

Who can use the PAA branding?

These guidelines are to be used by all PAA members, PAA registered studios, PAA recognised training providers and training providers delivering workshops or courses approved by the PAA.

What is covered by these guidelines?

These guidelines cover promotions, promotional material and advertisements, including:

- advertisements and promotions in any medium (print, television, radio, internet, etc.)
- promotional and marketing material (brochures, fliers, course handbooks, etc.)
- corporate stationery and signage
- certificates, statements of achievement, statements of attainment and other testimonials
- transcripts of results

These guidelines explain:

- how the PAA branding may be used
- the terms that may be used in association with the branding, and the terms that must be avoided.

Breaches

Proven breaches of the guidelines will incur a penalty and may result in the withdrawal of membership, registration or recognition, including removal from all PAA listings of said persons or organisations.

Non-members or other non-recognised organisations may not use the PAA branding. We will request the removal of any unauthorised material and may take legal action if there is non-compliance.

Use of the PAA branding

In this document, PAA branding refers to:

- the landmark



- the logo

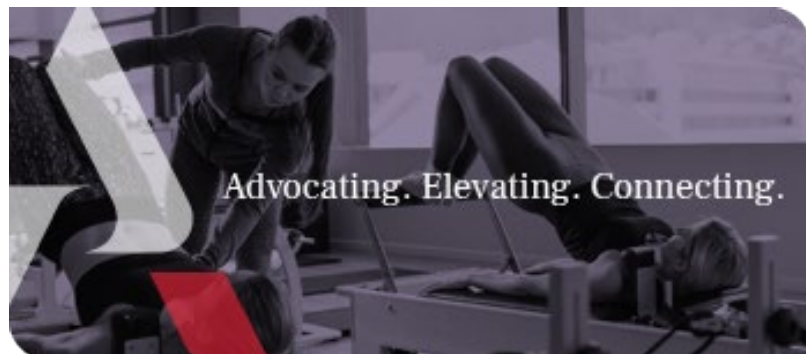


- the crest



- the tagline - Advocating. Elevating. Connecting.

- the graphics



- the colour combinations
- member badges
- registered studio badges
- approved PDP crest
- any other branding in the PAA Branding Guidelines.

Usage

- The PAA branding may only be used to denote a person's or organisation's recognised status with the PAA and may not be used to suggest that the PAA is in any way in business with the person or organisation.
- In the event that the branding is used in ways other than specified in this document, the PAA branding may only be used on materials where the entire document, advertisement, promotion, or item, inclusive of the branding, is approved by the PAA.
- When promoting an organisation, any PAA branding should be secondary to the organisation's name or branding. For example, the size of the PAA logo should not exceed the size of the organisation's logo.
- Where the PAA logo is used to promote the approved status of a training course, the logo must be placed next to the name of the approved course.
- Where the PAA PDP approved crest is used to promote the approved status of a professional development workshop, the crest must be placed next to the name of the approved workshop.

Notwithstanding the above, the relevant branding need only appear once on any page.

Terminology

- 'registered' indicates a studio that holds a current studio registration with the PAA.
- 'accredited' indicates a government accredited course or program that also meets the PAA Course Competency Criteria and has been formally approved by the PAA for membership at Pilates Practitioner level
- 'recognised' indicates a training provider that runs a current course, workshop or program that meets the PAA Course Competency Criteria and has been formally approved by the PAA
- 'approved' indicates a workshop or program that has been formally assessed and passed by the PAA as meeting the criteria for accruing Professional Development Points (PDPs). Approved courses must be listed or promoted using their correct and complete titles in line with the submission for approval with the PAA.
- Courses or programs that are NOT approved by the PAA may only be placed in the same advertisement as approved courses or training programs if a clear distinction is made between the two; that is:
 - the text must indicate clearly which are and which are not approved
 - approved courses must be listed separately from other courses.

Note that the terms 'registered', 'recognised' and 'accredited' are not interchangeable.

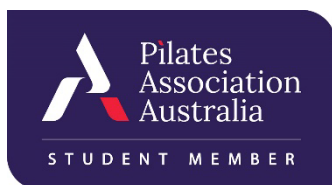
Standard Conditions

- A person or organisation must not claim that membership or approval is pending.
- The member or organisation must use the name exactly as it appears on its membership certificate or approval document.
- A person or organisation must not falsely claim that it is registered.
- A person or organisation must not falsely claim that its courses are approved.
- Advertisements and other material promoting a member's or organisation's services or courses must not be misleading or ambiguous.

Allowable Terms, Phrases and Badges

If you hold individual membership with the PAA, you may claim to be:

- a member of the PAA, in line with your membership level,
- registered with the PAA
- holding professional membership with the PAA



If you hold membership as a Student, you may use this badge, placed alongside or near your name, and claim to be a Student member of the PAA.



If you hold membership as a Group Instructor, you may use this badge, placed alongside or near your name, and claim to be a:

- Group Instructor member of the PAA
- Group Instructor member (Mat) of the PAA, if approved for mat only
- Group Instructor member (Reformer) of the PAA, if approved for reformer only
- Group Instructor member (Mat and Reformer) of the PAA, if approved for mat and reformer



If you hold membership as a Studio Instructor, you may use this badge, placed alongside or near your name, and claim to be a Studio Instructor member of the PAA.



If you hold membership as a Pilates Practitioner, you may use this badge, placed alongside or near your name, and claim to be a Pilates Practitioner member of the PAA.

In addition, according to your approved membership level, you may refer to yourself as a:

- Level One Pilates Practitioner member of the PAA
- Level Two Pilates Practitioner member of the PAA
- Level Three Pilates Practitioner member of the PAA
- Level Four Pilates Practitioner member of the PAA
- Trainer Level One Pilates Practitioner member of the PAA
- Trainer Level Two Pilates Practitioner member of the PAA
- Principal member of the PAA
- Principal Trainer member of the PAA



As a registered studio with the PAA, you may use this badge placed alongside or near your organisation's name, and claim the studio business to be:

- registered with the PAA
- a PAA registered studio

As a recognised training provider with the PAA, your organisation may use the PAA logo and claim to be:

- recognised by the PAA
- a PAA recognised training provider

For courses that are approved for PDPs, this crest can be used alongside the workshop, course or program.



In all of the above options you may interchange numerals for words and use the full name "Pilates Association Australia" in place of the acronym PAA.

PAA Branding Guidelines.

The attached document specifies how to use the PAA branding. In summary,

- the branding must always be clear, legible and reproduced at high quality
- the design elements, proportions and colours must not be altered
- The logo must be used at no less than 29.1mm in width for print media or 83px in width for digital media, with proportionate measurement in height.

The PAA logo should not exceed the size of the individual's or organisation's title and logo.

If in doubt, please seek advice directly from the PAA.

Obtaining the PAA logo

Web-ready versions of the PAA logo are available to download from the PAA member's area under Resources.

To obtain print-ready versions of the PAA logo, email support@pilates.org.au including your contact name and/or membership number.

If you have questions about any aspect of the advertising guidelines or how to apply them, please email support@pilates.org.au.