



THE ASSOCIATION OF PAEDIATRIC CHARTERED PHYSIOTHERAPISTS

A Professional Network of the Chartered Society of Physiotherapy

Visual Identity Policy

Why is our brand important? Our brand is at the heart of the APCP's work to promote the value of paediatric physiotherapy, paediatric physiotherapists and associated health workers. To be successful, the APCP needs to effectively support our members and the profession by making sure that we are known and respected by the right people, and can influence their thinking and actions. It's our way of communicating our messages so they stand out in a clear and engaging way. The logos we use are part of this communication.



The APCP lozenge logo (left) can **only** be used by APCP committees and associated partner organisations. It should not be used by members on websites or stationery or publications other than those written or approved by the APCP.



The 'APCP' logo can be used by APCP members freely. It can be used for such items as stationery, websites and plaques. The artwork can be supplied to members via an electronic file. To request a copy of the logo, please contact the APCP Media administrator at enquiries@apcp.org.uk with details of your intended use, including your full name and membership number.



The 'Crawling Babies' logo can **only** be used by APCP Committee for use on APCP products.

For information on all APCP activities visit:

<http://apcp.csp.org.uk>