

Accreditation logos

Our accreditation logos should appear in our BCS corporate green, Pantone 3425: **c100 m0 y80 k40**, R0 G105 B65, #006633

However, they can appear in black where printing restrictions may apply e.g. fax and internal memos etc.

On printed items the preferred position for our accreditation logos is bottom left, or in special circumstances, bottom right.

Where possible, accreditation logos should be printed in 4 colour. For this reason the files for print are provided as 4 colour process, cmyk, eps, vector files.

Please note our accreditation logos should not be modified in any way.

Should you require the logo in any other format please contact your BCS account manager.

Exclusion zone

It is important to maintain an exclusion zone around the accreditation logo to protect it from other visual and graphic elements. The minimum amount of clear space is shown opposite.

Minimum size

The logo should not appear any smaller than 8mm in height.



The exclusion zone should be equal to the height of the capital 'A' in 'Accredited'.



Intellectual property

The following offers brief guidance to our intellectual property in regard to our logos, copyright and infringements.

Our logos distinguish our products and services from those of other organisations.

Our logos add value to our products and services and are valuable assets which must be protected at all times against unauthorised use.

Our logos may only be used by organisations that have our consent to use them. These include (but are not limited to): **Approved Centres, Courseware Providers, Automated Test Providers, Accredited Training Organisations, Examination Providers, Distributors, Group Members and Professional Development Services Providers.**

The licence given to any of these organisations is personal to the organisation and specific to their licensed activity or product. The licence does not transfer any ownership of the intellectual property rights, title or interest in our name.

Any licence we give relating to the use of our logos will require an organisation to keep strictly to the terms of the licence and our Brand Guidelines. One of the requirements will be to use the logos only in the form, colour and design that we give and the logos must not be altered or added to in any way.

If an organisation does not keep to these terms, we may bring the licence to an end and require the organisation to remove our logos from all of their media and materials.

Copyright

Copyright grants the creator of an original work exclusive rights to its use and distribution.

Our materials such as marketing literature, advertisements and publications are copyright protected which means that unless we consent to a third party using these materials, only we may reproduce and use them.

Any third parties who wish to reproduce our material must apply for our prior written consent to do so.

Infringements

There will be a trademark infringement if an organisation uses one of our logos without our prior consent or does not keep to the licence terms. This will include an organisation using our logo or a similar logo for its own products or services.

There will be a copyright infringement if an organisation uses our copyrighted materials without our prior consent or does not keep to the licence terms. This will include an organisation reproducing our copyrighted material for business purposes.

If you suspect an organisation has committed a copyright or trademark infringement or if you have any information and/or concerns, please contact your BCS account manager.