



The AGPAL Accredited Symbol Guidelines

Achieving AGPAL accreditation takes dedication, team work and a commitment to continuous quality improvement. When your practice achieves an accredited status, you are provided with a mailed pack and digital media kit filled with all sorts of materials to celebrate and promote your achievement.



Accredited General Practice

The AGPAL Accredited Symbol is one way your patients and local community can be reassured that your practice has been recognised for your commitment to delivering safe and quality focused healthcare.

The symbol has also been placed on a range of consumer-friendly collateral to support you with informing your patients that when they visit your AGPAL accredited practice, your entire team is committed to improving and ensuring systems, processes, culture, service delivery and actions meet a nationally recognised set of standards – the *Royal Australian College of General Practitioners (RACGP) Standards for general practices*.

Are you using the correct version?

Previous versions of the accredited symbol have a stethoscope within the AGPAL logo. This was often mistaken as the AGPAL Accredited Symbol, and for this reason was updated over 10 years ago. If your practice is re-accrediting, ensure you are using the correct accredited symbol.



Where to use your accredited symbol

- Stationery
- Business cards
- Signage
- Brochures
- Information sheets
- Website
- Social media channels
- Email signatures
- Yellow Pages
- Advertisements

Contact your AGPAL Client Liaison Officer if you require a copy of the current AGPAL Accredited Symbol
P: 1300 362 111
E: info@agpal.com.au

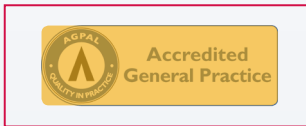


AGPAL Accredited Symbol guidelines

To ensure the integrity of the AGPAL Accredited Symbol is maintained, please follow these simple guidelines for correct use:

- The symbol should always be in proportion. Always lock ratio of height to width when resizing by holding the shift key.
- Symbol must always be legible and clear.
- Symbol must not be combined with any other image.
- Symbol must be presented on a clean, preferably white, background.
- The colour of the symbol must not be changed under any circumstances, but may be printed in monotone (black and white).
- Ensure your practice is promoting the current symbol.
- Minimum symbol size is 13mm x 38mm to ensure readability.
- Colours should be presented as solid (100%) colours only, not tints.

Examples of incorrect use



Do not alter colour



Do not distort or clip



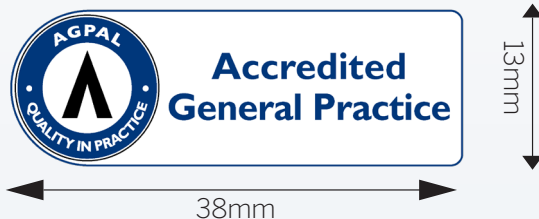
Do not alter transparency



Do not change orientation



Technical specifications



Colours



PANTONE PMS 288
 CMYK 100 80 0 30
 RGB 0 55 123
 HEX 00367b



PANTONE PMS Black
 CMYK 0 0 0 100
 RGB 0 0 0
 HEX 000000

Minimum size

Must not appear smaller than

- 13mm in height
- 38mm in width

If your practice is using or displaying any other form of AGPAL Accredited Symbol, that these are no longer current. Contact your Client Liaison Officer to replace any outdated decal stickers or electronic symbols.

Contact AGPAL



1300 362 111



info@agpal.com.au



www.agpal.com.au

