

Southern Cross Registry Seal

Use Guidelines for Registered Practitioners — Version 1.0, 2026

What is the Southern Cross Registry Seal?

The Southern Cross Registry Seal is the visual identifier issued to all practitioners registered in the Southern Cross Registry, administered by Creative Women's Association (CWA). It confirms that the holder holds a valid Unique Provenance Identifier (UPI) and is a verified member of Australia's first cultural provenance registry.

The Seal is a membership and provenance instrument. It is distinct from the Southern Cross Mark, which is a certification mark registered at IP Australia specific to Australian cloth. The Registry Seal applies to all registered practitioners across all disciplines — textiles, ceramics, jewellery, woodwork, leather, and all other craft and cultural production.

Files Included in Your Seal Package

Filename	Format	Recommended Use
SouthernCrossSeal.png (500×700)	PNG	Standard digital use — website, about page, digital collateral
SouthernCrossSeal_small.png (250×350)	PNG	Small-format digital use — email signatures and footers
SouthernCrossSeal.svg	SVG	Master file — scales to any size without quality loss. Use wherever SVG is supported

Correct Use

- Display the Seal on your website, in your email signature, on your Southern Cross Marketplace shop page, and in relevant professional communications as confirmation of your verified provenance registration.
- The Seal may appear on a white or light background. Do not place it on a dark or strongly coloured background.
- Maintain clear space around the Seal equal to at least the width of the outermost ring on all sides.
- Do not scale the Seal below 120px wide in digital use, or below 25mm wide in print.
- The Seal must always appear in its original CWA red (#ca0013) on white, or in white on a CWA red background. No other colour combinations are permitted.
- When displaying the Seal digitally, link it to your Southern Cross Registry listing at creativewomensassociation.org/registry/ wherever technically possible.

Prohibited Use

- Do not recolour, distort, rotate, crop, or modify the Seal in any way.
- Do not use the Seal to imply government certification, regulatory approval, or any endorsement beyond membership of the Southern Cross Registry.
- Do not use the Seal in connection with products that have not been registered under your UPI.
- Do not share, transfer, or sublicense the Seal to any other individual or entity.

- Do not reproduce the Seal in print at dimensions below 25mm wide.
- Do not use the Seal after your Southern Cross Registry registration has lapsed, been suspended, or been cancelled.

Distinction from the Southern Cross Mark

The Southern Cross Registry Seal and the Southern Cross Mark are distinct instruments and must not be confused or used interchangeably.

	Southern Cross Registry Seal	Southern Cross Mark
What it is	Membership and provenance identifier	Certification mark — IP Australia registered
Who holds it	All registered practitioners across all disciplines	Australian cloth producers meeting full specification
What it certifies	Verified UPI registration in the Southern Cross Registry	Australian cloth provenance to Southern Cross standard
Legal standing	CWA registry membership instrument	IP Australia certification mark

Lapsed or Cancelled Registration

If your Southern Cross Registry registration lapses or is cancelled for any reason, you must immediately cease all use of the Southern Cross Registry Seal and remove it from all digital and physical materials. CWA reserves the right to publish the names of practitioners whose registrations have been cancelled on the Revoked Practitioners Register.

Questions and Alternative Formats

If you require an alternative format, size, or have questions about permitted use of the Southern Cross Registry Seal, contact Creative Women's Association at cwa@creativewomensassociation.org