

As an FAAA Aged Care Specialist, you have achieved expert training and committed to ongoing professional development in the area of aged care advice. We encourage you to proudly promote your designation and let your clients, prospects and referral networks know of your achievement.

How can I promote my FAAA Aged Care Specialist designation?

Add the logo lock-up to your email signature and business stationery



FAAA Aged Care Specialist logo lock-up
(stacked)



FAAA Aged Care Specialist logo lock-up
(horizontal)

Add text to your email signature and business stationery

In a signature block:

John Smith CFP®
FAAA Aged Care Specialist

Display your certificate

As an FAAA Aged Care Specialist, you have successfully completed the Aged Care Steps Accredited Aged Care Professional™ program which provides you an attainment certificate which you can display in your office.

Where can I promote my FAAA Aged Care Specialist designation?

On any of these items, but only positioned next to your name:

- Stationery including business card, letterhead
- Email signature
- Website
- Advertising
- Promotional materials including brochures, bio
- Office signage
- Client documentation including Statements of Advice.

Top tips for using your designation

Your FAAA Aged Care Specialist designation is for your exclusive use as a FAAA Aged Care Specialist and can only be used while you uphold FAAA membership as an Ordinary member and maintain the annual continuing professional development (CPD) of 9 hours of aged care content per CPD year. To clarify, the following categories of FAAA membership cannot use the FAAA Aged Care Specialist designation: affiliate, student, graduate, support staff, retired and leave of absence. To reinstate after a leave of absence period please contact the FAAA via contact@faaa.au.

When using your FAAA Aged Care Specialist designation or logo, it should always sit next to your name, rather than near your company name, so it's clear that you are the individual holder of the designation.

Email signature examples

John Smith CFP®
SENIOR FINANCIAL PLANNER
Phone: 0400 123 456 | Email: jsmith@abcfp.com.au



John Smith CFP®
SENIOR FINANCIAL PLANNER
Phone: 0400 123 456 | Email: jsmith@abcfp.com.au



Business card example



Office signage

The logo lock-up in either stacked or horizontal format can be used for office signage, such as transparent decals or stickers. If using on glass, the logo sticker should be clear. On all other surfaces, the logo sticker should have a white background. Please note, the FAAA do not supply stickers or decals.

For designers

The FAAA Aged Care logo lock-up is available in PNG and EPS formats. Please ensure that the logo is reproduced on a white, light or transparent background. We recommend the PNG format for online use and the high resolution EPS format for printed material.

To help us manage correct brand usage, we ask that you send artwork approval requests to communications@faaa.au. We can work with you on the best placement for your material.