



Logo Usage Policy

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1. Introduction

LICQual UK recognizes the importance of its logo as a symbol of credibility and quality. The logo represents the values and professionalism of the awarding body and must be used consistently and appropriately. This policy outlines the correct usage of the LICQual UK logo, ensuring that it is always displayed in a manner that reflects the integrity and reputation of the organization.

2. Purpose of the Policy

The purpose of this policy is to:

- Establish guidelines for the proper use of the LICQual UK logo by Accredited Training Centres (ATCs), employees, partners, and other stakeholders.
- Maintain the integrity and consistency of LICQual UK's brand identity.
- Prevent misuse of the logo that could potentially damage the reputation or credibility of LICQual UK.

3. Scope and Applicability

This policy applies to:

- All employees and staff of LICQual UK.
- All Accredited Training Centres (ATCs) using the LICQual UK logo in their marketing, documentation, and communication.
- All partners, suppliers, and other external stakeholders authorized to use the LICQual UK logo.

4. LICQual UK Logo Usage Guidelines

- **Correct Logo:** The logo must always be used in its original form. Altering, distorting, or modifying the logo in any way is strictly prohibited.
- **Clear Space:** Ensure there is adequate clear space around the logo to preserve its visibility and impact.
- **Size and Proportions:** The logo should not be displayed smaller than 30mm in width for print materials or 100px for digital applications. The proportions of the logo must remain consistent, and it should not be stretched or squeezed.
- **Backgrounds:** The logo must be used on backgrounds that allow it to be easily readable. It should not be placed on cluttered or dark backgrounds where it may lose its legibility.

- **Colour Usage:** The preferred colour for the logo is the original colour scheme provided by LICQual UK. Do not change the colour of the logo, and avoid using it in colours that may reduce its visibility or clarity.

5. Unauthorized Usage of the Logo

The following uses of the logo are prohibited:

- **Altered Logos:** Do not change the font, colour, or layout of the logo.
- **Inappropriate Placement:** The logo should not be used in association with materials or campaigns that could harm the reputation or integrity of LICQual UK.
- **Implied Endorsement:** The logo should not be used in a manner that implies LICQual UK's endorsement of any product, service, or event unless formally authorized.
- **Commercial Use:** The logo must not be used for commercial purposes without prior written consent from LICQual UK.

6. Permissions for Logo Usage

- **Authorized Use:** Only ATCs, partners, and stakeholders with explicit permission from LICQual UK are authorized to use the logo.
- **Request for Logo:** To obtain the logo for authorized use, individuals or organizations must submit a request to LICQual UK, specifying the intended purpose and medium for use.
- **Compliance:** By using the logo, stakeholders agree to comply with the guidelines outlined in this policy. Any misuse of the logo may result in the withdrawal of permission to use it.

7. Logo on Digital and Printed Materials

- **Printed Materials:** The logo must be displayed prominently on printed materials such as brochures, flyers, and certificates. It should be placed in accordance with the clear space and size requirements.
- **Digital Materials:** The logo may be used on websites, email signatures, and online promotional materials. It should maintain its clarity and proportion in digital formats and be appropriately sized.

8. Consequences of Misuse

Failure to adhere to the logo usage guidelines may result in the following actions:

- A formal warning requesting corrective action.
- Suspension or revocation of authorization to use the logo.
- Possible legal action if the misuse causes reputational damage to LICQual UK.

9. Monitoring and Enforcement

LICQual UK will regularly monitor the use of its logo by its stakeholders to ensure compliance with this policy. Any instances of misuse will be addressed promptly, and appropriate actions will be taken to prevent further misuse.

The LICQual UK logo is a valuable asset that must be treated with respect and used appropriately. This policy ensures that the logo is used consistently, effectively, and in a manner that upholds the integrity and reputation of LICQual UK.