Background

In November 2013, the College Council approved for specific banners utilising the Coat of Arms to be made available to Members and Fellows to be used in conjunction with their practice requirements.

The Member and Fellow Banners, as shown above, feature five important elements that are associated with the College:

- The Coat of Arms, acquired by Royal Ascent and granted to the College in 1972
- Membership status of the College – Member or Fellow
- College qualification – MRACDS or FRACDS
- The College motto – let knowledge conquer disease
- A colour stripe taken from the Coat of Arms

A Coat of Arms is a unique heraldic design on a shield that is used to identify protect and cover the wearer. The design is unique to an individual person, family, organisation, or state. The College’s Coat of Arms was granted by Royal Ascent in 1972 and is unique to the RACDS.

Policy

This policy provides reference to the limitations and responsibilities associated with the use of the RACDS Banner by Members or Fellows. These approved banners can be used by Members and Fellows in the following, but not limited to, forms of communication:

- Website
- Emails
- Presentation slides
- Business / appointment cards
- Letterhead
- With compliments slips.

The elements of the RACDS Banner must not be separated, modified, repositioned or used in isolation of each other.

The Coat of Arms must not be used on its own as it applies to the College as an organisation, not to individual members.

The College reserves the right to audit any communications material where the MRACDS or FRACDS banner is used to ensure that this policy has been observed. Members or Fellows
may be required to provide examples of usage.

To ensure the quality of image reproduction, the College’s Coat of Arms must not be copied from these pages for insertion into any of the forms of communication listed below.

**Downloading the Banner Images**

The two approved versions of the RACDS Banner are available – one denoting membership (yellow stripe) and one denoting Fellowship (purple stripe). Both of these variations are available for download in a JPEG image format from the College website at

http://www.racds.org/RACDSNEW_Content/Members/College_Logo.aspx

**Minimum Size**

It is important that the RACDS Banner is not reduced to a size that is too small, affecting its readability and clarity. A minimum size for the logo has been set and must be adhered to.

The RACDS Banner should appear no less than 57mm across (as it appears when downloaded), with the exception of business/appointment cards where, given space limitations, the banner may be reduced to a minimum size of 45mm across.

When scaling the RACDS Banner to the required size, always re-size from a corner of the banner image. This will ensure that the artwork size adjusts while maintaining the correct proportion. Never alter the width or height in isolation as it impacts the proportions of the display.

Members and Fellows of the College may wish to use the RACDS Banner on personalised stationery. Stationery items used by Members and Fellows, such as letterhead, facsimile and memo pages, business cards, 'with compliments' slips and patient information brochures, can incorporate the RACDS Banner.

**Author:**
Chief Executive Officer
6 February 2014

**For Review:**
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