

*Cover of
Excellence[®]
Style Guide*





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Cover of Excellence® Style Guide

1. About the *Cover of Excellence®*

Cover of Excellence® is the name given to schemes approved by the Professional Standards Councils prior to February 2014. Any schemes approved by the Councils since that time are called Professional Standards Schemes.

If your association is currently covered by a *Cover of Excellence®* scheme, the name will remain in force until it expires. During this time, your participating members may continue to display the Cover of Excellence® logo on their business documentation.

It's not mandatory to display the *Cover of Excellence®* logo. However, if your members choose to use it, make sure they download and follow the style guidelines. Contact us if you'd like a copy of the logo.

Please note: Associations covered by Professional Standards Schemes approved from February 2014 should not use the *Cover of Excellence®* logo.

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 Communications Manager at the Professional Standards Councils on 1300 555 772 or pscinfo@psc.gov.au

2. About the logo

Qualities

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 Councils.



Printing

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.

Integrity of the image

The Professional Standards Councils own 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.

3. Authorised versions of the logo

The Professional Standards Councils have 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.



4. Disclosure of scheme participation

Members of an association who participate in a scheme are required to disclose their liability status under the scheme in a number of document types. For further information, please see the fact sheet on Liability Disclosure Factsheet available in the [Resource Centre](#) on the PSC website



The Professional Standards Regulation 2009 (NSW) and equivalent regulations in other jurisdictions prescribe 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.