

Use of The Australasian Corrosion Association Inc (ACA) Logo and Name by Individual and Corporate Members



Permission to use the ACA logo or name is provided as a service to members who share the ACA's commitment to promoting the co-operation of academic, industrial, commercial and governmental organisations in relation to the dissemination of information on all aspects of corrosion mitigation and its prevention.

Different requirements apply to the use of the ACA's name and/or logo by Individual and Corporate members.

Guidance on the use of the ACA name and logo in circumstances other than those detailed below is available from ACA staff. ACA staff may be contacted through the ACA's Australasian office.

Use of logo and name by ACA Individual, Retired, Student, Life and Honorary Members (Individual members)

It is not appropriate for Individual members to use the ACA logo. However, Individual members are encouraged to acknowledge their membership of the ACA with the simple statement, "Member of The Australasian Corrosion Association Inc" on their business card or personal correspondence/letterhead. Alternately, the following statements may be made as appropriate:

- "Individual member of The Australasian Corrosion Association Inc"
- "Retired member of The Australasian Corrosion Association Inc"
- "Student member of The Australasian Corrosion Association Inc"
- "Life member of The Australasian Corrosion Association Inc"
- "Honorary member of The Australasian Corrosion Association Inc"

The words "The Australasian Corrosion Association Inc" may be replaced with "the ACA".

The ACA does not permit the use of post nominals purporting to represent a class of ACA membership.

In providing this permission to use the ACA name and or acknowledgment of ACA membership, the ACA, in so doing, assumes no responsibility or liability for the opinions or statements of facts expressed by the Individual member using the ACA name in their business cards, letterheads or other printed or electronic communications and material.

Use of logo and name by ACA Corporate members

ACA encourages its Corporate members to demonstrate their shared commitment to promoting the co-operation of academic, industrial, commercial and governmental organisations in relation to the mitigation and dissemination of information on all aspects of corrosion and its prevention.

Corporate members are encouraged to acknowledge their membership of the ACA with the simple statement, "Corporate Member of The Australasian Corrosion Association Inc" on their business cards, correspondence/letterhead, packaging, brochures and promotional items.

The words 'The Australasian Corrosion Association Inc' may be replaced with "the ACA".

ACA does not endorse products, activities, organisations, companies or other corporate structures (collectively referred to as company, companies or company's).

To ensure that ACA is not seen to be endorsing any particular product, activity, or company in preference to others, permission to use the ACA's logo or make reference to the ACA in promotional material (printed and electronic) is provided under the following conditions and guidelines.

- Any use of the ACA title or logo will be discreet and less prominent than the company or product name, logo or banner.
- Unless otherwise approved, the maximum dimensions for the reproduction of the ACA logo shall be as follows:
Business cards, letterheads and stationery 15mm diameter
A4 size documents 45mm diameter
A3 size documents 90mm diameter
Clothing 75mm diameter
For larger items such as banners, display stands and the like, the maximum dimensions of the logo when reproduced shall be in direct proportion to the 90mm diameter limitation specified for A3 sized documents.
- The use of the ACA logo or any reference to the ACA must state or clearly imply that the company is representing itself simply as a member of the ACA. When the ACA logo and/or name is used, the words "member of" must be stated and appear in conjunction with the use.
- Preferably, all references to the ACA (logo or name) will be at the bottom or lower margin of the page or promotion, or at least presented in such a manner so to not appear as the promoting organisation or sponsor of the product.
- If a logo is to be used, this must be obtained from the ACA office and used without modification of the colours or font styles. Various file formats can be provided on request.

The ACA does not allow corporate members to use the ACA logo when it is in direct competition with the activities of the ACA such as technical presentations and conferences.

The ACA name and logo should not be altered, modified or obstructed or used in any way other than prescribed above.

In providing this approval to use the ACA name and/or logo or acknowledgment of ACA membership, the company or individual, in so doing, must ensure all opinions or statements of facts expressed by the company or individual where associated with the ACA logo or name in its advertising, promotion, letterheads or other printed or electronic communications and material is compliant with the Members' Code of Business Conduct and Ethics. Any breaches shall be dealt with under the code.

Unauthorised use of Name and/or Logo

The Australasian Corrosion Association Inc will take whatever action it deems appropriate to protect its name and/or logo and other intellectual property from unauthorised use.

The Australasian Corrosion Association Inc assumes no responsibility or liability for the opinions or statements of facts expressed in association with the unauthorised use of its name and/or logo and other intellectual property.

In addition to any action it may initiate, and where appropriate, The Australasian Corrosion Association Inc may refer the unauthorised use of its name and/or logo and other intellectual property to regulatory agencies such as the Australian Competition and Consumer Commission (Australia) and/or the Commerce Commission (New Zealand).

Contact Details

Other uses of the ACA logo and name will be reviewed on a case by case basis, please contact:

Executive Officer
The Australasian Corrosion Association Incorporated
PO Box 112
KERRIMUIR VIC 3129
Phone 03 9890 4833
Fax: 03 9890 7866
Email: aca@corrosion.com.au

Policy History and Version Control

Version	Approved By	Date Approved
1.7	Operations Committee	September 2010
1.8	Operations Committee	14 th June 2014
1.9	Board	15 th December 2016