



COMPANY POLICY

ACRP LOGO USAGE POLICY

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1. PURPOSE

The purpose of this policy is to provide guidance to all employees, registered affiliates, and partner organisations regarding the use of the Association of Christian Religious Practitioners (ACRP) and its Councils' (CGMP/CPSC/CMTP) logos. Usage of ACRP logos must be standardised to protect the professional image of the company, and to prevent misrepresentation of the company.

2. SCOPE

This policy shall be applied consistently to all stakeholders associated with the Association of Christian Religious Practitioners (ACRP). This policy will also provide guidelines on usage and prohibited usage within and outside of the company.

3. OBJECTIVES

The ongoing success of the company depends largely on sustaining a professional image and reputation towards its clients and the public at large. This Policy aims to prevent ACRP's logos to be used for any unintended or unauthorised purposes by either employees, affiliates or third parties

4. DEFINITIONS

For the purpose of this Policy, ACRP and its Councils' (CGMP/CPSC/CMTP) logos refer to any logos, letterheads or email signatures of ACRP, the specialised Council logos and any form of the ACRP logos (with or without the SAQA logo).

5. PROHIBITED USAGE

The use of ACRP's logos is strictly prohibited as the logos are considered the intellectual property of ACRP. Affiliates, non-affiliates, stakeholders, institutions or third parties may not use the logos on letterheads, business cards, Facebook pages, websites, social media, online advertisements (other than specified below), email signatures or any other stationery or communication route/mode.

The use of the SAQA logo is strictly prohibited.

6. PERMITTED USAGE

The only exception for permission to be granted for the use of an ACRP logo, or specifically a Council logo, is when an event/course has been evaluated and registered for CPD purposes with a specific ACRP Council's CPD committee.

6.1 The logos, as specified by the CPD committee or ACRP Council, may be used in the advertisement for the CPD approved event/course, and also on the CPD certificate of attendance together with the number of CPD points.

6.2 If the presenter of CPD registered event/course wishes to use the logos in the advertisement and on the attendance certificate, the proposed advertisement and certificate should also be submitted to the relevant ACRP Council's CPD Committee for approval before usage.

7. USAGE GUIDELINE

The logos must be used consistently to maintain brand stability and a standardised identity.

When a Council logo usage has been authorised for use on a CDP event/course advertisement and / or CPD attendance certificate, the logo must:

- Not be larger than 5% of the surface of the certificate or advertisement (e.g. if the size of the certificate/advertisement is 24x15 cm the Council logo may be 4x2 cm and the ACRP logo may be 3x2 cm).
- The logos may not be altered, formatted, modified or presented with unauthorised visual effects.
- The logos may not be distorted, compressed, or proportions changed, nor may the colours be changed.
- Logos may not be used in a way that suggests endorsement or association without written permission from the relevant ACRP Council.

8. COMPLIANCE

Failure to adhere to this Policy may result in:

- Legal action to obtain damages or injunctive relief,
- Immediate suspension of an affiliate or removal of a partner organisation and all privileges attached to the relevant party.