

# EMDRAA LOGO



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## EMDRAA LOGO USE TERMS AND CONDITIONS

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The EMDR Association of Australia (EMDRAA) has approved the use of the EMDRAA logo for members who are EMDRAA Accredited Practitioners, EMDRAA Accredited Consultants and EMDRAA Accredited Trainers.

The EMDRAA logo

- Provides members with a visual means to signify belonging to EMDRAA
- Recognises EMDR therapists who have completed further consultation and experience beyond the EMDRAA basic training requirements
- Reassures clients, colleagues and community members that they are dealing with a professional with a commitment to high standards and continuing professional development
- Facilitates broader recognition of EMDRAA in the community

The EMDRAA logo can only be used in accordance with the attached licence terms and conditions, as this will ensure that the consistency and integrity of the logo can be maintained. There are a range of ways the EMDRAA logo can be presented, including on:

- Business cards
- Independent practice, or individual, letterhead and stationery
- The member version of the logo can be used on both personal and company letterheads when sent from the individual the logo corresponds to.
- Email signatures - the logo can be used on personal e-mail signatures.
- Individual signatures on reports, in publishing or advertising (in line with your professional body's Code of Ethics).
- Promotional brochures

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- Office signage – Doors, wall or building signage (internal and external) single practitioner or multiple practitioners, but as it relates to the individual eligible EMDRAA practitioner only.
- Websites - the member version of the logo can be used on personal or company websites as long as the logo relates to the individual the logo represents.

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## TECHNICAL SPECIFICATIONS - LOGO COLOURS

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<b>Dark Blue</b>	<b>Light Blue</b>	<b>Grey</b>
<b>C - 100</b>	<b>C - 83</b>	<b>C - 0</b>
<b>M - 43</b>	<b>M - 27</b>	<b>M - 0</b>
<b>Y - 0</b>	<b>Y - 0</b>	<b>Y - 0</b>
<b>K - 37</b>	<b>K - 16</b>	<b>K - 53</b>
<b>RGB: #005ba1</b>	<b>RGB #249dd6</b>	<b>RGB #797979</b>

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## LICENCE TERMS AND CONDITIONS OF USE OF THE EMDRAA LOGO

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1. The member version of the EMDRAA logo is a trademark of the EMDR Association of Australia (EMDRAA) and remains at all times the intellectual property of EMDRAA.
2. Use of the member version of the EMDRAA logo is exclusively for members of EMDRAA who are current paid up members of EMDRAA and hold the level of EMDR Accredited Practitioner, EMDR Accredited Consultant or EMDR Trainer (eligible members) and who are licensed by EMDRAA to use the member version of the EMDRAA logo (licensees). A licence entitles the licensee to use the member version of the EMDRAA logo only for as long as the member holds such licence.
3. The member version of the EMDRAA logo is for individual use only and is not to be used as a practice or company endorsement, or to advertise any professional development course or in relation to the sponsorship of any event.
4. Licensees must continually maintain the currency of their eligible member status with EMDRAA.
5. Where a licensee ceases to be an eligible member of EMDRAA, the licence will terminate and the member version of the EMDRAA logo must be removed from all stationery, reports, publications, and signage (as applicable) no later than one (1) month from the cessation of such membership.
6. To protect the integrity of the EMDRAA logo and its recognition in the community, it may only be used on stationery, reports, publications and signage pertaining to eligible members and strictly without alteration to the image or colours of the original design.
7. The member version of the EMDRAA logo must not be used in any way which could
  - bring EMDRAA into disrepute; or
  - be in breach of any relevant provisions of the Code of Ethics of your professional body; or
  - suggest EMDRAA endorsement of any person who is not an eligible member of EMDRAA.
8. If a licensee breaches, or otherwise fails to comply with, any of the terms and conditions of the licence to use the member version of the EMDRAA logo, EMDRAA may, at its sole discretion, immediately terminate the licence of that licensee by notice in writing to the

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licensee (termination notice). On receipt of a termination notice, the member version of the EMDRAA logo must be removed forthwith from all stationery, reports, publications, and signage of that former licensee. Any use of the member version of the EMDRAA logo thereafter will be regarded as unauthorised use.

9. The member application of the EMDRAA logo may only be reproduced in the original colours on a white or cream background. The logo may be embossed. The logo application chosen should ensure there is sufficient size and contrast to maximise legibility. It is important to preserve the sense of space around the logo to maintain the clarity of the design. The proportions must be maintained when the logo is reduced or enlarged. Scale to ensure legibility and to ensure the logo is scaled proportionally and no distortion occurs.
10. EMDRAA may change the member version of the EMDRAA logo at any time and may change any of the terms and conditions of use for the member version of the EMDRAA logo at any time on giving reasonable notice in writing to the licensee.

Attached herein is a high-definition jpeg of the EMDRAA logo.

By using this logo, you are deemed to have **acknowledged** that the above licence terms and conditions govern your use of the member version of the EMDRAA logo and you AGREE (as a licensee) to abide by them.

Should you have any questions, please contact by email at [admin@emdraa.org](mailto:admin@emdraa.org)

EMDRAA Board

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