

CPA AUSTRALIA PUBLIC PRACTICE BRAND GUIDELINES

MAY 2016

BE HEARD.
BE RECOGNISED.



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PURPOSE OF THE GUIDELINES

These guidelines offer straightforward advice on how you and your practice can benefit from promoting your CPA status, including:

- Instructions on how and when you can use the CPA Public Practice logo
- Guidelines on how and when you can co-brand your stationery
- Sample stationary and online assets
- Availability of promotional merchandise to use with your clients.

These guidelines are simple to understand and implement in your practice. More importantly, they are designed to make the most of your biggest asset – your CPA status.

Consistency is imperative in building and maintaining any strong brand. The CPA brand is no exception. These guidelines supplement the CPA Australia Constitution by-Laws and website detailing how a practice brands itself and the image it presents to the public.

We recommend these documents be considered alongside these Brand Guidelines, in particular the following sections:

- Members' Handbook Section PP1 (information for members about how to enter Public Practice)
- The By-Laws applicable to Public Practice (currently Part 9)
- APES 110 - The Code of Ethics for Professional Accountants.

Alterations and deviations from the guidelines may be a breach of trademark as well as compromising the brand's integrity.

Please follow these guidelines carefully and if you have any questions on the use of the CPA Public Practice logo or any information contained in these guidelines, you should contact your Public Practice Representative on 1300 73 73 73.

WHO IS ELIGIBLE?

The use of Intellectual Property specifically the use of the CPA Public Practice brand is governed by By-Law 9.7.

To enable a practice to be CPA branded, CPA Australia members must meet the following requirements:

- Hold a recognised CPA Australia Public Practice Certificate; and
- The majority of the principals, partners or directors in the practice hold a CPA Australia Public Practice Certificate

The By-Law definition of “Majority Approved Practice Entity” is determined as:

- Members with a CPA Australia Public Practice Certificate that holds more than 50% of voting shares (directly or indirectly) or
- Members with a CPA Australia Public Practice Certificate that comprises of a majority of Directors/ Partners/ Trustees; and
- Members with a CPA Australia Public Practice Certificate who can control the Approved Practice Entity and quality of work/ services performed

The practice structure is to be approved where the majority of the control held by members holds a CPA Public Practice certificate.

NAMING YOUR PRACTICE

When naming your practice please ensure your name isn't misleading, making a false claim, falsely associating yourself with third parties, casting CPA Australia in a negative light or being offensive to the profession.

NAMES FOR SOLE PRACTITIONERS

For those going into business as a sole practitioner, please take the following into consideration when naming your practice:

- The addition of the words "& Co" after the member's name is acceptable
- The addition of the words "and Associates" must not be used unless you employ other CPAs or equivalent
- If you employ only one other CPA or equivalent, the words "and Associate" (singular form) may form part of the practice name.

THE USE OF CPA IN LETTERS OR WORDS MUST NOT FORM PART OF THE PRACTICE NAME

CPA Australia allows members to use the words 'Certified Practising Accountant' (in the singular form for sole practitioners) or 'Certified Practising Accountants' (in plural form where a partnership or company of members are used to describe the practice instead).

IDENTIFYING YOUR AFFILIATION

To use the CPA brand in your practice, you can use the following:

- Business descriptor e.g. Certified Practising Accountant or Certified Practising Accountants
- CPA Public Practice logo with the 'approved clause' (see over page)

For further information contact your Public Practice Representative on 1300 73 73 73 or email publicpractice@cpaaustralia.com.au

NAMING YOUR PRACTICE

APPROVED CLAUSES

You may use either option:

- a) [Your Business name] is a CPA practice.
- b) [Your Business name] is a CPA business.

Note, the approved clause must always be included whenever the CPA Public Practice logo is used, with the exception to business cards where it is not required.

NOTIFYING CPA AUSTRALIA OF ANY NAME CHANGES

If you are using the CPA Public Practice brand and you alter your practice name, structure or stationery design, you must seek pre-approval from CPA Australia. Any changes to business address or contact details should be notified within ten working days of these changes.

Please contact your Public Practice Representative on 1300 73 73 73 or email publicpractice@cpaaustralia.com.au

THE CPA PUBLIC PRACTICE LOGO

The CPA logo stands for quality, credibility and integrity. Research consistently shows extremely high awareness levels of the CPA designation by the business community and the public. That is why, how and where you display your CPA Public Practice logo is vital to the presentation of your practice. The first impression you make on clients will largely depend on how you present your practice. Use the CPA Public Practice logo to project your own professionalism in every activity you undertake.

Only use the CPA Public Practice logos which can be downloaded from the CPA Australia website at **cpaaustralia.com.au/publicpracticebranding**

Do not attempt to recreate or amend the CPA Public Practice logo yourself, nor ask a designer to recreate it. The logo should only be produced from the files provided by CPA Australia.

The CPA Public Practice logo is only valid in Australia and New Zealand.

LOGO EXCLUSIVELY FOR PUBLIC PRACTITIONERS

To differentiate between the members of CPA Australia and the organisation itself, the CPA logo for Public Practitioners is different to the CPA Australia logo. You will note that the CPA logo for Public Practitioners does not have 'Australia' under the CPA initials and the CPA initials are much larger and more prominent.



To maintain consistency and broad recognition of the CPA Australia Public Practice logo, it is critical that each of these elements is included as specified, and not altered or used separately under any circumstances. Changes to the approved logo are a breach of trademark.

OTHER ACCOUNTING AND BOOKKEEPING BODY LOGOS

Any logo of a body in direct competition with CPA Australia cannot be used alongside the CPA Public Practice logo. This includes Chartered Accountants Australia and New Zealand (CAANZ), Institute of Public Accountants (IPA), National Tax and Accountants' Association (NTAA), Association of Taxation and Management Accountants (ATMA), Taxation Institute of Australia (TIA), Association of Chartered Certified Accountants (ACCA), Chartered Institute of Management Accountants (CIMA), Financial Planning Association of Australia (FPA) and Self Managed Super Fund Association.

The use of other accounting and bookkeeping body logos is not permitted even if you are not using the CPA Public Practice logo but your practice name includes "Certified Practising Accountant" or "Certified Practising Accountants".

THE CPA PUBLIC PRACTICE LOGO

USING LOGOS OF OTHER PROFESSIONAL BODIES

The use of other professional and industry memberships can be referred to in text or body copy of collateral; the registered designation logo can be used or the postnominal, but the use of associated logos and brand marks are not permitted. The CPA Australia branding must always appear first in the hierarchy of designations and associations.

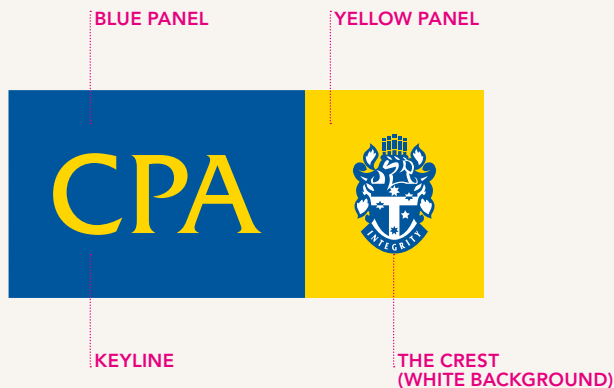
E.g. John Citizen holds a CPA Australia Public Practice certificate but also holds a Certified Financial Planner designation which is issued by the Financial Planning Association of Australia. Therefore John Citizen can only use the following to display both his designations:

Example 1	Postnominals	John Citizen CPA CFP
Example 2	Body copy	John Citizen Certified Practicing Accountant (CPA) Associate, Financial Planning Association of Australia
Example 3	Designation logos	John Citizen  

THE CPA PUBLIC PRACTICE LOGO

LOGO ELEMENTS

The CPA logo for Public Practitioners.



The Letters 'CPA'

The CPA initials are coloured in a particular shade of yellow, known as 'CPA Yellow'. These letters are contained in a panel, which is in a particular shade of blue, known as 'CPA Blue' (see 'full colour logo' for specifications).

This colour scheme is particular to CPA, therefore it is encouraged that your business branding does not use these same combinations.

The Font

The font, or typeface, used in the CPA logo is unique and should not be altered.

The Crest

The CPA Australia crest is in CPA Blue and white and is contained in a CPA Yellow panel. The crest should always sit beside the CPA letters panel and cannot be displayed as a standalone image.

MINIMUM SIZE

The minimum size for the logo on any printed material is 15mm in width.



AREA OF EXCLUSION

While it is up to you to determine the position of the CPA Public Practice logo in your promotional material (excluding business stationery which has specific logo placement guidelines), there is a minimum space requirement (known as the area of exclusion) surrounding the logo in all instances.

The area of exclusion is designed to protect the integrity of the logo (by ensuring it is not 'crowded', thereby losing its significance or prominence) and must be applied at all times. No other copy, logo or design is to encroach this area.

The CPA Public Practice logo's area of exclusion is half the width of the yellow crest panel.



THE CPA PUBLIC PRACTICE LOGO

FULL-COLOUR LOGO

A full-colour logo stands out and commands attention. The only colours to be used for the logo are CPA Blue and CPA Yellow. It is important that you ensure the following colour specifications are taken into account when placing orders with printers and suppliers involved in the reproduction of the CPA Public Practice logo. Wherever possible, use the specified solid PMS colours and quote the PMS numbers to your printer. The logos available on the website are already formatted to these specifications and should not be altered.

The CPA Public Practice logo can be downloaded from the CPA Australia **website**.



PMS COLOURS

Whenever print requirements allow, use the specified solid PMS colours outlined below.

CPA BLUE

COATED STOCK
PANTONE® 661C
UNCOATED STOCK
PANTONE® 662U

CPA YELLOW

COATED STOCK
PANTONE® 123C
UNCOATED STOCK
PANTONE® 109U

RGB AND WEB COLOURS

For all screen requirements, use the specified RGB and Web colour breakdowns outlined below.

CPA BLUE

RGB 0.53.145
WEB# 003F7E

CPA YELLOW

RGB 245.212.16
WEB# F8C800

CMYK PROCESS COLOURS (FULL-COLOUR)

If printing in four colour process, use the specified CMYK colour breakdowns outlined below.

CPA BLUE

CMYK 100.60.0.10

CPA YELLOW

CMYK 0.15.100.0

THE CPA PUBLIC PRACTICE LOGO

MONO LOGO

When print requirements only allow for one or two colours, there are two options of the CPA Public Practice logo available.

Blue Logo

The CPA initials are printed in white on a CPA Blue background. The panel that contains the crest is white, surrounded by a blue keyline. The logo can be reproduced in CPA Blue (PMS 661c).



Black Logo

The CPA initials are printed in white in a solid black background. The panel that contains the crest is white, surrounded by a black keyline.



KEYLINE LOGO

For contrast, the CPA Public Practice logo should always be printed on a light or contrasting colour background. If it is necessary to print on a dark background, a white keyline version of the logo is available. If the logo is to be printed in black and white on a white background the black keyline logo should always be used. Do not apply or modify a keyline; always use the keyline logo only as supplied.



UNAUTHORISED LOGOS

A range of CPA Public Practice logos have existed over the years to reflect the organisation at that point in time. Some CPA Australia logos have added corporate taglines used strictly in the organisation's advertising and promotional activities. The only version that should be used by eligible members is the current Public Practice logo indicated in this document.

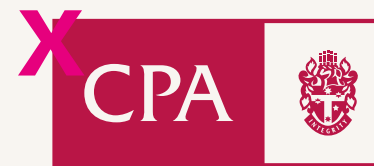
Taglines should never be added to the CPA Public Practice logo. The logo should always be resized appropriately and not distorted from its original format. Any version or treatment currently in use that does not match the CPA Public Practice logo is in breach and needs to be replaced. Examples of these are can be seen on this page.

Important note: The CPA Australia corporate logo should never be used.

PLEASE DON'T USE EFFECTS SUCH AS
DROP SHADOWS OR OUTER GLOWS



PLEASE DON'T RECOLOUR



PLEASE DON'T CREATE YOUR OWN KNOCK OUT
CONTAINERS OR KEY LINES



PLEASE ENSURE YOU ARE USING THE APPROPRIATE VERSION



PLEASE DON'T CROP



PLEASE DON'T CHANGE THE COMPOSITION OR PROPORTION



FRONT OF SHOP BRANDING AND USE OF LOGO

CPA practices are entitled to co-brand their business using both the CPA Public Practice logo and their own practice logo. This provides you with an excellent opportunity to reflect your CPA status and be instantly recognised.

Similar to the above logo specifications, the use of a CPA Public Practice logo can be used on your shop front, door etc. alongside your practice brand.

The CPA Public Practice logo should always be equal in size to your practice name and/or logo.



ANATOMY OF STATIONARY AND ONLINE ASSETS

LEGAL REQUIREMENTS – PROFESSIONAL STANDARDS LEGISLATION

In accordance with individual state and territory Professional Standards Legislation occupational schemes, CPA Public Practice Certificate holders, excluding those in Tasmania and New Zealand, must include the following Professional Standards Legislation disclosure statement on business stationery:

Liability limited by a scheme approved under Professional Standards Legislation

The addition of the following words must be used where business stationery is shared with an AFS licensee (except for Limited AFS licensees):

Liability limited by a scheme approved under Professional Standards Legislation.

*Other than for the acts or omissions of financial services licensees.

DISCLOSURE STATEMENT STATIONERY

Business stationery where the disclosure statement needs to appear includes:

- Letterhead and letters signed by the practice (including letters of engagement and invoices)
- Emails and email signatures
- Documents such as written advice and 'With Compliments' slips
- Newsletters and other publications
- Receipts, but only if unaccompanied by a separate document with the disclosure statement or not disclosed in the original letter of engagement
- Brochures and other promotional material (but excluding advertisements)
- Websites

The disclosure statement is not required on business cards. The minimum size requirement for the printing of the disclosure statement is the equivalent of eight point, Times New Roman typeface.

Certificate holders may use their discretion as to the colour used to print the Limited liability disclosure statement on their business stationery, as long as it can be clearly read. The primary issue is ensuring that the disclosure statement is legible and correctly worded.

For further information visit the PSL section of the CPA Australia website www.cpaaustralia.com.au/psl

LEGAL REQUIREMENTS CHECKLIST

Your stationery must include the following elements to ensure they meet the legal standards:

- Practice name
- Practice contact details, including address, phone/fax number, email and website address (where applicable)
- ABN or ACN
- Professional Standards Legislation liability limited disclosure statement.

As a guide, your stationery may also include some or all of the following elements:

- Practice logo (if applicable)
- CPA Public Practice logo with approved clause ('your practice name is a CPA Practice' or 'your business name is a CPA Business').
- Website address
- Australian Financial Services Licence (AFSL) number (where applicable) where financial planning services are offered
- Authorised Representative number and details (where applicable) where financial planning services are offered
- Details of partners/associates/directors (if operating under a partnership or company structure)
- Business descriptor (Certified Practising Accountant(s))

ANATOMY OF STATIONARY AND ONLINE ASSETS

PLACEMENT OF LOGO AND APPROVED CLAUSE

Where the CPA Public Practice logo is used, the approved clause must always appear in conjunction with the logo. Our preference is for you to place the approved clause either above, below or on either side of the logo ensuring that the exclusion zone is always maintained (see below).

John Citizen Pty. Ltd.
is a CPA Practice



John Citizen Pty. Ltd.
is a CPA Practice



PREFERRED TREATMENT



John Citizen Pty. Ltd.
is a CPA Practice



John Citizen Pty. Ltd.
is a CPA Practice

The placement of the CPA Public Practice logo in conjunction with approved clause and your practice details should not have the potential to mislead or deceive the public into believing that the stationery is from anyone other than you or your practice.

Examples of where stationery could be interpreted as misleading include:

- The CPA Public Practice logo appears alongside your practice details without the approved clause nearby potentially giving the impression that the stationery is from CPA Australia
- The CPA Public Practice logo is represented more prominently on your stationery than your practice name and/or logo. The CPA Public Practice logo should always be smaller or equal in size to your practice name and/or logo

STATIONERY EXAMPLES

Examples of various stationery formats can be found on the following pages and are provided as a guide. Templates of these examples can also be downloaded from the website and used to personalise your own stationery.

BUSINESS CARDS

Principals, partners and employees of a CPA Australia branded practice are eligible to place the CPA Public Practice logo on their business cards, in accordance with these guidelines. The following items should also appear on your business card:

- Practice name and logo
- CPA Public Practice logo with approved clause
- Your name, postnominals and title
- Practice details including street address, phone and fax numbers, ABN or ACN



LETTERHEAD

Letters and letterhead should include the following items:

- Practice name and logo
- CPA Public Practice logo with approved clause
- Practice details including street address, phone and fax numbers, ABN or ACN
- Professional Standards Legislation liability limited disclosure statement.

JOHN CITIZEN
ACCOUNTANTS

Certified Practising Accountants

P (03) 1234 5678
info@companyname.com.au
www.companyname.com.au
Level 1 / 123 Sampleville Blvd,
Sampleville, Victoria 1234
ABN 12 1234 5678 789

CPA

John Citizen
Accountants Pty Ltd
is a CPA Practice

Liability limited by
a scheme approved
under Professional
Standards Legislation

27 April 2016

Samantha Sample
123 Sample Street
Sampleville
Victoria 1234

Dear Samantha

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Kind regards

John Citizen

JOHN CITIZEN
ACCOUNTANTS

Certified Practising Accountants

P (03) 1234 5678
info@companyname.com.au
www.companyname.com.au
Level 1 / 123 Sampleville Blvd,
Sampleville, Victoria 1234
ABN 12 1234 5678 789

CPA

John Citizen
Accountants Pty Ltd
is a CPA Practice

Liability limited by
a scheme approved under Professional Standards Legislation

27 April 2016

Samantha Sample
123 Sample Street
Sampleville
Victoria 1234

Dear Samantha

Archilubusdam aut autecae inctor alictur sed quatum enduntem quia nonsequi blaborit adi debet dolupid enihitatem, et ad endigni hicaborendam explitorum re excernatust que odi recto min pelectenda cus, sit et et, voluptum et qui ut faceat alitat rehenimi, qui vende sinvelit laudem que numqui dion coribere cusdae velit molerieriam faceste nis everore dolupta tinctae conse ommolup tatum quam, volenis citatissim ressimusapis sitionsequi dessimus vellenim int lautendam arios net et pla cone nosanti dessi dolum as que dundam exeresciatus voluptatur.

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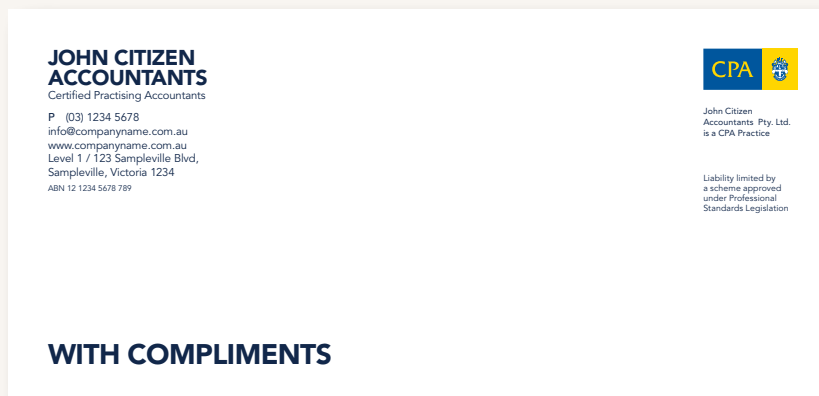
Kind regards

John Citizen

'WITH COMPLIMENTS' SLIPS

With Compliment slips should include the following items:

- Practice name and logo
- CPA Public Practice logo with approved clause
- Practice details including street address, phone and fax numbers, ABN or ACN
- Professional Standards Legislation liability limited disclosure statement



SETS OF STATIONERY

To ensure a consistent look throughout your stationery, please adhere to one of the stationery design options below.



SET EXAMPLE 1

Logo for this option sits top tight hand corner.



SET EXAMPLE 2

Logo for this option sits bottom left hand corner.

PRE-PRINTED STATIONERY

Blank letterhead, 'With Compliments' slips and business card shells containing the pre-printed CPA Public Practice logo in colour are available for purchase from the CPA Australia **website**.

This allows you to create a template of your practice details and to print them out along with the CPA Public Practice logo on demand via your desktop printer.



WEBSITE

Guidelines exist for the use of the letters 'CPA' and the words 'CPA Australia' which must not be used as part of the website address.

Practitioners must also adhere to the brand guidelines for the use and treatment of the CPA Public Practice logo, noted earlier in the guidelines (e.g. minimum logo size, colours, proportions and exclusion zone).

Where you wish to place a link on your practice site through to the CPA Australia website, this is permitted however the CPA Australia logo cannot be displayed to indicate the link.

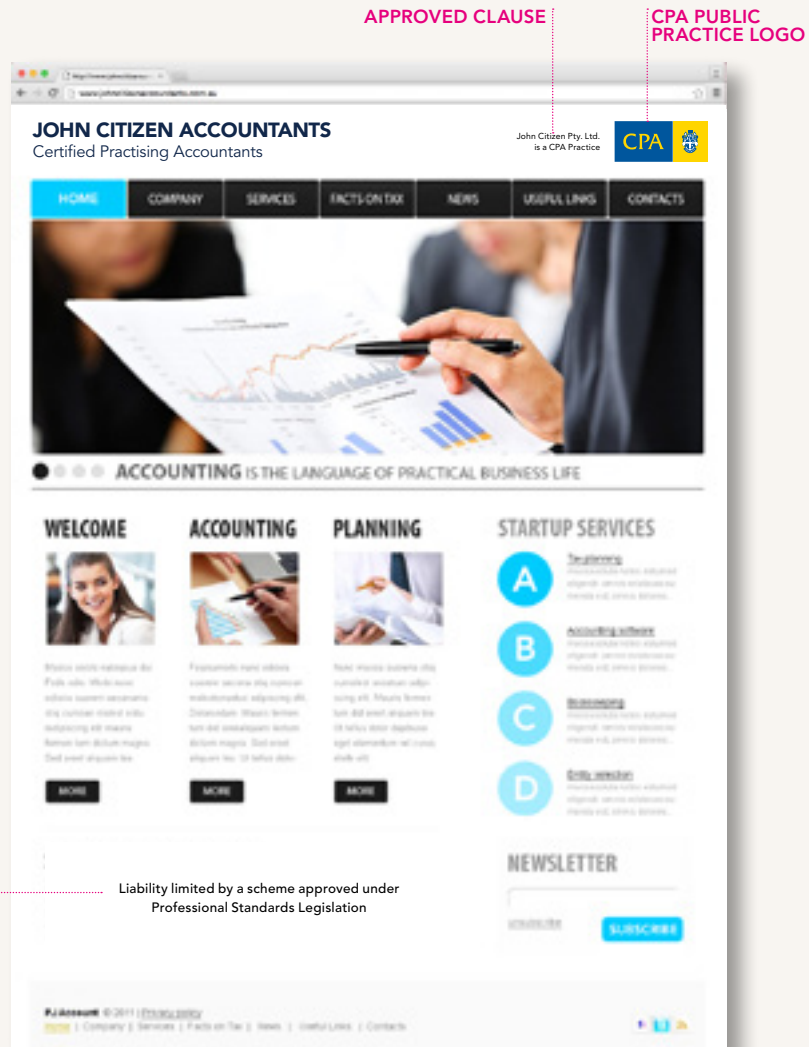
We recommend you include a phrase similar to the following examples with a hyperlink to cpaaustralia.com.au behind the words CPA Australia or click here.

Example of phrases incorporating a reference to link to the CPA Australia website:

- For more information about CPA Australia, [click here](#).
- To find out more about CPAs and CPA Australia, [click here](#).

Note: You can ask your website developer to embed the hyperlink to the CPA Australia website behind the appropriate word(s).

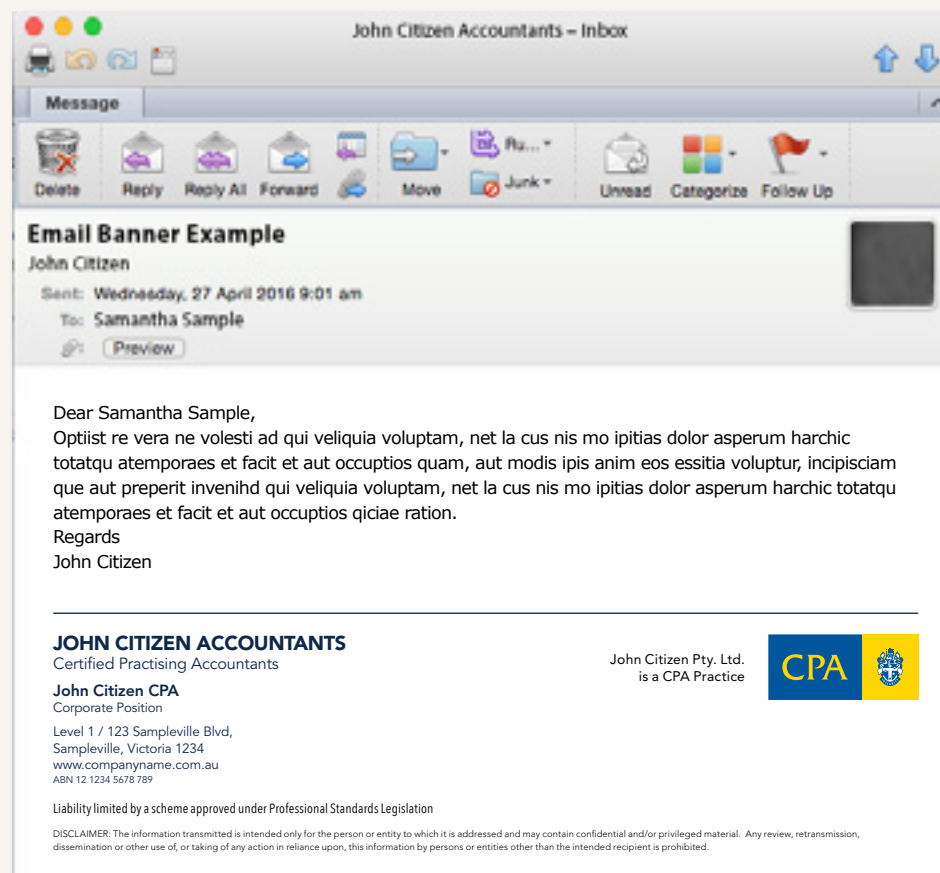
LIMITED LIABILITY
DISCLOSURE STATEMENT



EMAIL SIGNATURES

Email signatures need to be legally compliant, and therefore the following items should be included in the signature:

- Your name, postnominals and title
- Practice name and logo
- CPA Public Practice logo with approved clause
- Practice details including street address, phone and fax numbers, ABN or ACN
- Professional Standards Legislation liability limited disclosure statement
- Confidentiality notice.



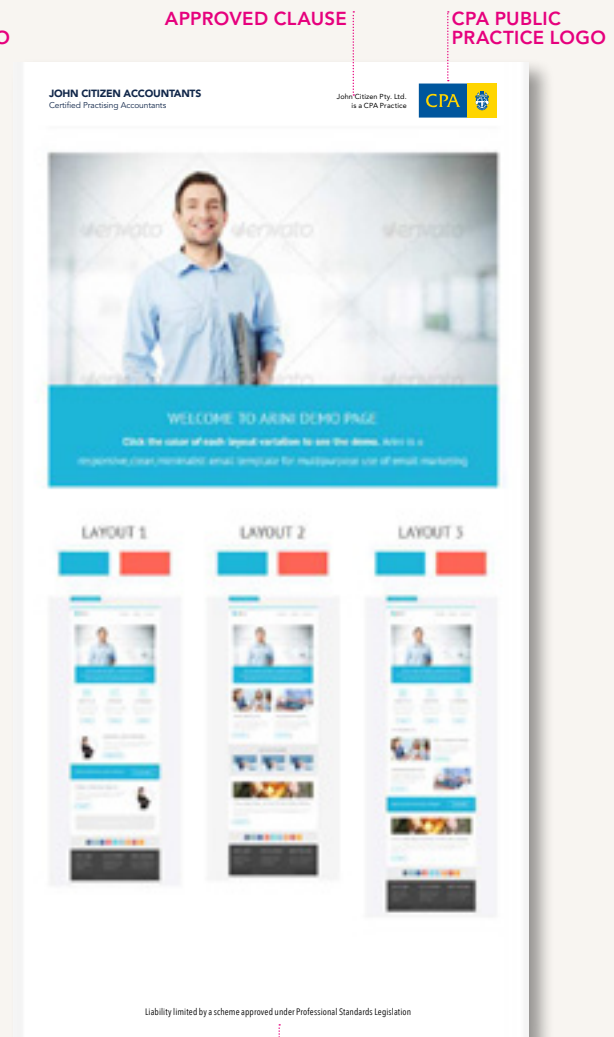
EMAIL COMMUNICATIONS (ELECTRONIC DIRECT MAIL OR EDM)

For Electronic Direct Mail or eDM applications, the following are required:

- Practice name and logo
- CPA Public Practice logo with approved clause
- Professional Standards Legislation liability limited disclosure statement.



LIMITED LIABILITY
DISCLOSURE STATEMENT



LIMITED LIABILITY
DISCLOSURE STATEMENT

WEB BANNERS

For web banner applications, the following are required:

- Practice name and logo
- CPA Public Practice logo

The Limited Liability Clause is not required for web banners.

LOREUM
IPSUM SED
DOLOR

**JOHN CITIZEN
ACCOUNTANTS**
Certified Practising Accountants



TIAM NOS
IURIAAQ
UNT ABO
DICON RA
ASPERFE

SEQUIBUSUM IPICABORER
UM RE ET ET MAXIMPORE
IUS ELIBUS ENTI VOLUPTI
SCIISQUAS SINVELE NDELE
NT ET ODICTAM OPTA

**JOHN CITIZEN
ACCOUNTANTS**
Certified Practising Accountants



CONTACT

For further clarification, please email your questions to **publicpractice@cpaaustralia.com.au**