

Who is MACP?

MACP is an association and a trade union representing Counsellors in Malta. Our aim is to promote and protect our members' rights.

We also seek to develop the Counselling profession in Malta. This is achieved by:

- Investing in the professional development of our members through the provision of specialised training and workshops.
- Promoting ethical standards amongst its members in order to safeguard counsellors' and clients' rights.
- Promoting awareness about mental health and bring active agents in the creation of Counselling opportunities in various institutions.

What is Counselling?

Counselling is a talking therapy. In therapy, clients and their counsellor set time aside to engage in a therapeutic relationship with the aim of helping the client achieve their personal goals. This might include talking about life events (past and present), feelings, emotions, relationships, ways of thinking and patterns of behaviour.

Logo brief

Professional but fresh and clean

- What we are trying to achieve is a familiar, or household, logo that is fresh and approachable. The most important factor is that the logo should not be too corporate.

Target audience

- All gender identities
- All ages
- Multinational, multi-ethnic, multi-religious and multicultural

Versions

- Usable on different platforms and sizes
- Should not be a clipart
- Should not be used from stock imagery

Colours

- A lively, but not bright colour

Keywords

- Talk therapy
- Therapeutic relationship
- Wellbeing
- Social advocacy

Deadline

31st January 2020

MACP reserves the right to request any changes to the winning participant(s).
Logo will be the sole property of MACP

