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# Guidance for Registrants

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Using the  
**AnthroMed<sup>®</sup>**  
PRACTITIONER UK/IE  
mark

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September 2013

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## Using the AnthroMed® mark

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### Introduction

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This brochure is intended to guide CAHSC registrants in the use of the AnthroMed® mark.

### What is the AnthroMed® trademark?

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The AnthroMed® mark is a visible sign for organisations and individuals that they belong to the international network of quality assured Anthroposophic Medicine<sup>1</sup>. It confirms that they meet the quality criteria set by AnthroMed GmbH.

In 2007 nine anthroposophic hospital and clinics in Europe became partners of the AnthroMed GmbH ( a not-for-profit company) in order to register the trademark AnthroMed®<sup>2</sup>. The aim of the trademark is to promote the development of Anthroposophic Medicine according to defined quality standards. This trademarking process is supported by and coordinated with the Medical Section at the Goetheanum, Dornach, through the International Coordination for Anthroposophic Medicine (IKAM).

AnthroMed GmbH, at the request of the Medical Section, made its trademark available to all organisations and therapists who can evidence that they meet the required quality criteria.

The AnthroMed GmbH and the IKAM have agreed that in the UK & Ireland the AnthroMed® mark will be available to individuals only through registration with the CAHSC.

The mark helps the public, service users and purchasers of anthroposophic health and social care services to easily identify those who are part of this international quality assured network.

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<sup>1</sup> In this context Anthroposophic Medicine includes related anthroposophic therapies, curative education/social pedagogy and social therapy.

<sup>2</sup> The AnthroMed® trademark was registered on 17.1.2008 at the Swiss Federal Institute of Intellectual Property, Berne, by AnthroMed GmbH with the registration number 566904.

It is therefore important to be consistent in the use of the mark and to maintain its appearance through accurate reproduction.

## The official AnthroMed® mark with specific subtitle for CAHSC registrants

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The AnthroMed® mark for CAHSC registrants is show below in colour and in greyscale.

### 1. Colour mark

**AnthroMed**®  
PRACTITIONER UK/IE

### 2. Greyscale mark

**AnthroMed**®  
PRACTITIONER UK/IE

## Who can use the mark?

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The use of the AnthroMed<sup>®</sup> mark with the specific subtitle is restricted in the UK & Ireland to anthroposophic health and social care professionals currently registered with the CAHSC.

To use the specific AnthroMed<sup>®</sup> mark for CAHSC registrants, you must first **read, sign and return** to the CAHSC registrar the '**Agreement for use of the trademark AnthroMed<sup>®</sup> by registrants of the CAHSC**'. This is attached as a separate document.

You must also fill out and return the **Request Form: AnthroMed<sup>®</sup> mark files** attached to this brochure.

## The aim of the mark

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The aim of the mark is to help distinguish those registered with the CAHSC, and therefore fulfilling the AnthroMed GmbH quality criteria, from other anthroposophic health and social care professionals. It is intended that it will become the international quality mark for Anthroposophic Medicine<sup>3</sup>, recognised by the public, service users and purchasers as a mark of quality, professionalism and good practice in anthroposophic health and social care.

## Why are these guidelines important?

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The AnthroMed<sup>®</sup> mark has been designed to project a strong, clear image to service users and the public. The mark for use by CAHSC registrants works as a whole and has three elements:

- *the typography*
- *the colour*
- *specific subtitle*

Consistency in the reproduction of the AnthroMed<sup>®</sup> mark for CAHSC registrants is important in building awareness of the mark and presenting a professional image of the AnthroMed network to the public, service users and purchasers.

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<sup>3</sup> Where Anthroposophic Medicine includes relevant anthroposophic therapies, curative education/social pedagogy and social therapy.

These guidelines are instructions for the proper use of the specific AnthroMed® mark for CAHSC registrants. They also outline certain restrictions on how the mark may be used.

The guidelines may not cover every situation. If you are in doubt as to how you may use the mark, please contact us before you use it.

Following these guidelines will enable you as a registrant to present a consistent, professional image.

## How to use the mark

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The AnthroMed® mark with the 'PRACTITIONER UK/IE' subtitle may be used on your practice and other promotional material (e.g. your stationery, leaflets, website) provided that the material meets the guidelines set out in the CAHSC Code of Practice (specifically detailed in the CoP for Anthroposophic Health Professionals clauses 109 -113).

The use of the AnthroMed® mark with the 'PRACTITIONER UK/IE' subtitle is limited to publicity material specific to the anthroposophic health or social care profession/s for which you are registered.

You may enlarge or reduce the mark proportionately, but must not alter the relationship between the elements or change the mark in any other way. You should make sure the mark is legible.

The mark must only be reproduced using the files provided for registrants by the CAHSC. You can apply for these files by filling in **Request Form: AnthroMed® mark files** attached to this brochure and sending it to the CAHSC office.

## How to use the e-files in printed and other media

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A vector file [.ai or .eps] of the logo is generally to be used for printed matter. This type of file is scalable and guarantees high quality print.

Pixel-based files [.jpg or .png] are supplied for using the logo in Office programmes such as Word or for internet programmes.

Use		File type	Files to use	Colour scheme
<b>Printing</b>	4 colour	vector	Logo_AnthroMed_PRACTITIONER_4c.ai Logo_AnthroMed_PRACTITIONER_4c.eps	CMYK
	2 colour	vector	Logo_AnthroMed_PRACTITIONER_HKS.ai Logo_AnthroMed_PRACTITIONER_HKS.eps	HKS special
	black&white	pixel	Logo_AnthroMed_PRACTITIONER_BW.jpg	Greyscale
<b>Internet</b>		pixel	Logo_AnthroMed_PRACTITIONER_RGB.jpg	RGB
<b>Office</b>		pixel	Logo_AnthroMed_PRACTITIONER_4c.png	CMYK

## Colour of the trademark

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Colour is an integral part of the mark. It aids quick identification. It is therefore important that the colour used is consistent. The AnthroMed<sup>®</sup> mark with specific subtitle may only be used in colour (orange and red) on white or in greyscale (grey and black) on white, as specified below. The use of other colours or tones is NOT acceptable.

	CMYK	HKS	RGB	Greyscale
<b>Orange</b>	c0 m65 y95 k0	HKS 6 N	r255 g122 b36	
<b>Red</b>	c17 m100 y62 k60	HKS 16 N	r148 g43 b46	
<b>Orange</b>				60% black
<b>Red</b>				100% black

## What not to do

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- You may **not** use the AnthroMed® mark without the 'PRACTITIONER UK/IE' subtitle.
- You may **not** change the AnthroMed® mark with the 'PRACTITIONERUK/IE' subtitle in any way, except for resizing proportionately. That means **you may not**:
  - disassemble or recreate the logo
  - condense or stretch the logo
  - create outlines of the logo
  - redesign or add elements to the logo
  - create 3D versions of the logo
  - change the colours of the logo.
- You may not use the mark in any way that implies, or could be taken to imply, that you are other than a practitioner in your CAHSC registered profession/s.
- You may not, for example, use the mark in any way that implies that you are a representative of AnthroMed GmbH, have the authority of AnthroMed GmbH or that your published material has been produced or endorsed by AnthroMed GmbH.
- You may not, for example, use the mark to imply that any training course run by you is endorsed or approved by AnthroMed GmbH or the CAHSC.
- You may not use the mark on any product such that endorsement of the product by AnthroMed GmbH or the CAHSC is implied.
- You may not use the mark in any specific instance where AnthroMed GmbH or the CAHSC has withheld its approval.
- You may not use the mark in any way that may bring AnthroMed GmbH, other AnthroMed® mark licensees, the CAHSC or its registrants into disrepute.

Please let us know if you become aware of any unauthorised or inappropriate use of the AnthroMed® mark.



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## Request form: AnthroMed® mark files

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**Name:**

**Address:**

**Postcode:**

**Registration Number:**

**email:**

I request the specific AnthroMed® mark file for CAHSC registrants.

I have signed the agreement for the use of the AnthroMed® trademark.

I agree to the conditions of use as set out in *Guidance for Registrants: Using the AnthroMed® mark September 2013* and to any other subsequent relevant guidance.

**Signature:**

**Date:**

**Send your completed form to:**

The Registrar  
 CAHSC Office  
 St Devenick's  
 Murtle Estate  
 Bielside  
 Aberdeen  
 AB15 9EP

Admin use only	
Recd	
Ack	
File sent	
DB	

## Contact us

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If you have any questions about the use of the mark,  
please contact us.

**AnthroMed**<sup>®</sup>  
PRACTITIONER UK/IE

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CAHSC Office  
St Devenick's  
Murtle Estate  
Bielside  
Aberdeen  
AB15 9EP

RO: Raphael Medical Centre  
Coldharbour Lane  
Hildenborough  
Tonbridge  
Kent  
TN11 9LE

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t: **01224 869844**  
e: [admin@cahsc.org](mailto:admin@cahsc.org)

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**[www.cahsc.org](http://www.cahsc.org)**

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