Being an ACMHN Credentialed Mental Health Nurse

The Australian College of Mental Health Nurses (ACMHN) in association with its Credentialing for Practice Program has provided a logo for use by each Credentialed Mental Health Nurse (CMHN).

The intent of the logo is to promote Credentialed Mental Health Nurses through the use of a recognised logo. The logo will be identifiable as a mark of quality in mental health nursing.

The logo has been registered as a trade mark and therefore prevents anyone who is not a CMHN as approved by the ACMHN from using the logo.

Therefore, the correct use of the trademark is essential to protect the value of Credentialed Mental Health Nurses. All Credentialed Mental Health Nurses who are approved to use the logo must ensure that it is properly used as stated in the following policy. In addition, use of the logo in association with the ACMHN CPP must also be correct. Incorrect use of the logo decreases its value for Credentialed Mental Health Nurses and the integrity of the CPP.

This policy states the rules for the use of the CMHN logo and provides a guide to its use.

Rules

1. The Logo

2. Design and Colours
   a. The logo consists of two circles. The outer circle contains the words Australian College of Mental Health Nurses and the acronym CMHN. The inner circle consists of three disc heads holding hands forming the College logo.

   b. The colours are Green (Pantone 3308) and Purple (Pantone 7679) on a white background. The outer rim of the outer circle is purple and the inner rim is a thicker layer of purple. The rim of the inner circle is green and the MHN image is green.
3. Credentialed Mental Health Nurses

a. Approval of the Logo:
   i. Credentialed Mental health Nurses may apply to use the logo.
   ii. Approval for use of the logo by a Credentialed Mental Health Nurse is based on whether the applicant is currently credentialed and signs an agreement to adhere to the rules for use contained within this policy after which a logo will be provided.
   iii. Approval granted by the ACMHN to an individual as a primary user of the logo is not transferrable to another person or entity.
   iv. The logo may be used as long as the approved primary user’s credential has not expired, lapsed or been terminated.

b. Design and Colours
   i. The logo must be used in accordance with the registered trademark.
   ii. It must not be altered in design or colour but may be resized as long as its legibility is maintained.

c. Use of the Logo
   i. The logo can be used in the following ways:
      • In the Credentialed Mental Health Nurse’s signature block in correspondence or communication such as emails associated with the services provided as a Credentialed Mental Health Nurse.
      • In association with the title Credentialed Mental Health Nurse in a signature block.
      • On a business card advertising the Credentialed Mental Health Nurse’s services.
      • As a badge to be worn in association with the Credentialed Mental Health Nurse’s services.
      • On a website promoting the Credentialed Mental Health Nurse’s services. Every logo featured on a website is required to be linked to the ACMHN website www.acmhn.org
   ii. The logo must not be used:
      • On personal or business letterheads.
      • On Facebook, twitter or other social media personal or business accounts.
      • When the primary user’s credential has lapsed, expired or has been terminated.

4. Use of the Logo by the ACMHN
   a. Use of the Logo
      i. The ACMHN may use the logo in its official correspondence and on its website when advertising the Credential for Practice Program.
      ii. The logo may be used in materials and communication promoting the ACMHN and the Credential for Practice Program.
   b. Design and Colours
      i. The logo must be used in accordance with the registered trademark.
      ii. It must not be altered in design or colour but may be resized as long as its legibility is maintained.
5. ACMHN responsibility
   a. The ACMHN is responsible for keeping a record of approved primary users.
   b. The ACMHN holds the right to terminate the use of the logo by a primary user in
      association with:
      i. Any breaches of the Credential for Practice Program or membership requirements.
      ii. Non-compliance with the rules for the use of the logo as stated in this policy.
   c. The ACMHN reserves the right to vary this policy at any time.

Approved by the ACMHN Board 2017

Style Guide

1. Post nominal
   Being a CMHN is an important recognition of mental health nurses by the professional body
   for mental health nurses and, therefore, it is valuable to promote your status to your clients
   and professional team.

   As a CMHN you are entitled to use this abbreviation as a post nominal in the same way as
   you might use RN or BN. Its placement should be in accordance with conventional rules
   about the placement of a post nominal.

   For example: William S Brown DipMHN MN MACMHN RN CMHN

2. Using the Logo
   It is important that the logo is used consistently by each CMHN to ensure its recognition and
   to provide a professional appearance that reflects positively on the Credential for Practice
   Program. Therefore the design, colours and use must be reproduced exactly as set out in the
   rules and this guide. A logo will be provided and it may be resized but not altered.

   When using the logo, it must be associated with the CMHN and not be part of a business
   logo of another organisation as a credential is awarded to an individual only. Thus the logo is
   must be placed in apposition away from another business logo. When used on a website, it
   is required that the logo is linked to the ACMHN website at www.acmhn.org

   Example:

   William S Brown
   DipMHN MN MACMHN RN CMHN

   P: (02) 9988 7256
   F: (02) 9988 5789
   E: William.brown@domain.com