

Cover of Excellence[®] Style Guide

Professional Standards Schemes

Professional standards schemes are created for the benefit of professionals and consumers alike. The schemes underscore the commitment of members of professional associations to maintain high ethical standards. They encourage them to adopt practical risk management strategies in order to achieve quality of service and to create a culture of excellence and responsibility. That culture supports qualified, proficient practitioners in serving the best interests of clients and providing a proper cover of protection. Professional standards schemes are a world-leading solution - a Cover of Excellence[®].

The Cover of Excellence[®] logo signifies these values when displayed by practitioners who participate in a scheme administered by the Professional Standards Councils. As such, the integrity of the image, and what it represents, is of great importance.

This guide outlines the purpose and properties of the logo. It also indicates its appropriate use in a range of situations.

If you have queries about this guide or the logo, please contact the Professional Standards Council on (02) 8688 8060, or email: psc_excellence@agd.nsw.gov.au

About the logo

Qualities

The Cover of Excellence[®] uses strong imagery to convey its message. The star in the logo notes the Australian connection and symbolises the recognition of achievement. It is anchored for stability and reliability on a solid shape representing the framework within which business interacts with society.

The logo consists of two elements. The 'image' and the 'logotype' or text. These have been designed to create a single entity. They are not to be displayed independently, or their properties rearranged in relation to each other. Their sizes and proportions have been fixed.

A trade mark legend must be used in regard to any display of the image. Additionally, references to 'COVER OF EXCELLENCE' in the text of correspondence must also exhibit a registered trade mark legend - Cover of Excellence®.

Placement and Size

When used on printed documents the logo should be placed on the facing page of the document at a size not less than 12mm in height. The proportion of the image has been fixed and must be maintained at all times. The Cover of Excellence® logo, including the ® symbol must be clearly legible at all times. In all instances a space of 2mm should be considered as a clearance space around the logo on which no other graphics or text should intrude.

The logo is designed to be produced on a white background. It is recognised that there may be circumstances where design features of practitioners' stationery, web sites or other publications incorporate a dark background. If the logo is not legible on the dark background and the colour specifications cannot be met, an 'artificial' white background should be employed. The artificial background surrounding the logo should not have a border. A space equivalent, but not additional, to the clearance space above would be appropriate.

The following is a list of some communication devices on which you may wish to use the Cover of Excellence® logo:

- letterhead, and letters signed etc by the company or on its behalf
- fax cover sheets
- business cards
- documents such as written advice, plans, drawings, specifications and other documents produced by the service provider for clients.
- newsletters and other publications
- memorandum of fees and invoices
- email
- websites
- with compliments slips
- advertisements in print media, directory listings and similar forms of promotion
- envelopes

This list is not exhaustive. However, in instances other than the above, approval for use of the Cover of Excellence® logo requires the approval of the Professional Standards Council.

Colour

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.

Integrity of the image

The Professional Standards Council is the owner of the COVER OF EXCELLENCE® and Star Device and has trade mark registered. Use of the image must be undertaken in accordance with the license agreement.

Authorised versions of the logo

The Professional Standards Council has authorised the following versions of the Cover of Excellence® logo for use in the normal course of business, by practitioners subject to a professional standards scheme, in accordance with the guidelines described earlier.



Disclosure of scheme membership

Members of a scheme are required to disclose their liability status under the scheme in a number of document types.

For further information, please see the Disclosure Policy statement on the PSC website <http://www.psc.gov.au/>

The *Professional Standards Regulation 2004* (NSW) prescribes a statement of words for practitioners to use to ensure that consumers are aware of practitioners' participation in a professional standards scheme, being:

'Liability limited by a scheme approved under Professional Standards Legislation.'

The statement must be printed in a size not less than the face measurement of Times New Roman typeface in 8 point.

The Cover of Excellence[®] logo does NOT replace the requirement for a disclosure to be provided to clients. This necessity remains. The Cover of Excellence[®] logo is an optional image to indicate high standards of service and consumer care.

The integrity of the logo and its underlying message can only be assured by your co-operation and care when using it in your communications with clients.

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Members of previously existing schemes please note: The diagonal box logo pictured below is now redundant, and its use should be phased out. It must not be used in conjunction with the Cover of Excellence[®] logo.

