

Television advertising

Due to the broad nature and reach of television advertising, if you propose to use the CPA Public Practice logo or mention your status as a CPA, approval must be sought.

This approval is designed to ensure you meet your obligations under the Code of Ethics for Professional Accountants and also to protect the integrity of the CPA brand and designation for the benefit of all CPA Australia members.

Approval should be sought by contacting the CPA Australia Brand and Communications area during the planning and development phase of your advertisement and **prior** to it going to air.

Notifying CPA Australia of any changes

If you alter your practice name, address, structure or stationery design, you must advise your Public Practice Representative within seven days of these changes.

Formatting your stationery

Your stationery must include the following elements:

- + 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. You may choose to include the Cover of Excellence® logo, in addition to the disclosure statement.

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

- + practice logo (if applicable)
- + Australian Financial Services Licence (AFSL) number and 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))
- + CPA Public Practice logo with approved clause ('your practice name is a CPA Practice' or 'your business name is a CPA Business').

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).

Simon Salmon Pty. Ltd.
is a CPA Practice



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The preferred location on all practice stationery for the CPA Public Practice logo to be placed is in the bottom right hand corner. Where the design and overall look of your stationery is enhanced by placing the CPA Public Practice logo elsewhere, this can be done so long as the relationship between your practice details and the CPA Public Practice logo is clearly represented. The placement of the CPA Public Practice logo in conjunction with 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.