

## WCPT takes a leap forward in corporate communication



**April has been a big month for WCPT's corporate image, with various initiatives ensuring that the confederation communicates in a coordinated and effective way.**

At a reception held at WCPT's headquarters in London during the Executive Committee's meeting, President Marilyn Moffat launched the confederation's new website, now neatly split into eight sections and including for the first time a fully web-based version of WCPT News. She applauded the website for its clarity, and the ease with which information can now be shared.

With the confederation's website and WCPT News re-launched, the Executive Committee also approved a new policy on the WCPT brand. This sets out the need for consistency in the way the logo and visual identity are used, in order to maintain a strong visual and cultural image of the confederation.

It states that the logo must never be changed by those using it, and encourages the use of approved fonts and layouts in all materials produced representing WCPT. It encourages the use of WCPT's vision statement "WCPT moving physical therapy forward", and also emphasises that the closely defined corporate image of the confederation is closely linked with:

- the mission and objectives of the confederation as set out in its articles of association
- the positive outcome of its work through its member organisations and its impact on the physical therapy profession and global health
- the future aspirations of the confederation.

# WCPT NEWS

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As part of its determination to project a strong and consistent brand image for the confederation, WCPT has produced a new set of logos that allow member organisations to brand themselves as members of WCPT. This will enable them to promote WCPT from their websites, and also allow them to clearly associate themselves with the global body for physical therapists and its values.

Logos and corporate guidelines on the use of WCPT artwork will shortly be available to member organisations on the WCPT website. For more information, contact [mlockner@wcpt.org](mailto:mlockner@wcpt.org)

