Guidelines for Use of AECTP Logo

AECTP members may use the logo to show current membership and support for quality first aid training, but only in approved ways that protect the association's reputation.

Who may use the logo

- Only current Full members may use the AECTP logo; Intermediate and Affiliate members are not permitted to use it.

- If membership lapses or is suspended, all logo use must stop immediately.

Where the logo may appear

- Members may display the logo on websites, brochures, ~~stationery, course materials, certificates~~ and email signatures to indicate organisational membership of AECTP.

- The logo must not be used in any way that suggests AECTP has accredited, endorsed, approved or quality-assured specific courses, products or individuals unless AECTP has explicitly stated this in writing.

How the logo must be presented

- Always use the official digital logo file supplied by AECTP, keeping the original colours, proportions and typeface; do not redraw, crop, add effects or place other graphics inside the logo.

- Ensure the logo is clear and readable, with enough clear space around it and good contrast with the background; do not stretch, compress, rotate or place it over busy images.

Wording to use with the logo

- When using the logo, describe your organisation as "a member of the Association of Emergency Care Training Providers (AECTP)" or "AECTP member organisation," avoiding terms such as "AECTP approved provider" or "AECTP accredited course."

- Do not abbreviate or alter the association's name in ways that could confuse learners, employers or regulators about AECTP's role.

Conduct and misuse

- The logo must not be used in any context that could mislead the public, conflict with AECTP's purpose, or bring the association or the first aid sector into disrepute.

- AECTP may request changes to, or removal of, any use of the logo that does not follow this guidance; members should contact the AECTP board or administrator if unsure about a proposed use.

Review of these guidelines

- The AECTP Board may review these guidelines at any time. Members will be notified if a revised version has been published.