logo:

The Accredited Course Logo is provided to organisations, businesses or individuals who have been successful in their application for accreditation of a course or workshop.

Permission to use the AHTA Accredited Course logo or make reference to the AHTA in promotional material (printed or electronic) is provided under the following conditions and guidelines:

- The use of the AHTA Accredited Course logo or any reference to AHTA must clearly imply that the company or organisation has passed the accreditation process by the AHTA in relation only to the particular course or workshop that has been named in the accreditation approved application.
- Any use of the AHTA Accredited Course logo will be discreet and less prominent than the company or course/workshop name, logo or banner.
- The logo needs to ideally be presented on a white background or a light background
- The logo needs to be, where possible, used in full colour. There is a greyscale version if required.
- The logo needs to appear no small than 2.5cm in height when in use
- The logo needs to be used in the digital format that has been provided by the AHTA.
- The logo cannot be altered or edited, it needs to be used in its entirety – it is not permitted to add extra elements or delete elements from the logos provided
- The AHTA Accredited Course logo must have a clear space around it at all times. The minimum space around the sides of the logo should be at least 3mm.

8. Review:

Members are encouraged to read and apply the above guidelines. It is advised that Members have made changes to their marketing material by 1 June 2017. Following this, Members will be responsible for ensuring they are using the logo correctly. The Executive Support Manager in conjunction with the AHTA executive is authorised to ensure that the use of the logo is in compliance with the 'AHTA Use of Logo Policy'. If you feel that there are any breaches, individuals are able to email the AHTA on enquire@ahta.com.au. AHPRA is the organisation that is authorised to review practitioner titles. Queries about the title a practitioner is calling themselves, should be directed to AHPRA and not to the AHTA. For contacting AHPRA, please visit their website: www.ahpra.gov.au

9. Version index

Version Control (Appendix):

Version Number: V2
Approved by the Board: 07/2019
Amended by the Board: n/a
Amended by the Board: n/a