



**AASW**

Australian Association  
of Social Workers

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## *AASW Collective Trade Mark (CTM) Guidelines*

**2014**

If you have any questions regarding the use of the Australian Association of Social Workers (AASW) Collective Trade Marks, please contact:

Senior Manager Ethics and Standards  
Australian Association of Social Workers  
PO Box 2008  
Royal Melbourne Hospital, VICTORIA 3050  
Telephone: 03 9320 1033  
Email: [registration@aasw.asn.au](mailto:registration@aasw.asn.au)

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## Part 1: About the AASW Collective Trade Marks

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To date, the AASW has registered three Collective Trade Marks available for exclusive use by eligible AASW members.

The trade marks provide a visual means of immediately identifying a professionally qualified social worker who is a member of the only national representative body for social work in Australia.

### Accreditation is the gold standard

The AASW has two types of accredited trade marks:

- *Accredited Social Worker* Trade Mark
- *Accredited Mental Health Social Worker* Trade Mark

The two accredited trade marks indicate formal accreditation with the AASW and therefore represent the gold standard in professional recognition of social workers.

Also available is a *Social Worker* Trade Mark for AASW members.



#### Accredited Social Worker

The **Accredited Social Worker** Trade Mark is a gold standard in professional recognition.

Use of this Trade Mark is exclusively available and restricted to members of the Australian Association of Social Workers who commit to a minimum amount of ongoing, annual professional development.

The Accredited Social Worker Trade Mark communicates to clients, employers and others that the practitioner using the logo is a professionally educated and legitimate social worker, having completed a recognised professional degree level qualification in social work or overseas equivalent; is a member of the AASW; and demonstrates an ongoing commitment to being up-to-date with the latest knowledge and professional approaches by undertaking required amount of annual professional development.

The Accredited Social Worker who is using the logo commits to uphold and comply with the AASW's *Code of Ethics*.



#### Accredited Mental Health Social Worker

The **Accredited Mental Health Social Worker** Trade Mark is also a gold standard in professional recognition for social workers working in the field of mental health services.

Use of this Trade Mark is exclusively available and restricted to members of the Australian Association of Social Workers who have been assessed by the AASW, on behalf of the Australian Government, as meeting the requirements to become an Accredited Mental Health Social Worker. In order to become accredited as a Mental Health Social Worker, applicants need to demonstrate specific skills and knowledge, and have sufficient experience in the field of mental health; and need to complete, and commit to a minimum amount of ongoing, annual Continuing Professional Development, of which a prescribed amount is related to mental health practice.

The Accredited Mental Health Social Worker Trade Mark communicates to clients, employers and others that the practitioner using the logo is a professionally trained and legitimate Social Worker, having completed a professional degree level qualification in social work or overseas equivalent; has specific expertise, skills and experience in the provision of clinical mental health services; and demonstrates an ongoing commitment to being up-to-date with the latest knowledge and professional approaches by undertaking the required amount of annual professional development.

Accredited Mental Health Social Workers using this logo commit to uphold and comply with the AASW's *Code of Ethics*.



## **Social Worker**

The **Social Worker** Trade Mark is for the exclusive use of members of the Australian Association of Social Workers.

The Social Worker Trade Mark communicates to clients, employers and others that the practitioner using the logo is a professionally educated and legitimate social worker, having completed a recognised professional, degree level qualification in social work or overseas equivalent, and is a member of the AASW.

Social workers using this trade mark commit to uphold and comply with the AASW's *Code of Ethics*.

## **Registering to use an AASW trade mark**

In order to use one of the trade marks, all eligible members are required to register online by agreeing to the *Licensing Agreement and Conditions of Use* of the AASW Collective Trade Marks and abide by its terms and conditions, as set out on page 7 of this document. The agreement is also available on the [AASW website](https://www.aasw.asn.au/).

This guide sets out the range of ways the trade marks can be used, the usage policy and the terms and conditions of use.

It is critical that all eligible AASW members who choose to use a trade mark adhere to the conditions of use contained within this guide, as this will ensure that your legal requirements are met and that the integrity and value of the trade marks are maintained.

## **How to become eligible to use the trade marks**

The exclusive AASW Trade Marks provide instant recognition of a social worker's commitment to professionalism. They allow eligible members to publicly identify as having high standards. The trade marks provide reassurance to clients, colleagues, employers and the public that they are dealing with a professionally educated and accountable social worker with legitimate credentials.

To be able to use the **Accredited Social Worker** Trade Mark, the person must have **completed** an AASW accredited social work qualification (or completed an overseas qualification assessed by the AASW as comparable to Australian standards), be a member of the AASW, agree to abide by the *AASW Code of Ethics*, confirm they are not currently subject to any sanction for a substantiated ethics breach, and comply with AASW Continuing Professional Development (CPD) requirements.

Please refer to the CPD area of the AASW website and use the 'My CPD Record', visit [www.aasw.asn.au/professional-development/update-my-cpd-record](https://www.aasw.asn.au/professional-development/update-my-cpd-record). Please note that CPD compliance is subject to audit at the sole discretion of the AASW.

To be able to use the **Accredited Mental Health Social Worker** Trade Mark, the person must have **completed** an AASW accredited social work qualification (or completed an overseas qualification assessed

by the AASW as comparable to Australian standards), be a member of the AASW, meet the requirements as set by the Australian Government to become accredited as a Mental Health Social Worker, agree to abide by the AASW *Code of Ethics*, and confirm they are not currently subject to any sanction for a substantiated ethics breach.

Please refer to the CPD area of the AASW website and use the 'My CPD Record', visit [www.aasw.asn.au/professional-development/update-my-cpd-record](http://www.aasw.asn.au/professional-development/update-my-cpd-record). Please note that CPD compliance is subject to audit at the sole discretion of the AASW.

To be able to use the **Social Worker** Trade Mark, the person must have **completed** an AASW accredited social work qualification (or completed an overseas qualification assessed by the AASW as comparable to Australian standards), be a member of the AASW, agree to abide by the AASW *Code of Ethics*, and confirm they are not currently subject to any sanction for a substantiated ethics breach.

### How can the trade marks be used?

The trade marks can only be used in accordance with the licensing agreement and conditions of use.

There are a range of ways the trademarks can be used, including on:

- Office signage
- Door decals/stickers
- Websites and other social media
- Email signatures
- Business cards
- Independent/private practice letterhead and stationery
- Individual signatures on reports, in publishing or in advertising (in line with the AASW *Code of Ethics*)
- Promotional brochures

- Listing in a public directory

Please refer to section 4 of this document for visual examples of how the trade marks can be used, and how to order AASW endorsed promotional materials.

## Part 2: Licensing Agreement and Conditions of Use of the AASW Collective Trade Marks

1. The trade marks remain at all times the legal property of the Australian Association of Social Workers (AASW).
2. Use of the **Accredited Social Worker** Trade Mark is exclusively for eligible members of the AASW who are licensed by the AASW to use the trade mark. Eligible licensees of this trade mark must have completed an AASW accredited social work qualification (or completed an overseas social work qualification assessed by the AASW as comparable to Australian standards) agree to abide by the AASW *Code of Ethics*, confirm they are not currently subject to any sanction for a substantiated ethics breach, and confirm they have met the AASW CPD requirements for Accredited Social Workers. A license entitles the licensee to use the Accredited Social Worker Trade Mark only for as long as the member holds such license.
3. Use of the **Accredited Mental Health Social Worker** Trade Mark is exclusively for eligible members of the AASW who are licensed by the AASW to use the trade mark. Eligible licensees of this trade mark must have completed an AASW accredited social work qualification (or completed an overseas social work qualification assessed by the AASW as comparable to Australian standards), must have been positively assessed by the AASW, on behalf of the Australian Government, as meeting the requirements to become accredited as a Mental Health Social Worker (including the specific CPD requirements), agree to abide by the AASW *Code of Ethics*, and confirm they are not currently subject to any sanction for a substantiated ethics breach. A license entitles the licensee to use the Accredited Mental Health Social Worker Trade Mark only for as long as the member holds such license.
4. Use of the **Social Worker Trade Mark** is exclusively for eligible members of the AASW who are licensed by the AASW to use the trade mark. Eligible licensees of this trade mark must have completed an AASW accredited social work qualification (or completed an overseas social work qualification assessed by the AASW as comparable to Australian standards), agree to abide by the AASW *Code of Ethics*, and confirm they are not currently subject to any sanction for a substantiated ethics breach. A license entitles the licensee to use the Social Worker Trade Mark only for as long as the member holds such license.
5. The trade marks are for individual use only and are not to be used as a practice or company endorsement, or to advertise any professional development course in relation to the promotion of any event. AASW CPD Endorsement is a separate quality assurance process whereby CPD activities are assessed and endorsed against a set of quality criteria. Providers seeking AASW CPD endorsement should refer separately to [www.aasw.asn.au/professional-development/providers](http://www.aasw.asn.au/professional-development/providers).
6. Licensees must continually maintain the currency of their eligibility to use the relevant trade mark of which they are licensed to use.
7. Licensees agree to their name being placed on a public register of trade mark users which will be accessible on the AASW website.
8. Where a licensee ceases to be eligible to use the trade mark they are licensed to use, the license will terminate and the trade mark must be removed from all stationery, signage, websites etc (as applicable) no later than one (1) month from the cessation of their eligibility.
9. To protect the integrity of the trade marks and their recognition in the community and across the social work profession, the trade marks may only be used strictly in accordance with the conditions of use as set out in this guide.
10. The trade marks must not be used in any way which could:

- Bring the AASW into disrepute; or
  - Be in breach of any of the provisions within the AASW *Code of Ethics*; or
  - Suggest AASW endorsement of any person who is not eligible to use the trade marks.
11. The AASW will at its sole discretion, conduct audits of licensee's eligibility to use a trade mark at any time.
  12. If a licensee breaches, or otherwise fails to comply with any of the terms and conditions of the license to use one of the trade marks, the AASW may at its sole discretion, immediately terminate the license of that licensee by notice in writing to the licensee. This will be called a termination notice. On receipt of a termination notice, the trade marks must be removed from all stationery, signage, websites etc (as applicable) of that former licensee. Any use of a trade mark thereafter will be regarded as unauthorised use, and the person may be subject to disciplinary action by the AASW under the Constitution or *Code of Ethics* or legal action will be commenced.
  13. The AASW may change the trade marks at any time and may change any of the terms and conditions of use associated with any or all of the trade marks at any time on giving reasonable notice in writing to the licensee.
  14. A licensee must not share the trade marks with any other person, and doing so will jeopardise their own



licensing agreement to use the trade mark.

15. The AASW may suspend or cancel a license to use a trade mark following a substantiated breach of the Code of Ethics.
16. The AASW will undertake any investigations necessary to ascertain if a breach of the conditions of use of an AASW trade mark has occurred.

### Part 3: Monitoring exclusive use of the trade marks

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It is the responsibility of each individual licensee to comply with the terms and conditions of the license to use an AASW trade mark.

In addition, the AASW will vigilantly monitor the use of the trade marks. Strict compliance with the use of the trade marks is critical in order to ensure they retain their integrity, impact and purpose.

The AASW will regularly monitor compliance with the Licensing Agreement and Conditions of Use of the AASW Collective Trade Marks (as outlined in Part 2 of these Guidelines).

Any unauthorised use or infringement of the trade marks may be subject to disciplinary action by the AASW under the *Constitution* or *Code of Ethics*, or legal action if applicable. Wherever possible and appropriate, the AASW will work with the person in the first instance to remedy the issue in a constructive and non-punitive way.

#### Reporting a concern regarding use of the trade marks

If any person becomes aware that another person may be misusing an AASW Trade Mark, please notify the AASW immediately so that we can investigate, and if required, remedy the situation.

Queries or concerns should be directed to:

Senior Manager Ethics and Standards

Phone: 03 9320 1033

Email: [registration@asw.asn.au](mailto:registration@asw.asn.au)

Concerns will need to be submitted using the [Notification Form](#).

The AASW will treat all notifications seriously and will investigate promptly.

## Part 4: Usage standards

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### Colour options

The trade marks can be produced in colour, black or reversed out in white. The trade mark version chosen should ensure there is sufficient background contrast to maximise legibility.



#### 1. Colour logo

The colour logo may only be printed in colour from the supplied file types.



C: 92 M: 54 Y: 26 K: 6  
R: 0 G: 104 B: 143  
Pantone: 307 C  
#01688F



C: 24 M: 98 Y: 72 K: 14  
R: 170 G: 35 B: 63  
Pantone: 187 C  
#AA233F



#### 2. One colour (black)

In instances where it is not possible to replicate the trade mark accurately in colour, the one colour may be used but only against a white background.



#### 3. One colour reversed logo (white)

Where the trade mark needs to be placed on a coloured background, the one colour reversed trade mark (white) should be used. The reversed out white version is to be used on black or dark coloured backgrounds.

\* These examples and options can be used across all CTM logos.

## Usage standards

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### Size and exclusion zone

#### **Scale/minimum logo size**

The trade marks may be scaled proportionately in size as required. However, the full trade mark logo should never be smaller in height than illustrated below, as the wording becomes illegible.

Ensure the Trade Mark is scaled proportionally and no distortion occurs.

#### **Minimum height**



#### **Space/exclusion zone**

The trade mark is most effective when surrounded by as much uninterrupted space as possible.

To ensure the logo is clear of any visual distraction including graphics and text, a minimum clear space (exclusion zone) of 6mm is required, shown below. The line around the trade mark indicates the minimum space required



## Unacceptable logo use

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Correct usage of the trade marks is essential in maintaining the integrity of an AASW member's identity. Inconsistent or careless use of the trade marks diminishes their value and weakens their impact. It is essential that only artwork provided by the AASW is used and that the trade marked logo is never reproduced from any black and white, colour or facsimile print.

Incorrect usage examples:

1. The AASW Trade Marks should never be distorted in any way.
2. The AASW Trade Marks should not have any colours changes from what is supplied.
3. The AASW Trade Marks should not be printed or displayed at an angle.
4. The AASW Trade Marks should never be placed within a border or enclosed shape.
5. The AASW Trade Marks should never have any parts replaced or changed using another typeface.
6. The AASW Trade Marks should never be placed over a complex image background.



## Use of trade mark on STATIONERY

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### Business cards

AASW CollectiveTrade Marks are to be positioned on the front of the business card (with the name of the person the trade mark is linked to). For organisations or sole practitioners that have their own unique brand identity, the trade mark should be positioned below this.



**AASW Collective Trade Mark to be positioned on the front of the business card (with the name of the person the trade mark is linked to).**

## Letterhead & related materials

The AASW Trade Marks can be used on both personal and company letterheads when sent from the individual the trade mark corresponds to. This is relevant to other similar materials including **invoice pads, receipts and media releases**.

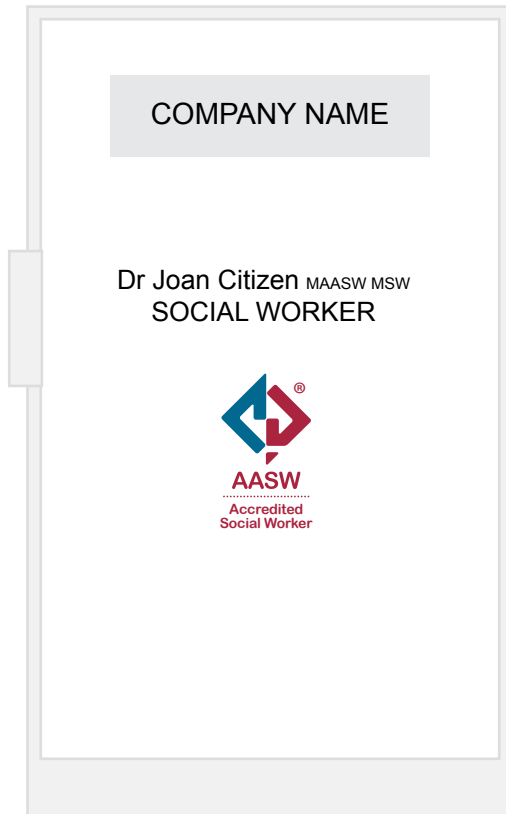
	Company Name
	Level 4, 33-35 Ainslie Place Canberra ACT 2600 Phone: 02 6232 3900 Fax: 02 6232 3911 joan.citizen@aasw.asn.au
20.13.2013	
John Citizen Director This Company 24 Rose Street, Fisher Canberra ACT 2604	
Dear John,	
<p>Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?</p> <p>At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. ut et voluptates repudiandae sint et molestiae non recusandae.</p>	
Kind regards,	
Joan Citizen	

**AASW Collective Trade Mark to be positioned in the bottom right hand corner of letterheads and similar documents.**

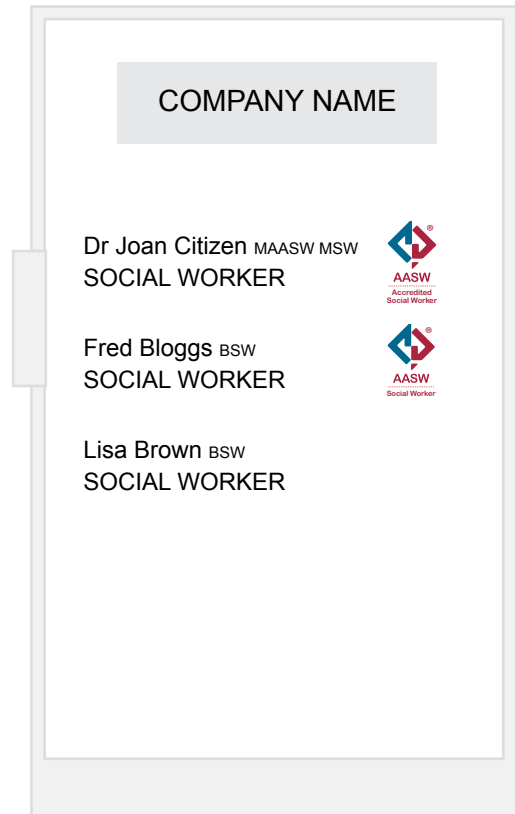
## Use of trade mark logos on SIGNAGE

### Doors

Single practitioner

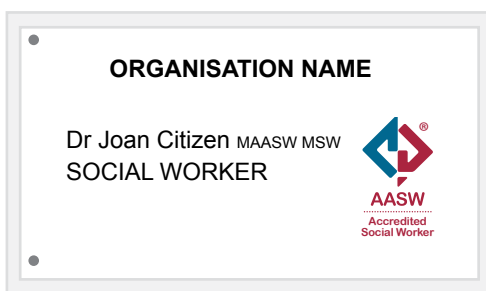


Multiple practitioners



### Wall or building signage (internal and external)

Single practitioner



Multiple practitioners



AASW Collective Trade Mark to be positioned with the name of the person the trade mark is linked to, and below the organisation name.

## Use of trade mark logos on ELECTRONIC MATERIALS

### Email signature

The AASW Collective Trade Marks can be used on personal email signatures. The trade mark should sit below the signature block information and ensure the logo space is not infringed upon.

Dr Joan Citizen MAASW MSW  
Company Name  
Level 4, 33-35 Ainslie Place  
Canberra ACT 2600  
Phone: 02 6232 3900  
Fax: 02 6232 3911  
joan.citizen@socialworker.org  
www.socialworker.org



### Social media

The AASW Collective Trade Marks can be used on personal or business social media profiles, including Facebook, Twitter and LinkedIn providing they are clearly linked to the eligible individual licensee of the trade mark. If organisation branding is used, the AASW trade mark must be positioned below and to the right of it.

### Website

The AASW Collective Trade Marks can be used on personal or business websites as long as the trade mark relates to the eligible person it represents.

ABOUT

PEOPLE

SERVICES CONTACT

PEOPLE

LATEST NEWS

Dr Joan Citizen MAASW MSW  
SOCIAL WORKER

Fred Bloggs BSW  
SOCIAL WORKER

Lisa Brown BSW  
SOCIAL WORKER

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

[Read more.](#)



## Use of trade mark logos on PUBLICATIONS

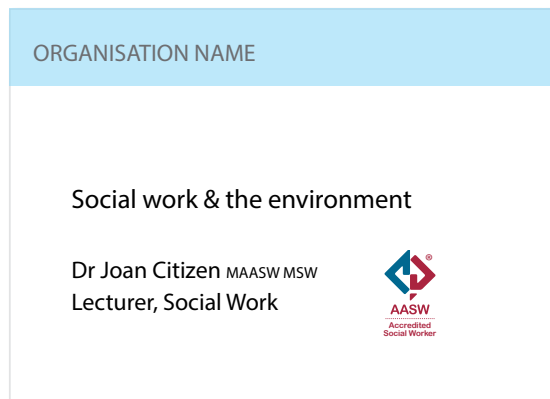
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### Books, articles, conference papers and other documents

The AASW Collective Trade Marks can be used on books, articles, conference papers and other documents that are authored by the individual the trade mark represents. The trade mark must relate to the individual licensee of the trade mark.

### PowerPoint presentations

The AASW Trade Marks can be used on PowerPoint presentations if the individual licensee of the trade mark is the presenter.



## Promotional materials

### Lapel pin

Receive your complimentary AASW Collective Trade Mark lapel pin when you register to use an AASW Collective Trade Mark.

### AASW Collective Trade Mark products

The following products are available for purchase by eligible AASW members from:

[www.aasw.biz.vistaprint.com](http://www.aasw.biz.vistaprint.com)



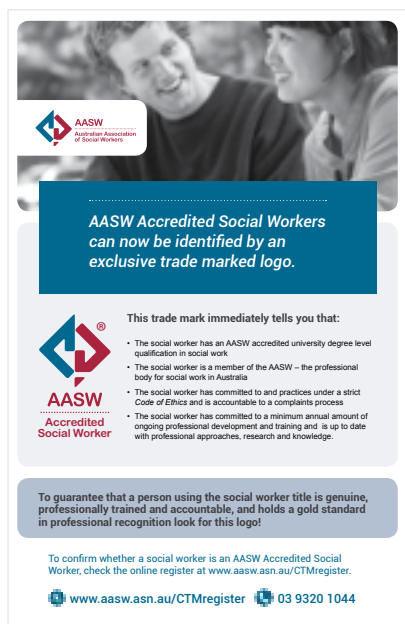
#### Window decals (stickers)

Size: 122mm x 122mm

 = Shaded region represents semi-transparent area

Choose whether you want to apply your decal to the inside or outside of the window.

### Posters



**AASW Accredited Social Workers can now be identified by an exclusive trade marked logo.**

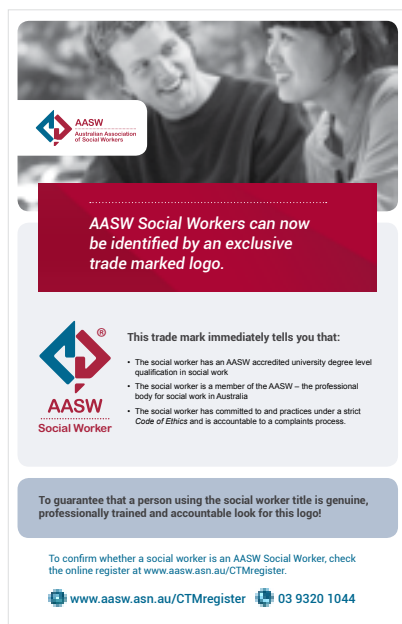
This trade mark immediately tells you that:

- The social worker has an AASW accredited university degree level qualification in social work.
- The social worker is a member of the AASW – the professional body for social work in Australia.
- The social worker has committed to and practices under a strict Code of Ethics and is accountable to a complaints process.
- The social worker has committed to a minimum annual amount of ongoing professional development and training and is up to date with professional approaches, research and knowledge.

To guarantee that a person using the social worker title is genuine, professionally trained and accountable, and holds a gold standard in professional recognition look for this logo!

To confirm whether a social worker is an AASW Accredited Social Worker, check the online register at [www.aasw.asn.au/CTMregister](http://www.aasw.asn.au/CTMregister).

[www.aasw.asn.au/CTMregister](http://www.aasw.asn.au/CTMregister) 03 9320 1044



**AASW Social Workers can now be identified by an exclusive trade marked logo.**

This trade mark immediately tells you that:

- The social worker has an AASW accredited university degree level qualification in social work.
- The social worker is a member of the AASW – the professional body for social work in Australia.
- The social worker has committed to and practices under a strict Code of Ethics and is accountable to a complaints process.

To guarantee that a person using the social worker title is genuine, professionally trained and accountable look for this logo!

To confirm whether a social worker is an AASW Social Worker, check the online register at [www.aasw.asn.au/CTMregister](http://www.aasw.asn.au/CTMregister).

[www.aasw.asn.au/CTMregister](http://www.aasw.asn.au/CTMregister) 03 9320 1044



**AASW Accredited Mental Health Social Workers can now be identified by an exclusive trade marked logo.**

This trade mark immediately tells you that:

- The social worker has an AASW accredited university degree level qualification in social work.
- The social worker is a member of the AASW – the professional body for social work in Australia.
- The social worker has committed to and practices under a strict Code of Ethics and is accountable to a complaints process.
- The social worker has been assessed by the AASW, on behalf of the Australian Government, in terms of professional expertise, skills and sufficient experience in the provision of mental health services.
- The social worker continually and completes a minimum amount of annual ongoing professional development activities, of which a proportion are related to the mental health sector, and up to date with professional approaches and knowledge.

To guarantee that a person using the social worker title who provides mental health services has specific skills, expertise and sufficient experience in the field of mental health, to guarantee professional training and accountability, and commits to ongoing professional development and knowledge, look for this logo!

To confirm whether a social worker is an AASW Accredited Social Worker, check the online register at [www.aasw.asn.au/CTMregister](http://www.aasw.asn.au/CTMregister).

[www.aasw.asn.au/CTMregister](http://www.aasw.asn.au/CTMregister) 03 9320 1044