

## Advantage Accreditation Approved Centre Logo Licence Terms

**Definitions** (in bold throughout document)

**We/us/our** Advantage Accreditation Ltd

**You/your** Advantage Approved Centre

### I. Advantage Accreditation

**We** are a professional organisation and the owner and registered proprietor of **our** name and logo. **Our** logo may be used by **you** subject to the terms and conditions of this letter.

**Our** logo must only be used to provide a true representation of products and services, provided within a training and education context that directly relate to **us**. The ownership of product or service must be clearly identifiable. Any wilful misleading use of the logo will be considered a breach of **your** agreement with **us** and may result in termination of accredited status.

### II. Advantage Accreditation Approved Centre Logo

As an approved centre, **we** grant **you** consent of the use of the approved centre logo in the UK in relation to advertising and promotional materials but insist that certain criteria must be observed in order to prevent infringement of **our** registered copyright.

The Advantage Accreditation Approved Centre Logo can only be used in the format shown below, adhering to the guidelines detailed. It can be obtained electronically for printing and design purposes by contacting **us** and where an electronic copy is used on-line (for example, on a website) it must contain an underlying hyperlink to **our** website [www.advantageaccreditation.com](http://www.advantageaccreditation.com).

### **III. Use of the Advantage Accreditation Approved Centre Logo**

The use of the logo is permitted subject to the guidelines below:

- ✓ The logo must not be distorted. It must appear as illustrated on previous page, without animation, appendages or amendment
- ✓ Any use of the logo other than on **your** letterhead paper, home page of **your** website and on appropriate marketing and promotional materials, is an infringement of copyright.
- ✓ Examples of appropriate marketing and promotional material is:
  - **Your** corporate/business stationery –compliment slips, business cards, envelopes and other relevant stationery.
  - **Your** email signature.
  - **Your** Annual report, printed brochures, leaflets.
  - Exhibition stands for **you**

Requests for use of logo must be cleared in advance. Approval should be directed to Advantage Accreditation on 020 7405 9999 or Advantage Accreditation, 2<sup>nd</sup> Floor, Berkeley Square House, Berkeley Square, London, W1J 6BD or emailed to [info@advantageaccreditation.com](mailto:info@advantageaccreditation.com) Permission must be granted from **us** before use of the logo and **we** may request a final copy of the material.

- ✓ If the logo is displayed in isolation (i.e. not alongside **your** own logo), it should be positioned adjacent to relevant content relating to **us**.

### **IV. Termination of your contract with us**

If a situation occurs whereby **we** no longer have a contract with **you**, this will be confirmed in writing. Upon termination of this agreement, **you** shall:

- Immediately cease use of **our** logo.
- Either destroy or deliver to **us**, as **we** shall direct, all materials bearing the **our** logo; and
- Not at any time thereafter use **our** logo or any mark confusingly similar to **our** logo.



Please acknowledge **your** acceptance of these terms by signing and returning a copy of this letter.

Yours faithfully

**Advantage Accreditation**

We accept and agree to the terms above.

Signed: \_\_\_\_\_

Your Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Date: \_\_\_\_\_