

Accredited specialist marketing guidelines



Information and clearance

To clarify any aspects of this guide, obtain further information, or seek permission for exceptions to the requirements set out in this booklet, contact the Specialist Accreditation Executive.

Specialist Accreditation

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Published by QLS Marketing and Engagement
Queensland Law Society Law Society House
179 Ann Street Brisbane Qld 4000

Version 1.0
Updated December 2023

Introduction

Displaying your QLS Accredited Specialisation will ensure that the public and your peers are aware of your expertise as an Accredited Specialist.

We have developed these guidelines to demonstrate how you can promote your specialisation and to ensure consistency across the QLS Accredited Specialisation brand.

Promoting your QLS Accredited Specialisation

To protect the value of your credentials, the Accredited Specialisation Board has developed these Guidelines that explain how and where you can use the Accredited Specialist logo and post-nominals to the best possible effect.

Use of terms

It is important to note that individuals are accredited as Accredited Specialists, not firms or organisations. Firms and organisations can describe themselves as “Specialist Firms” and/or having Accredited Specialists in particular practice area, but not the firm itself being an “Accredited Specialist”.

Correct use Full title	Incorrect use Full title
Peta Neilsen is an Accredited Specialist in Family Law	Peta Neilsen is Specially Accredited
Tim Tran – Accredited Specialist in Family Law	Tim Tran – Accredited Specialist
Lilly Fernandez, Accredited Specialist – Family Law	Lilly Fernandez – is a specialist who is accredited in Family Law
Ahmed Naser, Accredited Specialist (Family Law)	Ahmed Naser is Accredited in Family Law
We have an Accredited Specialist in Family Law	Robert Lang is accredited in Family Law as a specialist
We have Accredited Specialists in Family Law and Property Law	We are Accredited Specialists in Family Law and Property Law

The term ‘specialist’

The use of general terms such as ‘specialist’ and ‘expert’ are outside our ambit. These terms are a more general indication of expertise in a particular field and may in fact be legitimately used by persons who have a wealth of experience in that field but have not obtained Specialist Accreditation from Queensland Law Society.

Post-Nominals

Post-nominals are letters placed after a person's surname to indicate a qualification or award, eg LLB. They may be incorporated into marketing materials or materials such as business cards, email signatures, website or social media and speaking profiles.

Accredited specialists are entitled to promote their accreditation by means of titles such as "Accredited Criminal Law Specialist" and "Accredited Specialist in Criminal Law".

Post-nominals must be in the form set out below:

Business law	AccS(Bus)
Commercial Litigation	AccS(ComLit)
Criminal Law	AccS(Crim)
Family Law	AccS(Fam)
Immigration Law	AccS(Imm)
Mediation	AccS(Med)
Personal Injury Law	AccS(PI)
Property Law	AccS(Prop)
Succession law	AccS (Succ)
Taxation Law	AccS(Tax)
Workplace Relations Law	AccS(WR)



Queensland Law Society accredited specialist logos

As an accredited specialist you are entitled to promote yourself through various fields of advertising. Some of these may include yellow pages advertisements, press advertisements, stationery, website content and more. These guidelines are intended to outline the key aspects for correct usage of the logo and post-nominals (the abbreviated form of a person's qualifications), on all promotional material.

Correct usage of the accreditation logo is vital. It is your stamp of identification to those who are seeking specialist services. When using the logo the guidelines for use must be adhered to for all items of communication.

Important

The logo must always be placed in close proximity to the name of the accredited specialist. It is unacceptable to place the logo near the firm name or the name of a practitioner who is not an accredited specialist.

The link between the logo and the name of the individual is paramount.

Queensland Law Society accredited specialist logos

Logo selection

The accredited specialist logos must only be used in the below colours and formats.

The logo may be printed as:

- blue (PMS 285) and black, or
- grey and black, or
- black.

IMPORTANT: The use of any other colour (including white) is strictly prohibited from use.

Colours

Black

CMYK – 0, 0, 0, 100

RGB – 0, 0, 0

Blue

Pantone – PMS 285

CMYK – 89, 43, 0, 0

RGB – 0, 124, 195



Clear space

Logo use should allow for a minimum clear space around the logo. Minimum clear space is equal to the white space between the text and the skein as shown (*right*).



Logo variations

Each variation must be used with post-nominals



Accredited specialist logo usage guidelines

Logo placement must always be in close proximity to the name of the accredited specialist and not the firm.

- 1 The Queensland Law Society Accredited specialist logos have a minimum height of 10mm for print, or 50 pixels at 72dpi for digital use. Logos should not be scaled to less than this size.
- 2 When displaying the logo alongside the name of the accredited specialist, at sizes larger than the minimum, the logo size must remain proportional to the font size used for the name of the accredited specialist.
- 3 At sizes larger than the 10mm or 50 pixel minimum height, the logo should be no more than three times the height of the font of the accredited specialist's name to which it relates.
- 4 Accredited specialists practising in a firm with multiple offices should clearly identify which office they are based by indicating the office location in brackets after their specialisation.
- 5 If advertising an individual's specialisation in a locality other than where they are in substantial practice, the advertisement must clearly acknowledge that there is no accredited specialist in that locality.

Example

The advertisement must clearly state...

"N.B. There is no accredited specialist in the Cairns office."

Accredited specialists who are sole practitioners

Jane Smith LLB AccS(Fam)



Unit 1/23 Road Street
BRISBANE Qld 4000
P 07 1234 5678
F 07 1234 8765

Example letterhead

Jane Smith
LLB AccS(Fam)



Unit 1/23 Road Street BRISBANE Qld 4000
P 07 1234 5678 | F 07 1234 8765 | j.smith@theinternet.com

Example business card

**Jane
Smith**



**First for
Family Law**

Pient accullabo. Nem sin
renimodici ilis eatus mosapis ea
comnihicit plata etur sanimus,
incit endem re et fuga. Ut fugia
voluptatem haribus volendi
cipsam qui bero tem fugitent,
apictur reribusam ut fugia serchil
lorporit quidi blaut hari bernati
uribea eari occabore vent rerorio
consectasim erspedi tet poribus
eaquam simus reium.

Unit 1/23 Road Street BRISBANE Qld 4000
P 07 1234 5678 | F 07 1234 8765
www.theinternet.com | j.smith@theinternet.com

Example print or online advertisement

One accredited specialist in the firm

ABC Law Firm

ABC Law Firm

Unit 1/23 Road Street
BRISBANE Qld 4000
P 07 1234 5678
F 07 1234 8765

Partner

Jane Smith LLB AccS(Fam)



Solicitor

Ned Jones LLB

Example letterhead

ABC Law Firm



Jane Smith LLB AccS(Fam)
Partner

Unit 1/23 Road Street BRISBANE Qld 4000
P 07 1234 5678 | F 07 1234 8765 | j.smith@abclaw.com

ABC Law Firm

Ned Jones LLB
Solicitor

Unit 1/23 Road Street BRISBANE Qld 4000
P 07 1234 5678 | F 07 1234 8765 | n.jones@abclaw.com

Example business cards

ABC Law Firm

**First for
Family Law**



Jane Smith
LLB AccS(Fam)

Ned Jones LLB
Arthur Brown LLB
John Smith LLB

Unit 1/23 Road Street BRISBANE Qld 4000
P 07 1234 5678 | F 07 1234 8765
www.abclaw.com | law@abclaw.com

Example print or online advertisement

More than one accredited specialist in the firm

ABC Law Firm

ABC Law Firm

Unit 1/23 Road Street
BRISBANE Qld 4000
P 07 1234 5678
F 07 1234 8765

Partner
Jane Smith LLB AccS(Fam)



Solicitor
Ned Jones LLB AccS(Fam)



ABC Law Firm

ABC Law Firm

Unit 1/23 Road Street
BRISBANE Qld 4000
P 07 1234 5678
F 07 1234 8765

Jane Smith LLB AccS(Fam)
Ned Jones LLB AccS(Fam)



Yours sincerely,

Jane Smith LLB AccS(Fam)



Family Law Accredited Specialists

Jane Smith (Brisbane)
Arthur Brown (Cairns)

Business Law Accredited Specialist

Ned Jones (Brisbane)

Example letterhead

ABC Law Firm



Jane Smith LLB AccS(Fam)
Partner

Unit 1/23 Road Street BRISBANE Qld 4000
P 07 1234 5678 | F 07 1234 8765 | j.smith@abclaw.com

ABC Law Firm



Arthur Brown LLB AccS(Fam)
Solicitor

Unit 1/23 Road Street BRISBANE Qld 4000
P 07 1234 5678 | F 07 1234 8765 | a.brown@abclaw.com

ABC Law Firm

John Smith LLB
Partner

Unit 1/23 Road Street BRISBANE Qld 4000
P 07 1234 5678 | F 07 1234 8765 | j.smith@abclaw.com

Example business cards

ABC Law Firm

First for Family Law



Jane Smith
LLB AccS(Fam)

Arthur Brown
LLB AccS(Fam)

Ned Jones LLB
John Smith LLB

Unit 1/23 Road Street BRISBANE Qld 4000
P 07 1234 5678 | F 07 1234 8765
www.abclaw.com | law@abclaw.com

Example print or online advertisement



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