

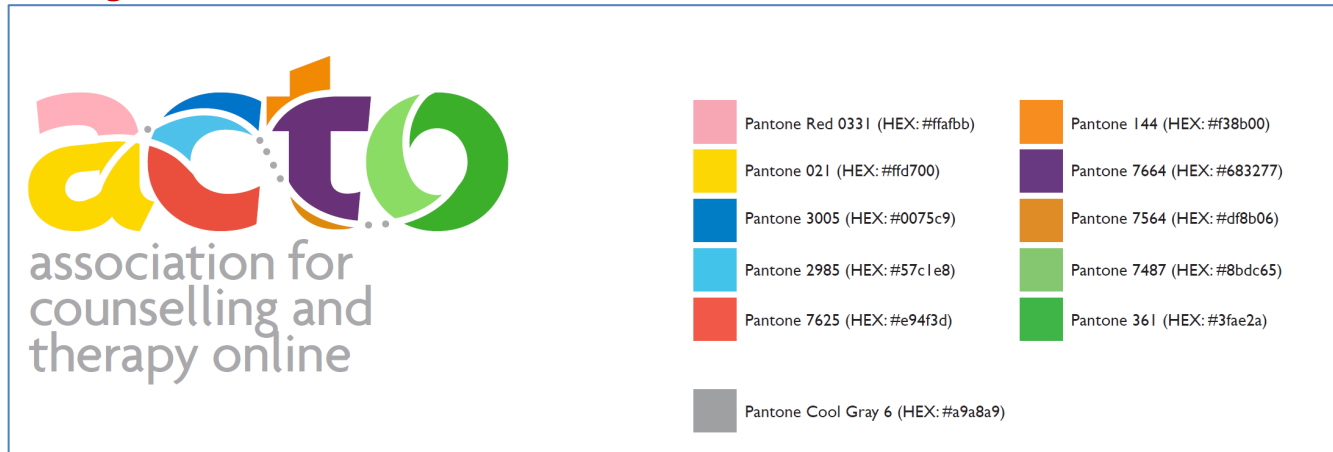
Guidelines on the Use of Logos by Members

ACTO House Style and Use of Tools

Branding is critical to the image of any organisation and requires it to develop a house style, an identity that is immediately recognisable.

ACTO has developed its own house style and logos and we would request that members adhere without deviation to the use of its logos.

The logo



We include here the detailed colour chart for the logo in case you are organising artwork with a printer.

It is FORBIDDEN to alter in any way the ACTO logo. You should only accompany to logo with black coloured fonts.

These logos may only be modified by decision of the Board of Directors.

Note to administrators: all logos are stored in Dropbox\Artwork, Protocols and Templates\Logos and clipart\ACTO Logos.

Association for Counselling and Therapy Online





ACTO is the trading name Association for Counselling and Therapy Online Ltd; Registered address: 19B Front Street, Sacriston, County Durham, DH7 6JS United

Professional Membership Benefits

Core Net Assessed Mental Health Apps
<https://acto-org.uk/core-net/>

Professional Membership Benefits
<https://acto-hub.orcha.co.uk/>

The ACTO logos and their usage

ONLINE TRAINING PROVIDERS	
<p>ACTO Approved online Training Provider</p> <p>This logo may only be used in general marketing and publicity by ACTO's listed online training providers.</p>	
<p>ACTO 2020 Meets competencies & standards</p> <p>This logo may only be used by ACTO's listed online training providers to identify their specific courses which meets the ACTO criteria for training courses and has been included in the list of courses submitted to ACTO annually in their annual application.</p>	
ACTO ORGANISATIONAL LOGOS	
<p>ACTO Organisational Members (not online training providers)</p> <p>This logo may only be used in general marketing and publicity by ACTO's listed organisational members providing that this organisation meets the ACTO required standard for that category of organisation.</p>	
<p>ACTO Organisational Members (not online training providers)</p> <p>This logo may only be used in general marketing and publicity by ACTO's listed organisational members providing that this organisation is working towards meeting the ACTO required standard for that category of organisation, within 12 months.</p>	
ACTO PROFESSIONAL MEMBERSHIP LOGOS	
<p>Professional Members may use this logo on their marketing and websites. It may not be increased in size but it may be reduced to a minimum of 3cm horizontal.</p> <p>No other members may use this logo.</p> <p>Professional members will be sent this logo along with their renewal acceptance.</p>	