

Manual: Policies and Procedures
Division: Relationships
Subject: College Coat of Arms

Ref. No.: REL_LEA_6014_P
Approval Date: August 2007
Review Date: August 2010
Revision No.: 1
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1. PURPOSE AND SCOPE

The Royal Australasian College of Surgeons Coat of Arms is the foremost visual expression of the College's authority. Consistent use of the Coat of Arms projects a consistent image of the College.

The purpose of the policy is to provide specifications for the use of the Coat of Arms and detail College requirements.

The guidelines must be observed when reproducing the Royal Australasian College of Surgeons Coat of Arms in any format, including print, web, electronic or other promotional accessories.

2. KEY DIRECTION STATEMENT

The Royal Australasian College of Surgeons commits to ensuring the highest standard of safe and comprehensive surgical care for the community we serve through excellence in surgical education, training, professional development and support.

3. VALUES

- Service and Professionalism
 - performing to and upholding the highest standards
- Integrity
 - upholding professional values
- Respect and Compassion
 - being sympathetic and empathetic
- Commitment and Diligence
 - being dedicated, doing one's best to deliver
- Collaboration and Teamwork
 - working together to achieve the best outcome

4. BACKGROUND



The College Coat of Arms was granted to the RACS by the College of Arms in response to a petition by H.B. Devine. The instrument, known as the Letters Patent, is dated 30 January 1931.

The College Coat of Arms is described in the College *Handbook* (1995), pp. 174-175. For further background information refer to the College Arms Background (http://www.surgeons.org/content/contentfolders/policies/College_Arms_Background.pdf).

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5. BODY OF POLICY

APPLICATION

Master file

The College Coat of Arms in the correct College colours is available on the intranet in the Style Guide. A black and white version is also available. No alterations to the Coat of Arms whatsoever may be made wherever they are reproduced.

Visual presentation

A consistent implementation of the College Coat of Arms – the Arms, typeface and design layouts trigger an immediate visual association with the College and effectively communicate an image that reinforces the College's position as 'a leading or respected body in its field' (as recognised with the granting of the Arms by the College of Arms).

The College Coat of Arms is to appear at the top right hand corner of College material. The words Royal Australasian College of Surgeons may appear to the left, underlined. The words Patron: H.R.H. The Prince of Wales may also appear directly underneath the words Royal Australasian College of Surgeons.

The Arms may be reproduced without mention of the Patron. The Patron is not connected to the Arms. For example, on letterhead where there is space, both can be used but on a business card, where space is limited, the Patron may be left out without breaching any protocol.

Crest Size:

- o A4 and A5: 20mm width
- o Business cards: 12mm width (minimum size to be used on any material)

Font Size:

- o Royal Australasian College of Surgeons – 16 font
- o Patron: H. R. H. The Prince of Wales – 10 font

Guidelines on the reproduction for the Coat of Arms are as follows:

- The College Coat of Arms should be reproduced correctly and, where possible, in full colour.
- If colour is not appropriate, the Arms may be reproduced in stylised form as a line drawing, in black and white.
- For electronic documents, the Arms should appear on the equivalent of the first 'page'.
- Black and white is the preferred style when submitting internal reports (only include it in documents if necessary) because of the size of colour in the document. All other documentation where possible should have the colour version.

Typeface

The typeface for the words 'ROYAL AUSTRALASIAN COLLEGE OF SURGEONS' is Arial in capitals.

The typeface for the words 'Patron H.R.H. The Prince of Wales' is Times New Roman in lower case.

Usage

The College Coat of Arms should be used on all official College material, printed and promotional, including the College website. 'Official' College material encompasses – all printed and promotional material, including letters, memos, envelopes, business cards, website, publications.

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Usage of the Coat of Arms and the Continuing Professional Development Program

The use of the College Coat of Arms for Continuing Medical Education (CME) activities approved for credit in the Continuing Professional Development (CPD) Program is limited to those activities that have been developed in conjunction with the College. Specifically, the College must have played a role on the development of the curriculum or educational content.

Use of Coat of Arms with other College logos

Where additional internal logos are published with the College Coat of Arms, the Coat of Arms must have prominence.

When using the Coat of Arms along side other logos on letters, the College Coat of Arms must appear on the top of the page in line with the other logos. Directly beneath the Coat of Arms the words 'The Royal Australian College of Surgeons' must appear. The font is Arial and the font size should be in proportion with the size of the Coat of Arms and the other logos.

Use of the Coat of Arms by non-College bodies

In collaborative ventures where more than one logo is required, the presentation of the Coat of Arms must be equal in size to the presentation of the logo of the partnership organisation.

Authorisation

College Directors will provide authorisation on the use of the College Coat of Arms in publications of external bodies. The College Coat of Arms may not be used unless authority has been granted by a Director. In some cases the CEO or EDSA will need to provide advice on whether or not outside groups may use the Coat of Arms.

Conditions of use

Permission to use the College Coat of Arms is granted for the purposes agreed to by the authorising Director and is provided on the understanding that no other use shall be made of the College Coat of Arms, nor should it be distributed contrary to this purpose, misused, stored, copied or manipulated.

Prohibited material

The College Coat of Arms is not allowed to be replicated on:

- Individual Fellows' or Trainees' personal materials (i.e. Personal letterheads)
- Materials which are not authorised or published by the College.

Approver CEO
Authoriser Council