

# Guidelines for the HDAA Mark

Rules and guidance for the use of the HDAA Mark  
for HDAA Certified and Accredited Organisations



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Proclaim it to the land; proclaim it to the sea,  
Ask us what is the greatest thing in the world, and we shall reply  
**It is people, it is people, it is people**

## Introduction

All organisations that receive certification or accreditation in one or more of the quality assurance programs that HDAA assesses can use the HDAA Mark to demonstrate their achievement.

Please read this guide to ensure your organisation is eligible to use the HDAA Mark and is familiar with the rule of use.

To obtain the HDAA Mark for use, please contact us on [info@hdaa.com.au](mailto:info@hdaa.com.au) or by phone on 1800 601 696.

## General use of the HDAA Mark

The use of the HDAA Mark provides assurance to service users, patients, staff, stakeholders, regulators, general public and the business community of the organisations' commitment to maintaining an effective quality management system and level of care and service.

By following the rules and guidelines in this document, organisations may use the HDAA Mark in a variety of ways to emphasise attainment of quality standards requirements.

The HDAA Mark is available in three electronic file formats, each has two colour options that can be included on websites, business stationary, in brochures, reports or other materials to promote and celebrate attainment of quality standards requirements.

HDAA may occasionally provide certified organisations with other materials to assist promote their achievement of certification or accreditation status.

## Allocation of HDAA Mark

The HDAA Mark is used by organisations certified by HDAA to one or more of the following quality management systems standards.

The HDAA Mark can be used in either colour way in conjunction with the full name of the Standards that certification or accreditation has been provided for, as shown below.

### HDAA MARK

### FOR ORIGINATIONS CERTIFIED TO



- Diagnostic Imaging Accreditation Scheme



or



- National Safety & Quality in Health Services Standards
- Medicare Locals Accreditation



or



- Department of Human Services Standards
- Disability Service Standards
- Human Service Quality Standards
- National Standards for Mental Health Services



- ISO 9001:2008 Quality Management System



- New South Wales Disability Service Standards

## HDAA Mark structure

The shape and colouring of the HDAA Mark may not be altered in any way from the electronic files provided.

Certified and Accredited clients may select one or other colour way that best suites the situation the HDAA Mark is to be applied in.

## HDAA Mark file format

The HDAA Mark is available to certified organisations in full colour or grey scale in each of the following formats:

<b>JPEG</b>	Appropriate for use on websites and with documents created in Microsoft Office programs.
<b>PDF</b>	Appropriate for Microsoft Office programs and some printers.
<b>PNG</b>	Appropriate for designers, printers, publishers and when creating large copies of the HDAA Mark.

## HDAA Mark colour

To increase the recognition of the HDAA Mark organisations may reproduce the relevant approved mark in reverse to enable the image to stand out appropriate to where it is being used.

The HDAA Mark boarder is produced in Pantone 188C the tick is Pantone 180C and lettering is Process Black. The PMS spot colour requires a two colour process for printed material.

The colours are standard PMS and can be easily accessed and matched to the correct version.

The colours must be used as shown with no tone or tinting alteration.

## HDAA Mark size

**The minimum** size of the HDAA Mark (the image includes the clear space to ensure the HDAA Mark structure is not compromised) is:



20 mm across x 20 mm high

**The maximum** size the HDAA Mark can be reproduced may be determined by an organisation. The requirement is to maintain the clarity, quality and integrity of the HDAA Mark. The vector image electronic file (png) should be used for large size reproduction of the HDAA Mark.

## Rules of Use

### Definitions

**Accreditation:** awarded to health services following an accreditation assessment that demonstrates the particular Standards are met.

**Certification:** as defined by the relevant ISO requirement and awarded to organisations meeting the relevant Standards.

**Scope of Certificate:** Specifies the Standards attained, legal entity, central office, location of sites and service types included for accreditation or certification.

### Where the HDAA Mark may be used

By attaining certification status with HDAA, organisations have achieved a level of attainment in relation to the approved standards and are encouraged to promote this.

Organisations must use only the correct HDAA Mark as provided by HDAA.

The HDAA Mark may be used to promote an organisation's status in various ways including:

1. Display advertisements in newspapers, newsletters, journals and magazines.
2. Media releases or articles.
3. Stationery of all types.
4. Recruitment advertising.
5. Public and internal notices.
6. Sign writing on buildings, offices, vehicles, etc.

7. Websites of the organisation.
8. Promotional literature and documentation.
9. Staff apparel.
10. Annual reports, strategic plans or guides.

### Correct use of the HDAA Mark

Certified organisations will ensure that no certification document, mark or report or any part thereof, is used in a misleading manner.

The HDAA Mark must be used in a way that represents purely the scope of services assessed (such as specific sites or services within an organisation) and must not imply that other areas or aspects of the organisation are included.

If using the HDAA Mark in a document or on a website it must be positioned with text that is relevant to the scope of certification or accreditation.

The HDAA Mark must be used in accordance with these guidelines provided by HDAA and HDAA's general terms and conditions located at <http://www.hdaau.com.au>

The type font, colour pantone, and size of the HDAA Mark must be used as stated in the current "Guidelines for the HDAA Mark".

When the HDAA Mark is produced alongside another agency's or organisation's mark or logo the HDAA Mark must be of equal total size.

The HDAA Mark must NOT be placed on products, or packaging seen by the consumer or in any other way than may be interpreted as denoting product conformity.

When a Certified Service states that it is certified it may say:

1. “HDAA Australia Pty Ltd certified”; or is
2. “Certified by HDAA”.

When an Accredited Organisation states that it is accredited it may say it has achieved:

1. “HDAA Australia Pty Ltd accredited”; or is
2. “Accredited by HDAA”.

### Incorrect use of the HDAA Mark

Organisations cannot claim that certification or accreditation provides any guarantees regarding the quality of service provided.

Organisations may only use the HDAA Mark during the period of certification or accreditation.

The term “approved” is not correct when promoting certification or accredited status.

Incorrect use may result in suspension and or withdrawal of certification or accreditation.

### Describing your organisation’s achievement

The HDAA Mark can be used to promote the achievement of a certified organisation as follows:

- Achievement of Accreditation/  
Certification to (*Standards name*) provides  
Service Users/Patients with confidence  
that (*Organisation’s name*) have effective

management systems in place that are regularly reviewed.

- Achievement of Accreditation/Certification to the Standard demonstrates (*Organisation’s name*) commitment to quality of care and service.
- (*Organisation’s name*) services management system is structured to meet the needs of people who use them.
- (*Organisation’s name*) has met the requirements of the (*Standards name*) standards.

### The HDAA name use

When a certified organisation is referring to HDAA the name can be shown as HDAA or HDAA Australia Pty Ltd.

### Copyright protection

The HDAA Mark is protected by copyright and may only be used by organisations registered as certified by HDAA.

This right to use the HDAA Mark does not extend to organisation’s customers, supplier or parts of their organisation not included in the scope of the certificate.

The HDAA Mark only may be used to promote certification of accreditation; the HDAA company logo is not permitted to be used for this purpose.

### Contact us

To obtain the HDAA Mark for your organisations use please contact [info@hdaa.com.au](mailto:info@hdaa.com.au) or phone us on 1800 601 696.

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[www.hdaau.com.au](http://www.hdaau.com.au)