

BOARD OF ARCHITECTS MALAYSIA

(P.O. Box 12695, 50786 Kuala Lumpur)

GENERAL CIRCULAR NO. 3/1997

GUIDELINES ON ADVERTISING BY ARCHITECTS

1. INTRODUCTION

- 1.1 These guidelines are issued pursuant to the provisions in the Code of Conduct for Architects under the Architects Rules 1996 to elaborate on and provide guidance to Architects on various activities which may be deemed to be described as "advertising".
- 1.2 The purpose of advertising irrespective of whether or not the cost is borne by the Architect, is to enable Architects to inform the public of the availability of his professional services. In so doing, it may also be necessary to disclose all other relevant information connected therewith. It is an essential activity of marketing and promotion undertaken either directly or indirectly by the Architect and is considered to be in the public interest. In addition, Architects are encouraged to take pride in their works and to accept continuing responsibility by disclosing this fact in sales brochures and other related documents issued to potential purchasers as well as to acknowledge authorship by signing their completed building in a permanent manner.
- 1.3 As a prerequisite for all marketing or promotional activities undertaken by an Architect it is expected that it will be informative and not in any way cheapen the image of or cause the profession to be discredited or ridiculed by the public. **Should there be any doubt as to the appropriateness or otherwise of the proposed action, guidance or prior clearance should be obtained from the Board.**

2. FACTUAL INFORMATION

All information disseminated by the Architect to third parties shall be factual in the description of the Architect's qualifications, affiliations, organisation and experience relating to projects proposed, in progress or completed. For projects on which the Architect may have been involved in a previous capacity the part played by the Architect shall be accurately described and credit must be given to the firm in which such work was undertaken.

3. ADVERTISEMENTS FOR TENDER INVITATIONS, PROFESSIONAL APPOINTMENTS, ETC.

Advertisements for invitations to tender, professional appointments and change of address may disclose the full particulars of the Architect's practice and may incorporate its logo. No restrictions are applicable to the disclosure of the identity or profession of the Architect nor the size or design of such advertisements except that they should be appropriate for their intended purpose of attracting the desired degree of attention. As the design and layout of such advertisements will reflect on the design capabilities and professional status of the Architect, care should therefore be exercised in its design to create the desired image.

4. ENTRIES IN DIRECTORIES AND OTHER PUBLICATIONS

The range of directories and other publications in which Architects are permitted to pay for shall comprise any publication of the Board, Pertubuhan Akitek Malaysia (PAM), Architects Regional Council Asia (ARCASIA), International Union of Architects (UIA) and the Commonwealth Association of Architects (CAA) either directly or through any of their respective authorised publishers as well as any directory, newsletter, magazine or trade or professional journal for which specific prior approval of the Board has been granted.

5. SIGNING OF BUILDINGS

Architects are encouraged to sign buildings for which they are the Architects. Such signage should be in a visible location and should be in a form which will be permanently displayed and should include useful information such as the year in which the building was completed and the Architect's registration number.

6. OFFICE AND PROJECT SIGNBOARDS

Architects are permitted to affix onto their office premises the names of their practices in such a manner, of appropriate size and incorporating their logos to provide the desired identity. Project signboards providing the information required by any legislation may be erected on sites and may be of an appropriate size and style, and incorporating the logo of the Architect's practice for convenient legibility to the public.

7. ANNOUNCEMENT

Announcement or felicitation advertisements in the press may contain the name and professional status of the Architect as well as incorporating the logo of the practice as may be appropriate.

8. SALES AND PROMOTIONAL BROCHURES AND ADVERTISEMENTS

The publication of the names and particulars of the Architects (including their registration numbers) of works intended for sale to the public, in sales and promotional brochures and advertisements is encouraged by the Board. This is in line with the principle of disclosure of essential information to potential purchasers or users.

9. ELECTRONIC MEDIA

Architects may pay for and utilise all available forms of electronic media for the promotion of their services provided the criteria as set out in sub-paragraphs 1.2 and 1.3 above are fully complied with.

This General Circular shall come into force from the date of this Circular.

By order of the Board



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(ZAINAB bt. MOHAMED)

Registrar

9 December 1997