

Use of Professional Speakers Australia Logo

The Professional Speakers Australia (PSA) National Board has issued these rules for the guidance of members, sponsors and partners in their dealings with the market and/or representation of PSA, or the relationship a party has with PSA. These rules are designed to ensure fairness, clarity and simplicity, and to avoid the market being misled in any material way.

These rules apply to all forms of marketing and information supplied to users and potential users of the services of professional speakers, including suppliers to or from PSA members.

Members are also reminded that their behaviours are bound by the PSA's Code of Conduct and Values in Action Policy, and by Commonwealth and State Legislation, particularly the Trade Practices Act and its prohibition on 'false and misleading conduct', and the equivalent Fair Trading Acts in the various States which contain similar prohibitions.

As at 1st March 2024, the PSA logos [the speech bubble and the speech bubble plus organisation name, as per the image in the header], can only be used by the staff of PSA to represent Professional Speakers Australia. Members, sponsors and partners are not permitted to use the logo, unless permission is granted in writing by the PSA Board. That is, the logo will be used by and for PSA for PSA related business and marketing matters. To support PSA members, sponsors and partners, badges will be designed specifically for the use and promotion of these roles and partnerships and issued by the staff at PSA to the relevant person/s or partnering organisation/s.

Digital Badges

Branding and Brand Colours - The digital badges can only be used in the colours and styles provided and are not to be altered in any way. They will be compliant with PSA brand guidelines.

Associate Members:

- Are not permitted to use the PSA logo in any materials.
- Are permitted to advertise or promote that they are members of PSA with the use of the officially provided PSA Associate Member digital membership badge.
- Are permitted to include Associate Member status in their marketing / curriculum vitae.
- Are permitted to say in correspondence that they are bound by the Rules of PSA.
- Are not permitted to say that they are in the highest category of membership of PSA, or words to that effect.



Professional Members

- Are not permitted to use the PSA logo in any materials.
- Are permitted to advertise or promote that they are Members of PSA with use of the officially provided PSA Professional Member digital membership badge.
- Are permitted to include in their marketing / curriculum vitae words to the following effect:
 - “Professional Member of PSA”.
 - “Has qualified as a Professional Member of PSA”.
- Are permitted to say in correspondence that they are bound by the Rules of PSA.
- Are not permitted to say that they are in the highest category of membership of PSA, or words to that effect.
- If they are no longer a financial member of PSA, must cease promoting that they are a Professional Member and remove all evidence of, and cease using, the Professional Member membership digital badge.

Certified Speaking Professionals (CSP)

- Are not permitted to use the PSA logo in any materials
- Are permitted to advertise or promote that they are a CSP and a Member of PSA with use of the officially provided CSP digital badge and PSA digital membership badge.
- Are permitted to include in their marketing / curriculum vitae words to the following effect:
 - “Member of PSA”
 - “Has qualified as a CSP Member of PSA”.
 - “Certified Speaking Professional”
 - CSP
- Are permitted to say in correspondence that they are bound by the Rules of PSA.
- Are permitted to say that they are in the highest category of membership of PSA, or words to that effect.
- Are not permitted to represent unfairly that they are more exclusive than is true.
- If they are no longer a financial member of PSA, must cease using the post nominals of CSP and remove all evidence of, and cease using, the CSP digital and PSA membership badges.

Other Digital Badges

From time to time, PSA will issue digital badges to indicate key relationships or roles; for example, Chapter President, Chapter Vice President, Convention Sponsors, PSA Alliance Partner etc. These can be used in email signatures, social media and websites and other relevant marketing materials.

