



Use of Audiology Australia material in advertising

Audiology Australia encourages members to identify themselves as Full & CCP members when advertising or promoting their services. Examples of this may include business cards, stationery, print and digital advertisements and websites. Any reference to membership must be directly associated with your individual name, not a business name or the name of your employer.

Full and CCP members are also encouraged to use the post-nominal MAudA(CCP).

Self-promotion or personal gain:

Advertising material must not refer to a member's position or former position as an office-bearer on the Audiology Australia Board or Chapter. For example, a member who formerly held a position in a Chapter branch should not advertise this fact in printed or digitally published material. An exception to this may be in response to a media query where the member's position is quoted to provide context for the statement.

Use of Audiology Australia Logo:

Audiology Australia welcomes the use of the Audiology Australia logo by members. The logo should be presented in a way that identifies the individual member as a member of Audiology Australia. The logo and the words 'Audiology Australia Ltd' are trademarked to protect members from misuse or misrepresentation of the logo. When using the logo, members should not alter the logo or words in any way (do not change font or colours).

The logo should not be used or presented in any way that directly or indirectly suggests that Audiology Australia endorses or specifically recommends either the individual member or their services. This includes the use of the material to imply endorsement of a third party, including device manufacturers or any retail outlet or website.

Members who have questions about the use of Audiology Australia material in advertising and promotion are encouraged to contact the Audiology Australia office by phone / email.

Examples of acceptable logos:

