

Proud to be a Registered Translator self-promotion pack

Your commitment to professional standards as a Registered and Regulated Public Service Translator (RPST) is what marks you out from the crowd. We want to help you to make the most of your registration, so have produced a small pack of marketing items to use in promoting your services and professional status to your prospective clients.

This marketing pack includes:

- 1. Two 'Proud to be' NRPST registered logo designs**, one with the 'Accredited' stamp and one without. You are welcome to use either, but not both together. Choose a logo to use on your business stationery, social profiles and in your email signatures to demonstrate to clients that you are a professional who can be trusted and relied upon. However, please note the below usage guidelines, which exist to protect your registered status:

Logo usage guidelines:

- These logos can only be used by NRPST Registered Translators
 - Logos should not be provided in place of the NRPST Photo ID Card as proof that you are NRPST registered.
 - Logos should not be used in such a way as to imply that you are an employee, officer, official representative, partner or supplier of NRPSI Ltd.
 - Logos are made available as JPEG files, one of the most common design file formats, to minimise compatibility issues. This file format can be used for print and digital purposes. However, please note that if you over-increase the size of the logo/image used, then it will affect its resolution – meaning it will distort.
 - If you need to resize the logo used, please ensure that the ratios of the image are protected so that if, for example, you change its height, the width changes proportionally. This will prevent the logo from appearing stretched or distorted.
 - Please ensure you give sufficient space to the logo used so that it stands out and isn't distorted by other text, logos or graphics.
- 2. An A4 infosheet listing your key credentials as an RPST** that you can print out and give to your prospective clients – such as your local GP surgeries, solicitors, police stations and Citizens Advice Bureaux.

There are two versions of this PDF document. One includes a contact form that you can complete with your contact information. You can type into the form fields before printing the document or print it out before completing it by hand.

The other version doesn't include the contact form. You might prefer to print this version and attach a business card instead.

Note, the infosheet is designed for home printing. You can also choose to print it in greyscale (black and white) to save on ink.

- 3. A LinkedIn banner** that you can insert behind your profile picture.

Here is a step-by-step guide to uploading/changing the banner behind your profile picture:

- Click the Me icon at the top of your LinkedIn homepage
- Click View profile
- Click the Pencil icon in the upper right of your introduction section
- Click the option that applies: Upload photo or Change photo

- Select the Proud to be a Registered Translator LinkedIn Banner JPEG from your computer, and click Open
- Click Apply
- The image will upload automatically

Note, there is no need to resize or adjust the image.

4. A choice of LinkedIn post designs

These posts are sized and optimised for use on LinkedIn, so there should be no need to adjust their size. You can choose to use one or more posts.

We hope you find this pack of use in promoting your credentials and professional status.

Should you have any feedback on this resource, please email admin@nrpst.org.uk using the email subject line: 'Proud to be a Registered Translator Self-Promotion Pack'.