

Member guidelines for logo use in advertising

The MAA has developed logo and advertising guidelines to ensure both members and the association promote a consistent image. The MAA logo helps members to increase their professional profile in the community and these guidelines will help members to maintain a consistent and high quality MAA identity.



Conditions of use of the MAA logo

The MAA logo can be used on all member printed and promotional material and members' websites. It is very important that the MAA logo is used correctly. This will enhance the strength of the association's overall identity. Do not distort or modify the logo in anyway.

Business cards and promotional advertising

MAA members must display their member number on any potential advertising, business cards and websites. Members must state their first name and surname or their first initial and surname e.g. John Citizen or J Citizen. If a business name is included, the member's name must still be shown as mentioned above. Additional information can also include modalities, qualifications and hours of availability.

Option 1 Front of card: Member number only


Your business logo
List of modalities

John Citizen
Massage Therapist
0400 000 000
1 Address Street
Suburb State Postcode

MAA Member Number: 00000

Option 2 Front of card: Logo and member number

Your business logo
List of modalities



John Citizen
Massage Therapist
0400 000 000
1 Address Street
Suburb State Postcode


MAA Member Number: 00000

Newspaper advertising guidelines

All newspaper advertising must display your MAA member number. Displaying the MAA logo is optional.

Option 1 Advertising with MAA logo

HEADING
TEXT
CONTACT DETAILS



MAA member number: 00000

Option 2 Advertising with member number only

HEADING
TEXT
CONTACT DETAILS

MAA member number: 00000

Conditions of use: The Massage Association of Australia relies on members to produce material that complies with the Trade Practices Act 1974. Misleading or deceptive advertising must be avoided. The MAA accepts no responsibility for any breaches of laws relating to members' marketing collateral.