

CPA Australia

Public practice brand guidelines



Make a lasting impression

As a CPA, you enjoy a unique status in the business community.

As a public practitioner, however, are you making the most of your CPA status?

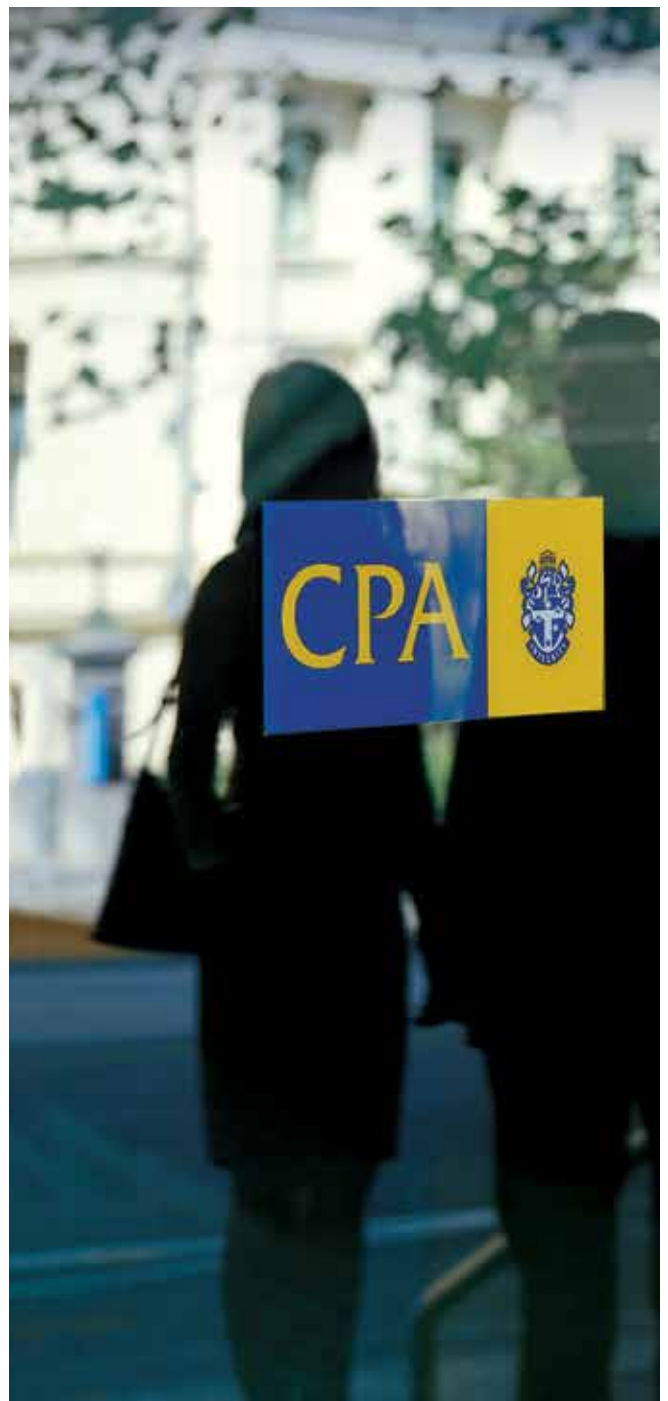
Are you using it to your full advantage?

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 – from your street signage to your reception area.

This guide offers straightforward advice on how you and your practice can benefit from promoting your CPA status, including:

- + instructions on how to use the CPA public practice logo
- + guidelines on how to co-brand your stationery
- + letterhead, business card, 'With Compliments' slips and fax cover sheet templates
- + use and availability of promotional brochures and CPA public practice branded merchandise

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.



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The purpose of these guidelines

Consistency is imperative in building and maintaining any strong brand. The CPA brand is no exception. These guidelines supplement the Constitution, By-Laws and pronouncements contained in the Members' Handbook about 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:

- + section PP1 (information for members about to enter public practice)
- + the By-Laws applicable to public practice (currently 9.1 – 9.8)
- + the relevant sections in the Code of Ethics for Professional Accountants.

Alterations and deviation from the guidelines compromise the brand's integrity and undermines the brand's strength. To leverage from the strong CPA brand, the logo must be faithfully reproduced in all media uses, signage, advertising and promotional collateral – not just stationery.

Please follow these guidelines carefully and if you have any questions on the appropriate use of the CPA public practice logo or any information contained in this booklet, contact your public practice representative on 1300 73 73 73.

Who is eligible?

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

- + the majority of the principals, partners or directors in the practice must all hold a CPA Australia Public Practice Certificate

OR

- + the practice must hold an authority issued by CPA Australia. (For full details on eligibility, refer to your Members' Handbook or contact your public practice representative)

An interactive guide offering a virtual tour of a CPA branded practice can be viewed on the CPA Australia website at

cpaaustralia.com.au/publicpracticebranding

The CPA public practice logo

Use the CPA public practice logo to project your own professionalism in every activity you undertake.

Capitalise on the broad recognition of the CPA Australia brand and leverage off the corporate advertising campaigns.

Use the CPA public practice logos supplied

Always 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.

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.



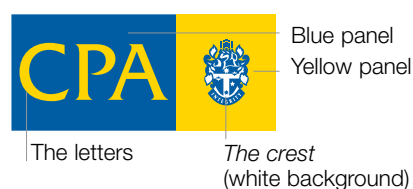
Public practice logo



CPA Australia corporate logo

The CPA public practice logo contains a number of elements that when combined, presents a distinct and recognisable visual image of the CPA designation. To maintain consistency and broad recognition of the logo, it is critical that each of these elements are included as specified and not altered or used separately under any circumstances.

Logo elements



The CPA logo for public practitioners

The letters

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).

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 stand alone image.

Minimum size

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



Area of exclusion

While it is up to you to determine the position of the CPA public practice logo in your advertising or printed promotional material (excluding 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.



Area of exclusion

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.



Full colour logo for public practitioners

PMS colours

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



CPA Blue

Coated stock (PANTONE® 661c)

Uncoated stock (PANTONE® 662u)



CPA Yellow

Coated stock (PANTONE® 123c)

Uncoated stock (PANTONE® 109u)

CMYK process colours (full-colour)

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



CPA Blue

C 100% M 60% Y 0% K 10%



CPA Yellow

C 0% M 15% Y 100% K 0%

RGB colours



CPA Blue

R 0 G 53 B 145



CPA Yellow

R 245 G 212 B 16

Web colours



CPA Blue

Web# 003f7e



CPA Yellow

Web# f8c800

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).



Blue logo (PANTONE® 661c)



Black logo

Keyline logo

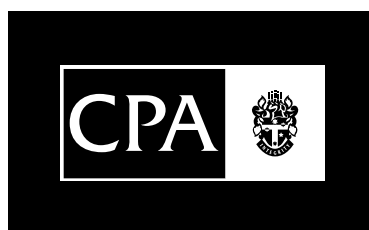
For contrast, the CPA public practice logo should always be printed on a light or contrasting colour background. If it is necessary to print on a dark background, a white keyline version of the logo is available. If the logo is to be printed in black and white on a white background the black keyline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



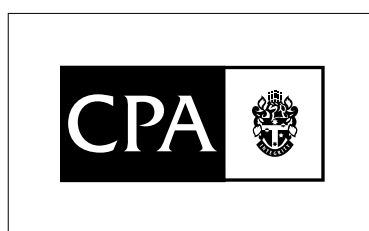
Keyline logo



Blue keyline logo (PANTONE® 661c)



White keyline logo



Black keyline logo

Unauthorised logos

A range of CPA public practice logos have existed over the years to reflect the name of the organisation at that 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 on page four.

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 shown on this page.

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

	✗	Logo used by CPA Australia organisation only
	✗	Logo used by CPA Australia organisation only
	✗	Incomplete logo
	✗	Incorrect logo proportions
	✗	Incorrect logo colour
	✗	No colour fill in the white elements of the logo
	✗	Logo with tagline used by CPA Australia organisation only
WE MEAN BUSINESS		
 Take a Different View	✗	Logo with tagline used by CPA Australia organisation only
	✗	Old CPA Australia corporate logo
	✗	Old CPA Australia corporate logo
	✗	Old CPA Australia corporate logo
	✗	Old CPA Australia corporate logo with tagline

Your practice stationery

CPA practices are entitled to co-brand their stationery 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. Use your letterhead, fax cover sheets, envelopes, business cards, and 'With Compliments' slips as simple, but effective marketing tools.

Identifying your affiliation

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

- + business descriptor e.g. Certified Practising Accountant or Certified Practising Accountants (see page 13 for usage guidance)
- + CPA public practice logo with an 'approved clause'.

Approved clauses

You may use either option.

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

Note: The approved clause must always be included whenever the CPA public practice logo is used.

Using logos of other professional bodies

Non-accounting bodies

Additional logos of non-accounting professional bodies (indicating joint membership) may also be used in conjunction with the CPA public practice logo. The only requirement is that the CPA public practice logo must be of at least equal size and prominence to the logo of the other non-accounting professional body.

Other accounting and bookkeeping bodies

Any logo of a body in direct competition with CPA Australia cannot be used alongside the CPA public practice logo, e.g. Institute of Chartered Accountants in Australia (ICAA), National Institute of Accountants (NIA), 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) and New Zealand Institute of Chartered Accountants (NZICA).

Using postnominals

A CPA public practitioner may use CPA Australia's postnominals (**CPA** for a Certified Practising Accountant or **FCPA** for a Fellow Certified Practising Accountant) and specialisations (eg. CPA (FPS) – for financial planning specialist) after their name applicable to their status and qualifications. The letters CPA or FCPA should be used without full stops between each letter.

CPA Australia's postnominals should normally be positioned following any academic qualifications.

Examples : Simon Salmon CPA
A B Smith B Com, CPA
C Jones AO, JP, FCPA, AICD

No member should, in conjunction with the use of CPA Australia's postnominals, use the postnominals of any other body of accountants or bookkeepers unless approved under CPA Australia's By-Laws.

Members are permitted to use the postnominals of licences issued by government regulators in conjunction with CPA Australia's postnominals e.g. the postnominal RCA (Registered Company Auditor) and the postnominal RTA (Registered Tax Agent).

Professional Standards Legislation requirements for stationery

Disclosure Statement Requirements

In accordance with individual state and territory Professional Standards Legislation occupational schemes, CPA Australia public practice certificate holders in Australia, excluding those in Tasmania, must include the following Professional Standards Council disclosure statement on business stationery:

[Liability limited by a scheme approved under Professional Standards Legislation.](#)

CPA Australia recommends the addition of the following words where business stationery is shared with an AFS licensee:

[Liability limited by a scheme approved under Professional Standards Legislation.*](#)

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

The disclosure statement needs to appear on:

- + company letterhead and letters signed by the practice (including letters of engagement and invoices)
- + emails
- + fax cover sheets
- + documents such as written advice and 'With Compliments' slips
- + newsletters and other publications
- + receipts
- + brochures and other promotional material (but excluding advertisements)
- + websites

The disclosure statement is not required on business cards, in advertisements or on social media networks.

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 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.

Optional Cover of Excellence® logo and trade device

Members covered by a scheme can make use of the optional Cover of Excellence® logo with the disclosure statement. This logo represents high standards of service and consumer care.

This logo is to be used in conjunction with the disclosure statement. The Cover of Excellence® logo does not replace the requirement for disclosure to be provided to clients.

The Cover of Excellence® term, logo and trade device is a registered trademark of the Professional Standards Council.



[Liability limited by a scheme approved under Professional Standards Legislation.](#)

Cover of Excellence® logo usage specifications

A trade mark legend must be used in regard to any display of the Cover of Excellence® logo image.

The logo consists of two colours. The 'star' is always white. The remainder of the logo can be produced in either Black or PMS 280 Blue. The image must not be reversed or altered.

The logo should be placed on the first facing page of the document at a size not less than 12mm in height. If the document is a brochure, newsletter or other publication, the first facing page would be the cover.

The logo and trade mark symbol must be clearly legible at all times.

The proportion of the image is fixed and must be maintained at all times.

A space of 2mm should be considered as a clearance space around the logo.

If the logo is not legible on dark stationery or a website background, an artificial white background should be employed. The artificial background should not have

a border. A space equivalent, but not additional, to the clearance space of 2mm described above would be appropriate.

For further information or to obtain a copy of the logo visit the PSL section of the CPA Australia website cpaaustralia.com.au/psltoolkit

Specific requirements for partnerships and incorporated practices

Members who operate in a partnership or as an incorporated entity are required to disclose on all stationery and other information provided to clients and potential clients the qualifications and professional and business affiliations of partners, or persons providing public accounting, financial and business advisory or other professional services.

For further information, refer to the Member's Handbook or contact your public practice representative.

Naming the practice

You as a CPA Australia member holding a public practice certificate, are authorised to personally use the letters CPA and the public practice logo. This means you have no rights to authorise use by any other person in any way whatsoever including but not limited to a sub licence or a franchise.

Under no circumstances can a:

- + CPA branded business use CPA in letters or words to form part of their practice or company name, website address or trademark or
- + business partner/employee of a CPA branded business use CPA post nominals or specialisations without being a member of CPA Australia.

Members in public practice are prohibited from using a practice name which is false, misleading or deceptive. However a practice name that does not comprise your own name, may be used providing it is not misleading or otherwise can be seen to reflect adversely on the profession, the membership or CPA Australia.

For those going into business as a sole practitioner, the addition of the words '& Co' after the member's name is acceptable. However the words 'and Associates' may

not be used by a sole practitioner unless you employ other CPAs or equivalent. If you employ only one other CPA or equivalent, the words 'and Associate' (singular) 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 recommends that 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 all hold CPA public practice certificates) be used to describe the practice. The words 'Public Accountant' should be avoided to describe your services as it is a generic term and does not have the same positive brand associations as Certified Practising Accountant(s).

For further information, refer to the Member's Handbook or contact your public practice representative.

Business cards

Principals, partners and employees of a CPA branded practice are eligible to place the CPA public practice logo on their business cards, in accordance with these guidelines.

Website

Many practices have developed their own website to support their marketing and promotion activities and the use of the CPA public practice logo on a website is encouraged. 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 (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 www.cpaaustralia.com.au behind the words CPA Australia.

For more information visit the [CPA Australia](http://www.cpaaustralia.com.au) website.

To find out more about CPAs, visit the [CPA Australia](#) website.

Ask your website developer to embed the hyperlink to the CPA Australia website behind the appropriate word(s).

For guidance on website disclaimers we recommend that you seek independent legal advice to create a website disclaimer which suits your particular business requirements.

See also page 32 for guidance on website design.

Email disclaimers

Members may wish to consult two e-resources available in the CPA Australia library on the usage of email disclaimers:

- + Email Etiquette (see Looking good online – disclaimers and confidentiality clauses)
www.cpaaustralia.com.au/apps/library/itemdetails.aspx?itemno=133388
- + Dealing with E-mail (see maintaining e-mail policy - avoiding legal pitfalls)
<http://proquestcombo.safaribooksonline.com/9780789495396?uicode=cpaaus>

We recommend, however, that you seek independent legal advice to finalise the wording of your email disclaimer to ensure that it is sufficiently robust and relevant for your business needs.

Print and online advertising

See pages 22–31 for guidance on recruitment advertising and advertising your business.

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 CPA Australia 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



Simon Salmon Pty. Ltd.
is a CPA Practice

Simon Salmon Pty. Ltd.
is a CPA Practice



Simon Salmon Pty. Ltd.
is a CPA Practice

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.

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

Examples of various stationery formats can be found on pages 15–21 and are provided as a guide. Templates of these examples can also be downloaded from the website and used to personalise your own stationery.

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 CPA Australia at

cpaaustralia.com.au/practicemanagement

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.

Snapshot of public practice brand guidelines

The tables below provide a summary of the public practice brand guidelines.

Certificate type	Able to advertise and promote	Listed in 'find a CPA'	Ability to use CPA public practice branding (including on website)	Able to franchise/sub-licence CPA branding	Able to link from practice website to CPA Australia website	Use CPA public practice branding in TV ads	Use other accounting professional body branding
Public practice certificate	Yes	Yes	Yes	No	Yes	Only with prior permission from CPA Australia	No, not in conjunction with CPA public practice branding
Limited practice certificate	Yes	No	No	No	Yes	No	No

The business descriptor can be used with or without the public practice logo.

If using the public practice logo, it must be accompanied by an approved clause.

Certificate type	Use non-accounting professional body branding	Able to use CPA postnominals	Able to use post-nominals as part of a franchise	Able to use non-CPA postnominals	Allow principals, partners, employees to use public practice logo on business cards	Allow principals, partners, employees to use CPA postnominals	Have to adopt PSL disclosure rules
Public practice certificate	Yes	Yes – CPA, FCPA, CPA (FPS)	No	Yes, as long as it relates to a body in Appendix 3 of the By-Laws	Yes	No	Yes
Limited practice certificate	Yes	Yes – CPA, FCPA, CPA (FPS)	No	Yes, as long as it relates to a body in Appendix 3 of the By-Laws	No	No	Yes

Branding specifics for public practice certificate holders	Business descriptor	Approved clauses which must accompany public practice logo usage
Sole practitioner	Certified Practising Accountant	[business name] is a CPA practice or [business name] is a CPA business
Partnership or company	Certified Practising Accountants	[business name] is a CPA practice or [business name] is a CPA business

Postnominals should be positioned after the member's name and academic qualifications.

For example:

- + Simon Salmon CPA
- + A B Smith B Com, CPA
- + C Jones AO, JP, FCPA, AICD

Branding specifics for public practice certificate holders	Qualifications/ professional affiliations of all partners provided on stationery	Able to use ' & Co' in business name	Able to use 'and Associates' in business name	Able to use 'and Associate' in business name
Sole practitioner	N/A	Yes	No, not unless two or more CPAs or equivalent are employed	No, not unless one CPA or equivalent is employed
Partnership or company	Yes	Yes	Yes	Yes

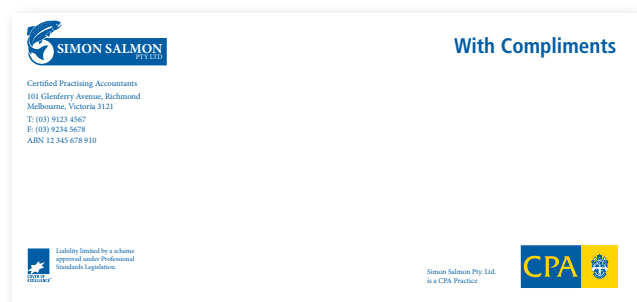
Examples of stationery



- A** practice logo and name
- B** CPA public practice logo with appropriate clause
- C** practice contact details and ABN
- D** Professional Standards (Limited liability) statement and optional logo
- E** Details of Partners/Associates/Directors

*Note: Professional Standards Council disclosure statement is not required in Tasmania

Examples of stationery *(continued)*



'With Compliments' slip



Business card

Examples of alternative letterhead



*Note: Professional Standards Council disclosure statement is not required in Tasmania

Examples of alternative letterhead



Certified Practising Accountants
101 Glenferrie Avenue, Richmond
Melbourne, Victoria 3121
T: (03) 9123 4567
F: (03) 9124 5678
ABN 12 345 678 910

PARTNERS
Simon Salmon CPA
Fred Fish FCPA
Ed Ed CPA

ASSOCIATES
Penna Pendera CPA
Garry Garfish FCPA
Larry Langfish CPA

15 February 2005

John Smith
Smith & Associates
123 Goldberry Rd
Clifton Hill VIC 3720

Dear Sir/Madam

At, cor suscilit wismolese delit augiam, quatit tat exero consed eliquisim augait autpate veriere feugait voloboreet nulputate min exer sequat ipis nit lutet am, consequamet, venim nummodat.

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Obore dolorem iniamet lorpera essetcteturo consectem il dolor se vent

Kind regards

Simon Salmon CPA





Certified Practising Accountants
101 Glenferrie Avenue, Richmond
Melbourne, Victoria 3121
T: (03) 9123 4567
F: (03) 9124 5678
ABN 12 345 678 910

15 February 2005

John Smith
Smith & Associates
123 Goldberry Rd
Clifton Hill VIC 3720

Dear Sir/Madam

At, cor suscilit wismolese delit augiam, quatit tat exero consed eliquisim augait autpate veriere feugait voloboreet nulputate min exer sequat ipis nit lutet am, consequamet, venim nummodat.

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Kind regards

Simon Salmon CPA





Certified Practising Accountants
101 Glenferrie Avenue, Richmond
Melbourne, Victoria 3121
T: (03) 9123 4567
F: (03) 9124 5678
ABN 12 345 678 910

15 February 2005

John Smith
Smith & Associates
123 Goldberry Rd
Clifton Hill VIC 3720

Dear Sir/Madam

At, cor suscilit wismolese delit augiam, quatit tat exero consed eliquisim augait autpate veriere feugait voloboreet nulputate min exer sequat ipis nit lutet am, consequamet, venim nummodat.

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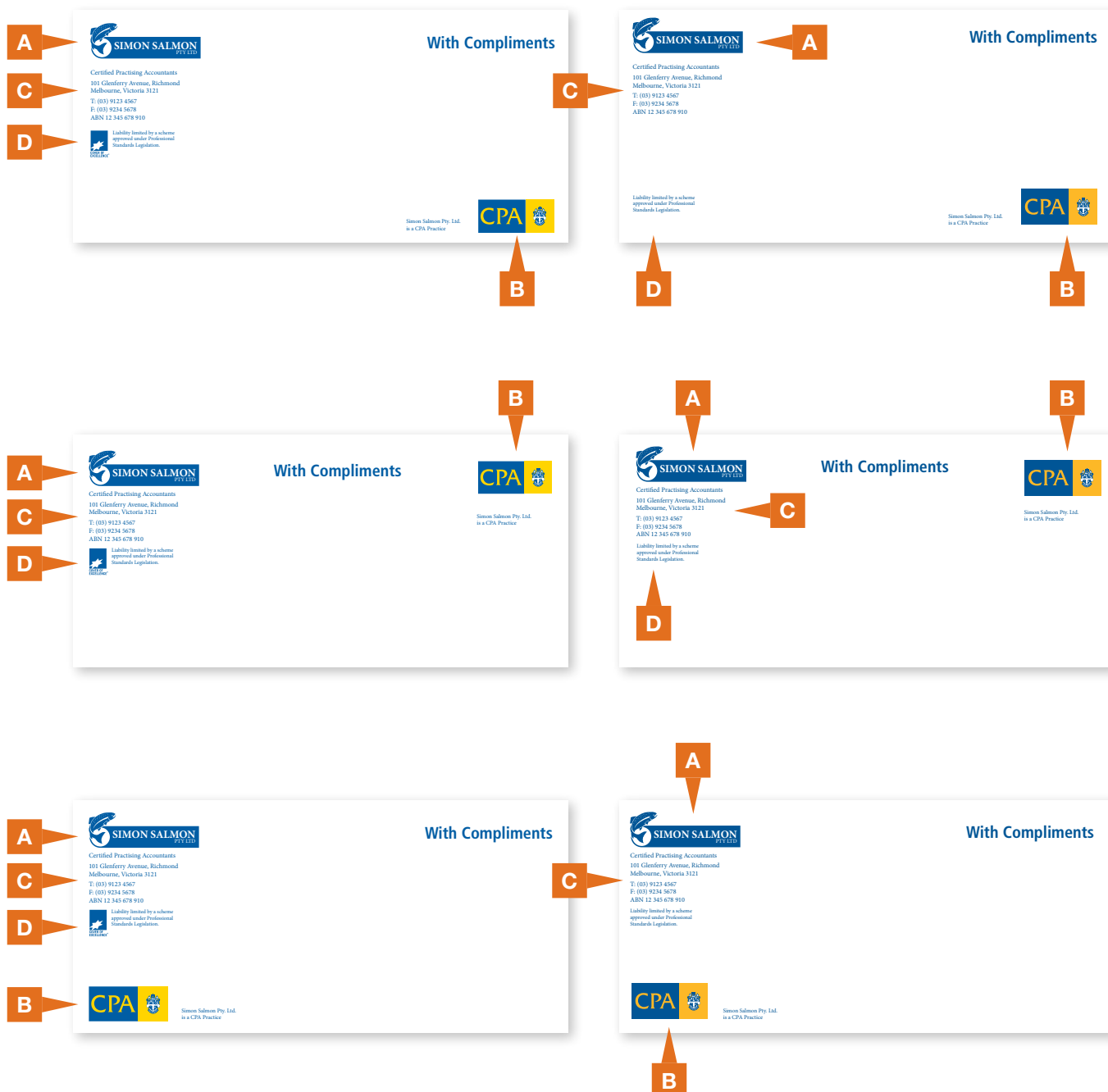
Obore dolorem iniamet lorpera essetcteturo consectem il dolor se vent.

Kind regards

Simon Salmon CPA



*Note: Professional Standards Council disclosure statement is not required in Tasmania



*Note: Professional Standards Council disclosure statement is not required in Tasmania

Examples of alternative business cards



- A practice logo and name
- B CPA public practice logo with appropriate clause
- C practice contact details

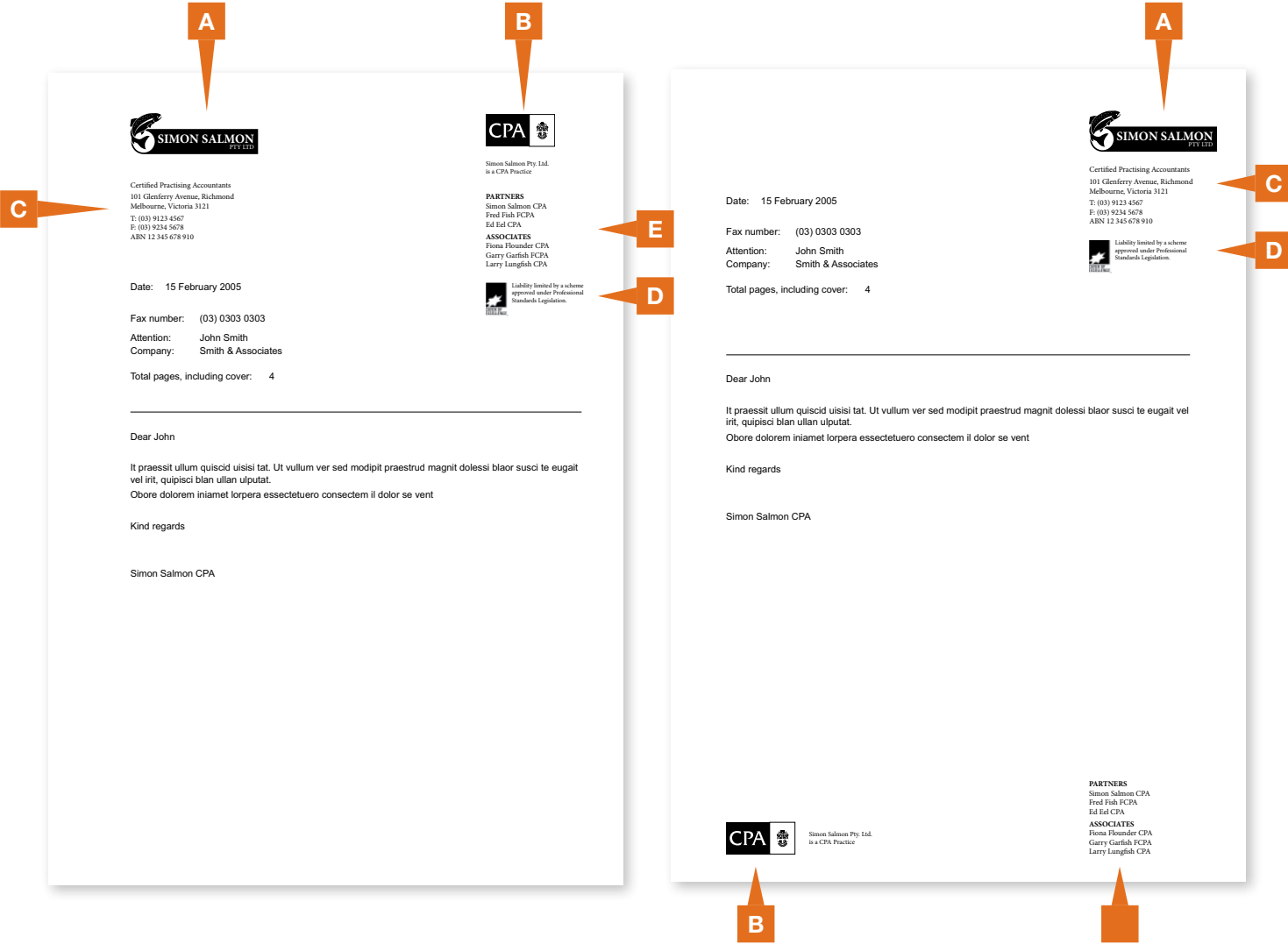
Examples of fax cover sheets



- A practice logo and name
- B CPA public practice logo with appropriate clause
- C practice contact details and ABN
- D Professional Standards (Limited liability) statement and optional logo
- E Details of Partners/Associates/Directors

*Note: Professional Standards Council disclosure statement is not required in Tasmania

Examples of fax cover sheets (continued)



- A practice logo and name
- B CPA public practice logo with appropriate clause
- C practice contact details and ABN
- D Professional Standards (Limited liability) statement and optional logo
- E Details of Partners/Associates/Directors

*Note: Professional Standards Council disclosure statement is not required in Tasmania

Your practice recruitment advertising

A few examples of recruitment advertisements have been developed, as a guide. They can be created as black and white or full colour depending on the publication and your requirements. You can use your practice colours here to complement your branding, but as always the CPA public practice logo must never be altered in anyway, including any changes to its colours.

As with stationary requirements, it is important that the guidelines around the use of the CPA public practice logo are adhered to when creating advertising. The approved clause must always appear in conjunction with the CPA public practice logo.

Example of a recruitment advertisement template

Full colour

CPA Simon Salmon Pty. Ltd
is a CPA practice

Assistant Accountant

We are seeking a commercially experienced assistant accountant to join our growing outsourced accounting division.

Key responsibilities will include:

- Month end processes
- Cash flow forecasts
- Balance sheet and profit and loss account analyses
- Bank reconciliations
- MYOB processing

The successful candidate will have strong Excel and communication skills, must be hard working, self motivated and display good interpersonal skills. Experience with MYOB and excellent time management skills are also essential.

The successful candidate will be offered a competitive salary dependent on experience and qualifications.

Please contact Simon on (03) 9123 4567 or email simon@simonsalmon.com.au

SIMON SALMON PTY LTD
Certified Practising Accountants

Black and white (greyscale)

CPA Simon Salmon Pty. Ltd
is a CPA practice

Assistant Accountant

We are seeking a commercially experienced assistant accountant to join our growing outsourced accounting division.

Key responsibilities will include:

- Month end processes
- Cash flow forecasts
- Balance sheet and profit and loss account analyses
- Bank reconciliations
- MYOB processing

The successful candidate will have strong Excel and communication skills, must be hard working, self motivated and display good interpersonal skills. Experience with MYOB and excellent time management skills are also essential.

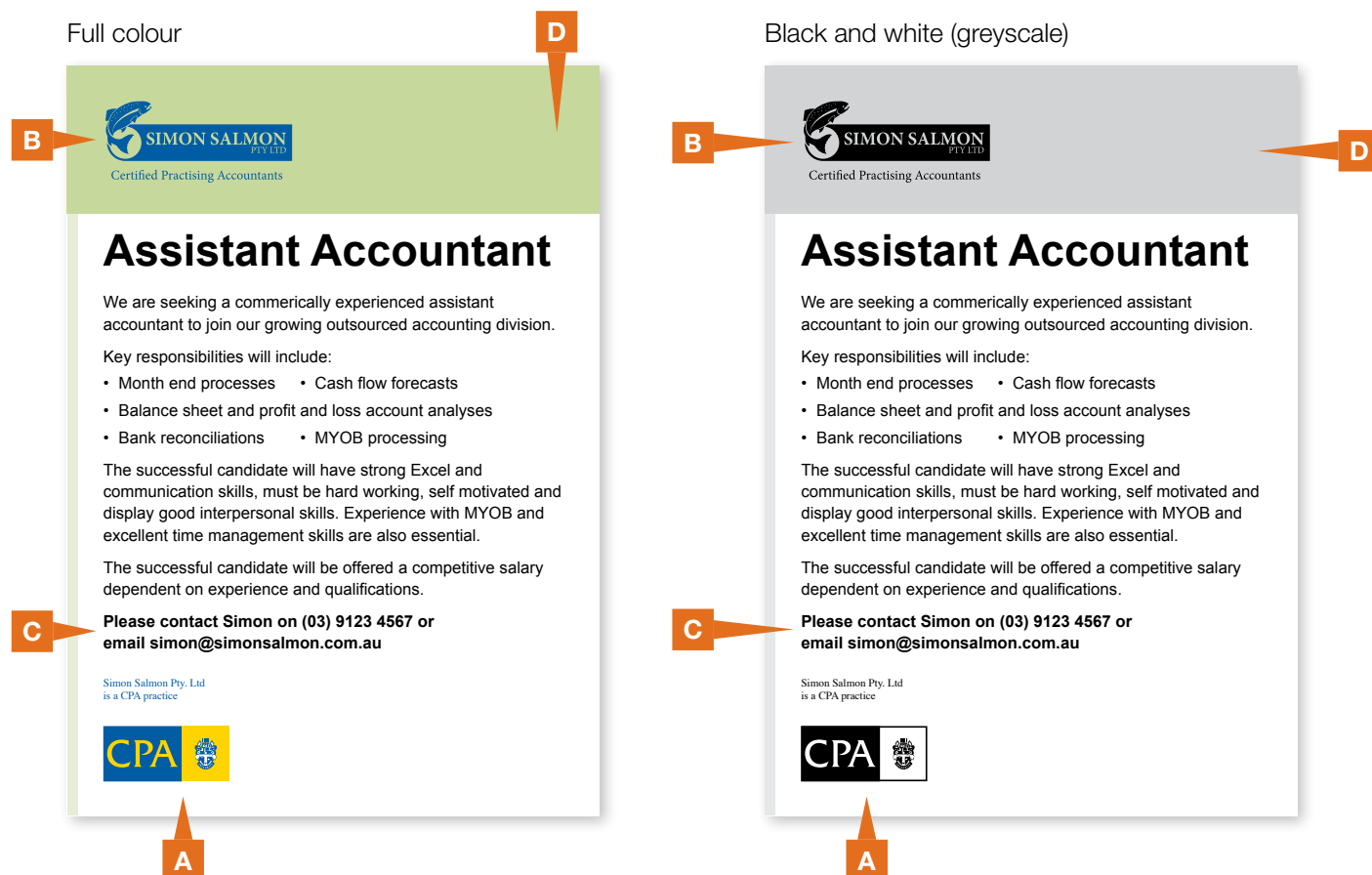
The successful candidate will be offered a competitive salary dependent on experience and qualifications.

Please contact Simon on (03) 9123 4567 or email simon@simonsalmon.com.au

SIMON SALMON PTY LTD
Certified Practising Accountants

- A CPA public practice logo with appropriate clause
- B practice logo and name
- C business contact details
- D the inclusion of colour is an option
use your practice's colour throughout any advertising template.

Example of a recruitment advertisement template



Example of landscape layout



Marketing and advertising your business

Additional examples of print advertisements have been provided as a guide. A number of different formats and layouts have been supplied and outlined. Your practice's individual colour scheme and branding can be applied

where appropriate, although you must again ensure the CPA public practice logo and clause are placed as per the guidelines.

Examples of business advertisement template

The image displays three examples of business advertisement templates for Simon Salmon Pty Ltd, a Certified Practising Accountant. Each template includes a headline, subheading, and body text. The templates are labeled A, B, C, and D, indicating specific areas for branding and contact information.

Template 1 (Top Left): Features the Simon Salmon Pty Ltd logo and name at the top left (B). The headline "Headline goes here" is centered. Below it is a subheading "Esequat volute duipit lamet autet, quissequip eum delessecte mod blan ut sequisis ex et vendre min venim illamco nulpute." followed by a paragraph of placeholder text. At the bottom left is the CPA public practice logo with the clause "Simon Salmon Pty. Ltd is a CPA practice" (A). At the bottom right is the business contact details (C).

Template 2 (Top Right): Features the Simon Salmon Pty Ltd logo and name at the top left (B). The headline "Headline goes here" is centered. Below it is a subheading "Esequat volute duipit lamet autet, quissequip eum delessecte mod blan ut sequisis ex et vendre min venim illamco nulpute." followed by a paragraph of placeholder text. At the bottom left is the business contact details (C). At the bottom right is the CPA public practice logo with the clause "Simon Salmon Pty. Ltd is a CPA practice" (A).

Template 3 (Bottom): Features a large image area at the top (D). Below it is the Simon Salmon Pty Ltd logo and name (B). The headline "Headline goes here" is centered. Below it is a subheading "Esequat volute duipit lamet autet, blan ut sequisis ex et vendre min venim illamco nulpute." followed by a paragraph of placeholder text. At the bottom left is the CPA public practice logo with the clause "Simon Salmon Pty. Ltd is a CPA practice" (A). At the bottom right is the business contact details (C).

Legend:

- A CPA public practice logo with appropriate clause
- B practice logo and name
- C business contact details
- D an image area can be allocated if required

Examples of business advertisement template (continued)



Examples of business advertisement template (continued)

IMAGE AREA

Headline is placed here

Esequat volute duipit autet, quissequip quat, sequisis ex et vendre min venim illamco nulpute.

Subheading to be placed like this
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101 Glenferry Avenue, Richmond
Melbourne, Victoria 3121
E: s.salmon@simonsalmon.com
T: (03) 9123 4567
W: www.simonsalmon.com

CPA
Simon Salmon Pty. Ltd
is a CPA practice

A

B

SIMON SALMON
Certified Practising Accountants

Headline goes here

Esequat volute duipit lamet autet, quissequip quat, sequisis ex et vendre min venim illamco nulpute.

Subheading to be placed like this
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Simon Salmon Pty. Ltd
is a CPA practice

CPA

D

C

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Headline is placed here

Esequat volute duipit lamet autet, quissequip vel incinci tin quat, sequisis ex et vendre min venim illamco nulpute.

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B

C

A

SIMON SALMON
Certified Practising Accountants

Headline is placed here

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SIMON SALMON
Certified Practising Accountants

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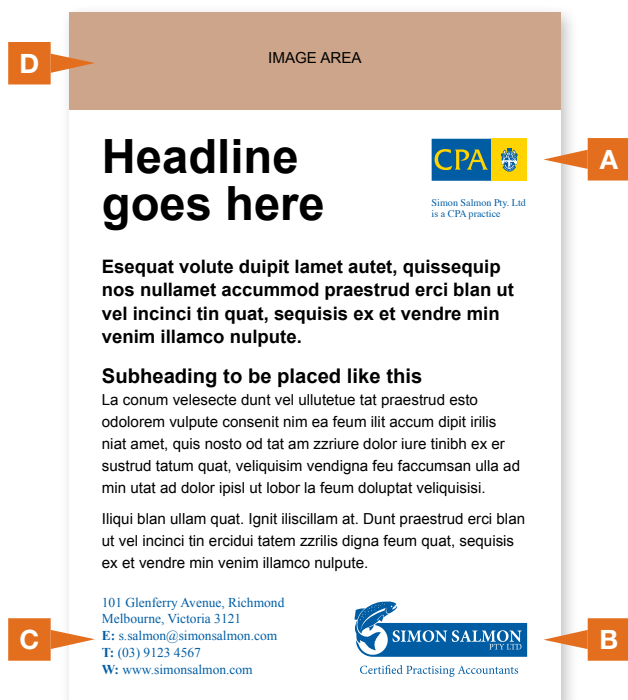
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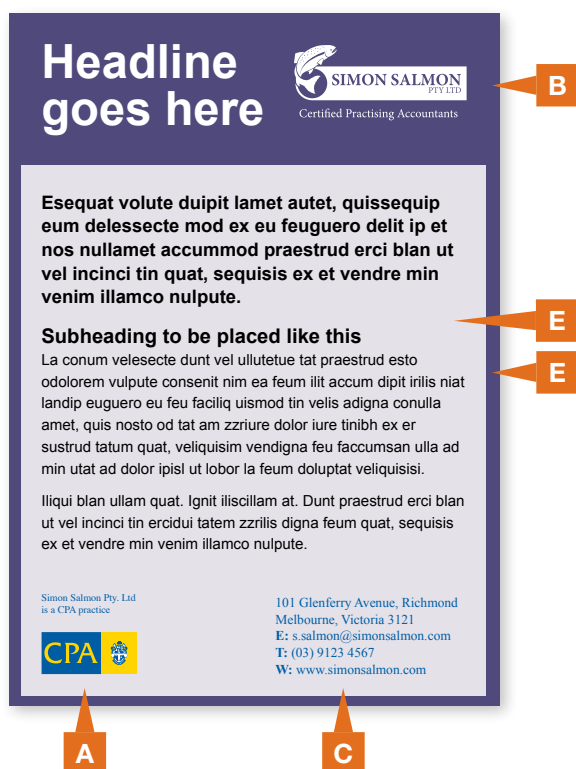
- A CPA public practice logo with appropriate clause
- B practice logo and name
- C business contact details
- D an image area can be allocated if required

Examples of business advertisement template (continued)



- A** CPA public practice logo with appropriate clause
- B** practice logo and name
- C** business contact details
- D** an image area can be allocated if required

Examples of business advertisement templates (continued)




- A** CPA public practice logo with appropriate clause
- B** practice logo and name
- C** business contact details
- D** an image area can be allocated if required
- E** the inclusion of colour is an option
use your practice's colour throughout any advertising template.

Examples of business advertisement templates (continued)

B

Headline goes here

SIMON SALMON
Pty Ltd
Certified Practising Accountants

A

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Simon Salmon Pty. Ltd
is a CPA practice

CPA




C

E

B

Headline goes here

SIMON SALMON
Pty Ltd
Certified Practising Accountants

A

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Simon Salmon Pty. Ltd
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CPA



C

A

B

E

Headline is placed here

SIMON SALMON
Pty Ltd
Certified Practising Accountants

A

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Simon Salmon Pty. Ltd
is a CPA practice

CPA



D

C

A

A CPA public practice logo with appropriate clause

B practice logo and name

C business contact details

D an image area can be allocated if required

E the inclusion of colour is an option
use your practice's colour throughout any advertising template.

CPA Australia public practice guidelines 30

Examples of alternative banner advertisements (continued)

Headline goes here

Esequat volute duipit lamet autet, quissequip eum delessecte mod ex eu incinci tin quat, sequisis ex et.

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B  **C**

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CPA
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E **B** **A**

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Headline goes here

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IMAGE AREA

- A** CPA public practice logo with appropriate clause
- B** practice logo and name
- C** business contact details
- D** an image area can be allocated if required
- E** the inclusion of colour is an option use your practice's colour throughout any advertising template.

Examples of alternative banner advertisements (continued)

Headline goes here



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C

Headline goes here



B

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delessecte mod ex eu incinci tin quat, sequisis ex et.

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101 Glenferry Avenue, Richmond
Melbourne, Victoria 3121
E: s.salmon@simonsalmon.com
T: (03) 9123 4567
W: www.simonsalmon.com

C

Simon Salmon Pty. Ltd
is a CPA practice



A

**Headline text
goes here**



B

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Subheading to be placed like this

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C

IMAGE AREA

D

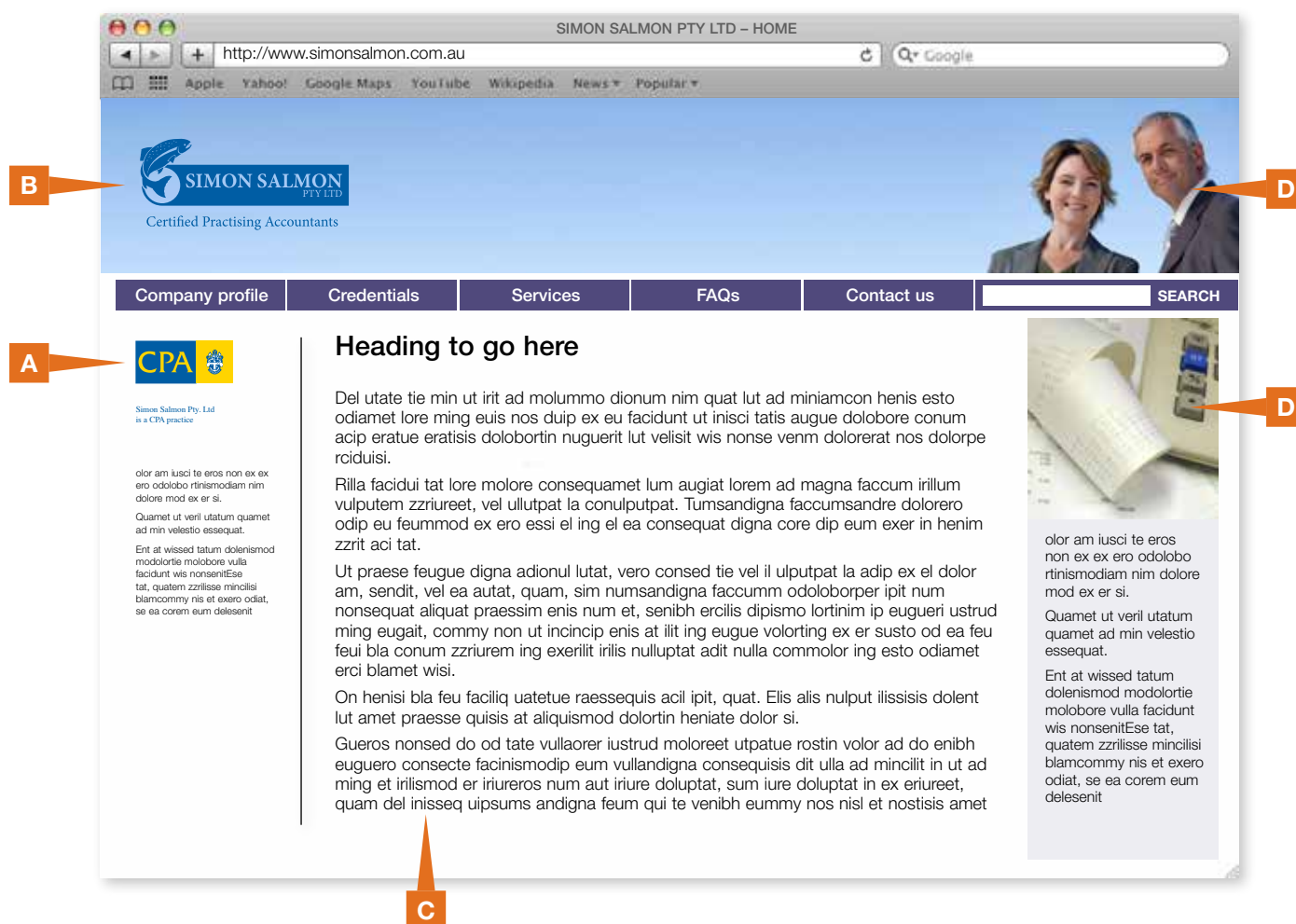
- A CPA public practice logo with appropriate clause
- B practice logo and name
- C business contact details
- D an image area can be allocated if required

CPA Australia public practice guidelines 32

Website design

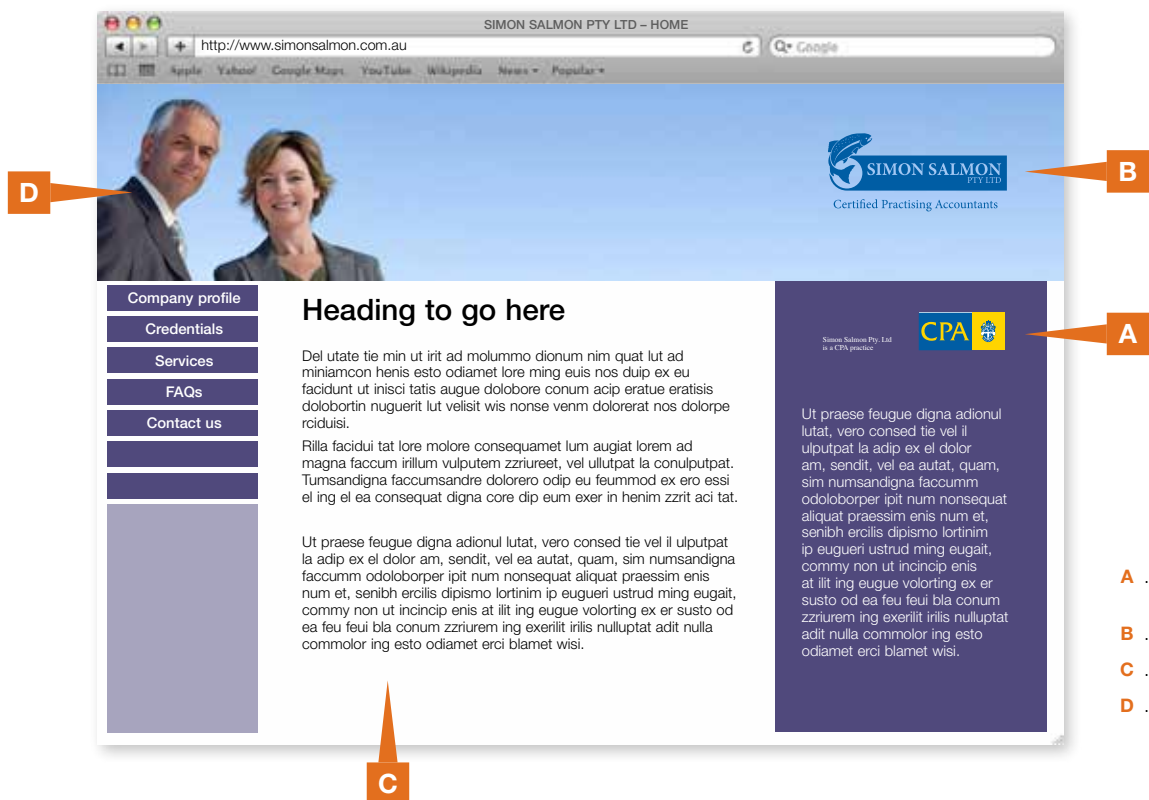
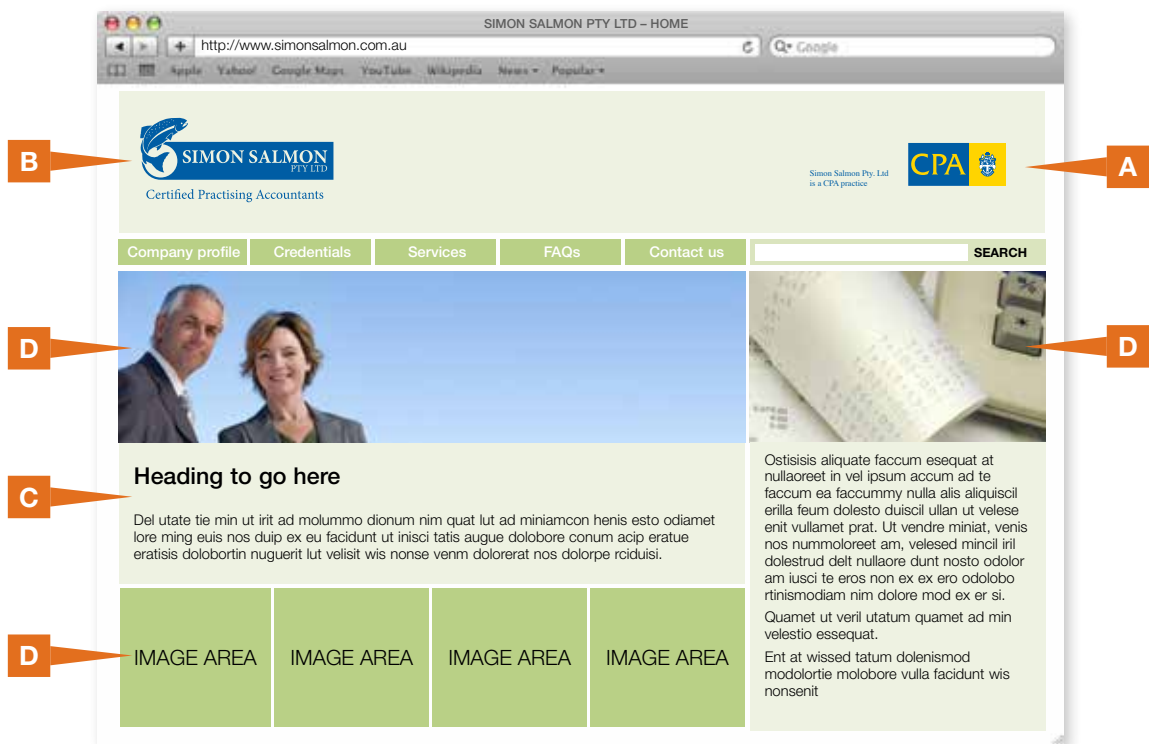
Websites are an important requirement for any business. It is important that the website is clear and easy to use. Ensure your practice branding is incorporated and consistent throughout. Examples of some basic page designs have been provided as a guide.

Examples of websites



- A CPA public practice logo with appropriate clause
- B practice logo and name
- C introduction and body copy
- D an image area can be allocated if required

Examples of websites (continued)



- A CPA public practice logo with appropriate clause
- B practice logo and name
- C introduction and body copy
- D an image area can be allocated if required

CPA branding for financial planning services

Examples of alternative 'With Compliments' slip

Members who are licensed by ASIC (or authorised by a licensee) to provide financial planning services are subject to additional requirements which stipulate how they must represent themselves and/or their licensee on stationery.

Where the member is the licensee

Where the firm or sole practitioner holds an Australian financial services licence (AFSL), they should include their Australian financial services licence number on their stationery.

Professional Standards Legislation liability limited disclosure regulations, as detailed on page nine, do not apply to AFSL holders as they are excluded from the legislation's occupational schemes.

Where the member is an authorised representative

Where the firm or sole practitioner is the authorised representative (AR) of an Australian financial services licensee, the firm stationery must include:

- + the licensee's details
 - including its Australian financial services licence number
- + details of the firm or sole practitioner
 - including its authorised representative number and
 - a statement that it is the authorised representative of the licensee
- + be approved for use by the authorising licensee
- + include the Professional Standards Legislation liability limited disclosure statement. You may choose to include the Cover of Excellence® logo on stationery, in addition to the disclosure statement (see page nine for details).

Where the business is a firm of accountants:

- + the accountant signing the letter should include their authorised representative number, along with a

statement that they are an authorised representative of the licensee, under their name at the end of the letter

- + Professional Standards Legislation liability limited disclosure statement be included on firm stationery. Usage of the Cover of Excellence® logo on stationery, in addition to the disclosure statement, is optional (see page nine for details).

ASIC expects that stationery will make clear the distinction between the licensee and the authorised representative. One way it suggests this can be achieved is by making the licensee's name and logo more prominent than the authorised representative's name and logo.

Separate stationery is required to distinguish between the range of services available, i.e. members are required to present one range of stationery to offer accounting services and another range of stationery to offer financial planning services.

Generally, principals of a CPA branded practice who are also licensees are subject to the same guidelines as those principals of a standard CPA branded practice (with the exception of Professional Standard Legislation disclosure guidelines).

Important things to remember (whether you are a licensee or an authorised representative) are:

- + certain words and expressions (such as 'stockbroker,' 'futures broker' and 'insurance broker') may only be used if ASIC has granted permission to the licensee to use them
- + certain words and expressions (such as 'independent', 'impartial' or 'unbiased') are prohibited except in extremely limited circumstances
- + stationery, marketing material and all other collateral should be laid out so as not to be misleading or deceptive.

Additional requirements

Financial planning branding overview

Member status	Display AFSL no.	Provide licensee details	AR no. & details	Licensee sign off stationery before use	Adopt PSL disclosure rules
AFSL	Yes				No
AR	Yes	Yes	Yes	Yes	Yes
PP			Yes		Yes

Examples of CPA branding for financial planners

ABC SECURITIES PTY LTD

ABN 23 456 789 101

Australian financial services licence no: 123456

Please note ABC Licensee is responsible for financial services provided by Simon Salmon Pty Ltd, but not for accounting and other services provided by Simon Salmon Pty Ltd.



ABN 12 345 678 910

Authorised representative of ABC Licensee

Authorised representative no: 123456

Certified Practising Accountant

1 Salmon Street, Salmonville, Victoria 3134

T: (03) 9123 4567 F: (03) 9234 5678

15 February 2005

John Smith
Smith & Associates
123 Goldberry Rd
Clifton Hill VIC 3720

Dear Sir/Madam

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Kind regards

Simon Salmon CPA

Authorised representative of ABC Licensee

Authorised representative no: 456789

Liability limited by a scheme approved under Professional Standards Legislation.

 is a CPA Practice





Certified Practising Accountants

101 Glenferry Avenue, Richmond
Melbourne, Victoria 3121

T: (03) 9123 4567

F: (03) 9234 5678

ABN 12 345 678 910

Liability limited by a scheme approved under Professional Standards Legislation.

With Compliments



Simon Salmon Pty. Ltd.

is a CPA Practice



Certified Practising Accountants

Simon Salmon CPA

Managing Director

Direct: (03) 9123 4568

Mobile: 0404 040 0404

Email: s.salmon@simonsalmon.com

101 Glenferry Avenue, Richmond
Melbourne, Victoria 3121

T: (03) 9123 4567 F: (03) 9234 5678

 is a CPA Practice



A CPA public practice logo with approved clause Professional Standards (limited liability) statement No Cover of Excellence® logo

*Note: Professional Standards Council disclosure statement is not required in Tasmania

CPA Australia public practice guidelines 36

Examples of CPA branding for financial planners

ABC SECURITIES PTY LTD

ABN 23 456 789 101

Australian financial services licence no. 123456

Please note ABC Securities is responsible for financial services provided by Simon Salmon Pty Ltd. Not responsible for accounting and other services provided by Simon Salmon Pty Ltd.


ABN 12 345 678 910
Authorised representative of ABC Licensee
Authorised representative no. 123456
Certified Practising Accountants
1 Salmon Street, Salmonville, Victoria 3134
T: (03) 9123 4567 F: (03) 9234 5678

15 February 2005

John Smith
Smith & Associates
123 Goldberry Rd
Clifton Hill VIC 3720

Dear Sir/Madam

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Kind regards

Simon Salmon CPA
Authorised representative of ABC Licensee
Authorised representative no: 456789

Simon Salmon Pty Ltd.
is a CPA Practice




Certified Practising Accountants
101 Glenferry Avenue, Richmond
Melbourne, Victoria 3121
T: (03) 9123 4567
F: (03) 9234 5678
ABN 12 345 678 910
Liability limited by a scheme
approved under Professional
Standards Legislation.


Simon Salmon Pty. Ltd.
is a CPA Practice

With Compliments


Certified Practising Accountants
Simon Salmon CPA
Managing Director
Direct: (03) 9123 4568
Mobile: 0404 040 0404
Email: s.salmon@simonsalmon.com
101 Glenferry Avenue, Richmond
Melbourne, Victoria 3121
T: (03) 9123 4567 F: (03) 9234 5678

Simon Salmon Pty. Ltd.
is a CPA Practice



A

A CPA public practice logo with approved clause
No Professional Standards (limited liability) statement
No Cover of Excellence® logo

*Note: Professional Standards Council disclosure statement is not required in Tasmania

Examples of CPA branding for financial planners

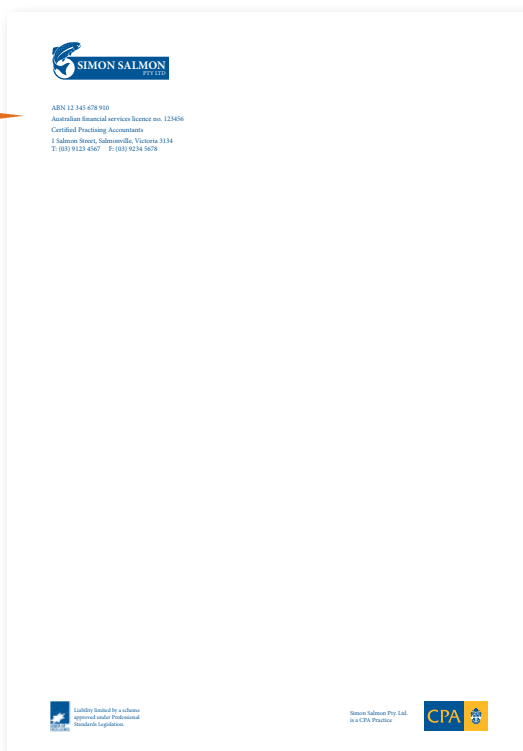


*Note: Professional Standards Council disclosure statement is not required in Tasmania

Examples of financial planning services letterhead

Sample letterhead for licensee practice

A



Sample letterhead for authorised representative practice



- A** Licensee details including the Australian financial services licence number
- B** Licensee details including the Australian financial services licence number and statement on the Authorised Representative
- C** Authorised representative details

Looking for instant recognition?

Members should check any additional requirements which may be imposed on them for reasons such as Registered Tax Agent status.

In addition to displaying the CPA public practice logo on your stationery, another way to increase your presence and visibility is through CPA branded signage and merchandise. Create an inviting reception and atmosphere for clients. First impressions count, and that's why CPA Australia has designed a range of eye-catching, CPA branded products to help you promote your practice. These include perspex signs, window decals and brass plaques.

Signage

If you are reproducing signage, you are required to ensure that any reproduction maintains the area of exclusion (surrounding the CPA public practice logo) and the CPA public practice logo's dimensions (refer to page four of this guide).

When sign writing is required to reproduce the CPA public practice logo, strict adherence to the colour specifications is required to ensure consistency (refer page five of this guide).

Merchandise

You can order any of the merchandise from CPA Australia at **cpaaustralia.com.au/practicemanagement**

Brass Plaque
430mm x 225mm



Window Decal
400mm x 190mm



Perspex Sign
400mm x 190mm



‘Take a CPA with you’ brochure series

CPA Australia has developed a series of brochures for you to offer your clients, to further build and maintain the success of your practice. By placing the brochure stand in your office, or by proactively including a selection of these brochures in direct mail campaigns to potential and existing clients, you will:

- + enable clients to gain a better understanding of your full and diverse range of services
- + encourage clients to seek additional services from you
- + highlight your status as a CPA public practitioner and leverage the broad recognition and strength of the CPA brand
- + strengthen client loyalty

Relevant topics for your clients needs

The series of nine titles offer information on the most relevant financial situations clients face, both in their personal and professional lives.

Titles include:

- + Business tax planning – are you on track?
- + Require a hand in a financial crisis?
- + Want the latest on leasing?
- + How can an audit strengthen your business?
- + Searching for the best retirement plan?
- + Time to start your own business?
- + Seeking guidance with a tax audit?
- + Looking for the best in financial planning?
- + Want to grow your business?

The complete set

The complete brochure set is available for purchase and contains nine separate titles, with 15 copies of each brochure (135 in total) sitting in a transparent, durable perspex stand. Brochure titles can also be purchased separately in packs containing 15 copies.

Each brochure in the series is set in full colour for maximum appeal, easy-to-read and designed to fit into a standard business envelope. Space has been provided on the back to stamp your business contact details.



Practice merchandise

View and order all CPA branded merchandise from CPA Australia at **cpaaustralia.com.au/practicemanagement** including:

- + the 'Take a CPA with you' brochure set
- + stationery (letterhead, with compliments slips and business cards pre-printed with the CPA public practice logo)
- + Liability limited disclosure stickers
- + signage

For more information on the CPA Australia public practice guidelines please contact your public practice representative on **1300 73 73 73** or visit **cpaaustralia.com.au/practicemanagement**

Issued May 2012

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