

Official Marks Style Sheet

A quick reference for physiotherapists*

Introduction

Consistent use of common words and abbreviations describing the physiotherapy* profession and its service provision to the Canadian public are key in physiotherapists' communications with Canadians about the physiotherapy profession.

That's why we've developed this style sheet. Through your advertising, communications and marketing material, you can help to protect the public interest by using these words in a consistent manner. Public protection is enhanced if individuals know that all practitioners calling themselves physiotherapists, physical therapists*, or physiothérapeutes* have been licensed by their provincial/territorial regulator.

This style sheet lists the words that have been 'officially marked'¹ and suggests how you may display them. It also contains three options to explain the intent of the words and abbreviations, an example of appropriate and inappropriate use and suggestions about which option may suit which material.

The suggestions contained in this style sheet are meant to offer you some ideas on how you can further distinguish or identify your role and services within the profession. For more specific information, contact your provincial/territorial physiotherapy regulator.

Official marks

Here are the words and abbreviations that have been registered as official marks. They describe both who works within the physiotherapy profession (*title words*) and what they do (*practice words*).

| <i>English title words</i> | <i>French title words</i> | <i>English practice words</i> | <i>French practice words</i> |
|----------------------------|---------------------------|-------------------------------|------------------------------|
| Physiotherapist | Physiothérapeute | Physiotherapy | Physiothérapie* |
| Physical therapist | | Physical therapy* | |
| PT* | pht* | | |

Provincial/Territorial Regulations

Provincial and territorial regulations for the protection of physiotherapy and related words officially marked under federal jurisdiction:

| Province/Territory | Title words | Practice words |
|---------------------------|--------------------|-----------------------|
| Yukon | Yes | Yes |
| British Columbia | Yes | No |
| Alberta | Yes | Yes |
| Saskatchewan | Yes | No |
| Manitoba | Yes | No |
| Ontario | Yes | No |
| Quebec | Yes | No |
| New Brunswick | Yes | Yes |
| Nova Scotia | Yes | Yes |
| Prince Edward Island | Yes | Yes |
| Newfoundland & Labrador | Yes | Yes |

*Physiotherapist and related words are official marks used with permission by registered physiotherapists.

¹Official Marks are marks that are protected through the federal government, specifically the Canadian Intellectual Property Office. Similar to a trademark, having an official mark ensures an organization can protect the right to use the word(s).

How to distinguish the official marks – asterisk*

We have not chosen any specific fonts, typefaces, colours, logo or seal to highlight the words as an official mark. You probably have your own favourite font or corporate colour. Or you may have a logo with the word physiotherapy or physical therapist within it. There is no need to change it.

Rather, we have developed three options with wording that explains the intent behind the official marks protection. Where appropriate, we recommend that you use an asterisk to highlight the word and provide additional detail in a footnote, at the bottom of the page or in another area wherever appropriate.

How to describe the official marks – three wording options

Each option provides less detail than the previous one. They're meant to provide you with various options depending on the available space. On a poster for example, you may want to use Option 3 whereas on a longer document such as a newsletter that offers more space, Option 1 may be more appropriate. Option 2 may be appropriate for letters or news bulletins. The final decision is yours. Whichever option you choose, please use the words exactly as provided:

Option 1

** Physiotherapist and related words are official marks used with permission by registered physiotherapists.*

Option 2

** Physiotherapist and related words are official marks used with permission.*

Option 3

** Official mark.*

When you should highlight the words as official marks

The intent of registering these words as official marks is to assure the public that people practicing physical therapy or physiotherapy and organizations offering physical therapy and physiotherapy education or services are licensed practitioners and entitled to use these words. It's not meant to restrict those writing generally about the profession.

If you're writing generally about the profession, you don't need to highlight the word. Here's an example. "The physiotherapy profession helps Canadians achieve optimal health." Since you're speaking very generally about the profession and not about your role specifically, it's not necessary to highlight the word. Nonetheless, if you want to highlight to the reader that these words have special meaning, you can choose to mark them with an asterisk.

However, if you're writing an article about your specific role in the profession, you should highlight the word as an official mark as in these examples. "I've been a physical therapist* for 25 years." "I've been practicing physical therapy* for almost three decades."

Example

Here's an example of text where some words are highlighted as official marks and some are not. An explanation follows.

As a physiotherapist, I've worked with many people to help them improve their health and well-being. Along with my colleagues in the physiotherapy profession, we've noticed that more and more people are understanding the benefits of physiotherapy* treatments. As a physiotherapist, I'm delighted that our profession is gaining such attention.*

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The first reference to physiotherapist is highlighted because it refers to the individual. The reference to the physiotherapy profession is not highlighted because it refers very generally to the profession and is not advertising specific services. Physiotherapy treatments are highlighted because they refer to specific services provided only by registered physiotherapists. Note that even though physiotherapist appears again in the document, it is not asterisked again. Each word only needs to be referenced once.

Suggestions about which materials to highlight

Here are some common advertising, communications and marketing materials with some ideas about which wording option may be appropriate. Please keep in mind that these are merely suggestions. You know your own communications and marketing material best and which options, if any, are most appropriate and when.

You may decide that you don't have enough room on your business card to add additional detail about the official marks and that's fine. However, where you feel it's most appropriate and possible without cluttering your design, we encourage you to add additional information about the official marks.

Materials where Option 1 and 2 may be appropriate

- Articles
- Documents
- Books
- Web sites

Materials where Option 3 may be appropriate

- Business cards
- Letterhead
- Posters
- Brochures and pamphlets

Materials where it's not necessary to highlight the word

- Envelopes
- PowerPoint® presentations