



# The Power of Accreditation

Displaying your LIV Accredited Specialisation is a key way to ensure that the public, and your peers, are aware that you are an Accredited Specialist.

## Using the Accredited Specialist logo

### Accredited Specialist logo size, placement and typeface

- The text *surrounding* the logo must not be substituted or separated.
- The logo must have a clear space around it at all times.



### Example of clear space:

The minimum space around every side of the logo must be equal to the white area shown between the text and the inner logo, as indicated above with the blue dotted line.

- The Accredited Specialist logo must be placed on a plain background, not over text or imagery.
- The typeface must not be changed.
- The size of the logo can be altered for different applications.
- For legibility, the minimum height of the logo is 10mm.
- The proportions of the logo must always be maintained. Do not distort, skew or rotate the logo.

### Accredited Specialist logo colour options

The Accredited Specialist logo may only be reproduced as:

- grey and black on a white background; and
- when using the colour version, the PMS colour reference to quote to your printer is Blue (PMS 285) and black (or the CMYK equivalent)

(See below for examples)

### Displaying your LIV Accredited Specialisation

When displaying the Accredited Specialist logo on your stationery, you need to strike a balance between your business credentials and demonstrating your Accreditation. These examples demonstrate how the logo can best appear on your stationery, including your letterhead, business cards and envelopes.

#### Letterhead

Depending on your design, the Accredited Specialist logo can be placed at the top or bottom of your letterhead.

(See overleaf for examples)



Grey & Black version



Colour version: PMS 285 + Black

To protect the value of your credentials, a number of rules have been developed to explain how and where you can use the Accredited Specialist logo and to the best possible effect. The full details regarding rules and guidelines of advertising your Specialisation are located at [www.liv.asn.au](http://www.liv.asn.au) and include:

- **Rule 1.3** – “Specialist accreditation is an attainment of an individual practitioner and does not pertain to his or her firm” (Accredited Specialisation Scheme Rules)
- **Rules 6.3.3** – “Accredited specialists may use the specialist accreditation logo only in accordance with the guidelines published by the Institute from time-to-time” (Accredited Specialisation Scheme Rules)
- **Rule 35.3** – “A practitioner who is an Accredited specialist in an area of practice, may use the word ‘specialist’ or a direct derivative of that word in advertising the area of practitioners practice ” (Professional Conduct and Practice Rules)

# LIV ACCREDITED SPECIALISATION

*Our expertise is developing yours*

## Business cards

The Accredited Specialist logo can only be used on business cards where the individual named on the card is an Accredited Specialist. Depending on your business card design, the logo can be placed on the front or back of the card.

(See right for examples)

## Advertising

Only firms who employ Accredited Specialists are able to advertise themselves as "Specialist Firms". Individual Accredited Specialists employed by the firm do not have to be identified, however the areas of 'speciality' do.

(See below for example)

## Promotional material

The Accredited Specialist logo can be used with great effect alongside your business credentials on promotional materials such as a client newsletter, your website and informational leaflets, however you must ensure that the use of the logo complies with the [Accredited Specialisation Scheme Rules](#).

## Using the logo in your practice

The Accredited Specialist logo can also be displayed as signage in your practice. Self adhesive labels or decals, size 10cmx10cm, are available on a clear background. These are suitable for a range of applications including on your front door, window and office door. The version with a clear background is designed for placement on the inside of a window similar to a car registration sticker. Decals are available by emailing the Accredited Specialisation administrator at [special@liv.asn.au](mailto:special@liv.asn.au).

Copies of the Accredited Specialisation logo can be obtained electronically by emailing the Accredited Specialisation administrator at [special@liv.asn.au](mailto:special@liv.asn.au).

Please ensure you identify the format you require the logo in, eg: jpeg, tif, eps.

If you require more information about displaying your Specialisation, please contact Accredited Specialisation administrator on:

P: 03 9607 9461

E: [special@liv.asn.au](mailto:special@liv.asn.au)



Examples of stationery items incorporating the Accredited Specialisation logo.

**SMITH, JONES AND JACKSON**  
SOLICITORS

**Peter Smith** LLB Acc. Spec. (Fam)  
**John Jones** LLB  
**Beryl Jackson** Acc. Spec. (Imm)

All types of legal work including:  
Family Law, Property Law, Wills &  
Estates, Immigration Law, Criminal Law  
and Commercial law.

*We have Accredited  
Specialists in Family  
and Immigration Law*

140 Small Street, MELBOURNE VIC 3000  
Ph: 9876 5432 Fax: 9123 4567 Email: [psmith@sjj.com.au](mailto:psmith@sjj.com.au)

Example of advertising incorporating the Accredited Specialisation logo:

Individual attainment has been identified or expressed and the different areas of specialisation have been defined.