



# AGPAL Accredited Symbol Guidelines

Achieving AGPAL accreditation takes dedication, team work and a commitment to continuous quality improvement. When your practice achieves an accredited status, you're provided with all sorts of digital and hard copy materials to celebrate and promote your achievement.

## The AGPAL Accredited Symbol

The AGPAL Accredited Symbol is one way your patients and local community can be reassured that your practice has been recognised for your commitment to delivering safe and quality focused healthcare.



**Proudly AGPAL Accredited**

Our commitment to your safety and care

The symbol has also been placed on a range of consumer-friendly collateral to support you with informing your patients that when they visit your AGPAL accredited practice, your entire team is committed to improving and ensuring systems, processes, culture, service delivery and actions meet the RACGP Standards.

## Where to put the AGPAL Accredited Symbol?

- Stationery
- Business cards
- Signage
- Brochures
- Website
- Social media channels
- Email signatures, and
- Advertisements.

## Are you using the correct version?

Previous versions of the AGPAL Accredited Symbol will differ from the above image.

Please ensure you replace any existing, out-of-date stickers with the current version.



For personalised support, contact your AGPAL Client Liaison Officer:

📞 1300 362 111

✉️ [info@agpal.com.au](mailto:info@agpal.com.au)



## AGPAL Accredited Symbol guidelines

To ensure the integrity of the AGPAL Accredited Symbol is maintained, please follow these simple guidelines for correct use:

- The symbol should always be in proportion. Always lock ratio of height to width when resizing by holding the shift key.
- Symbol must always be legible and clear.
- Symbol must not be combined with any other image.
- Symbol must be presented on a clean, preferably white, background.
- The colour of the symbol must not be changed under any circumstances, but may be printed in monotone (black and white).
- Minimum symbol size is 10mm in height (size to remain proportionate).
- Colours should be presented as solid (100%) colours only, not tints.
- Ensure your practice is promoting the current symbol.

### Examples of incorrect use



Do not alter  
colour



Do not distort  
or clip



Do not alter  
transparency



Do not change  
orientation



## Technical specifications



### Colours



PANTONE 7687 C  
 CMYK 100 88 25 10  
 RGB 34 60 119  
 HEX #223C77



PANTONE 7546 C  
 CMYK 50 15 0 80  
 RGB 34 62 82  
 HEX #223E52



10mm

### Minimum size

Must not appear smaller than 10mm in height (measurements to remain proportionate)

## Contact us

Contact your Client Liaison Officer to replace any outdated stickers or electronic symbols:

1300 362 111

info@agpal.com.au

www.agpal.com.au

