



## Logo Usage Policy and Guidelines

April 2020

Policy authorised by Responsible Officer

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## 1.0 Terms of use

OTHM is proud of its association with UK and international organisations and we want to encourage our recognised Centres to show their association with us and so the standard logo, above, can be used by any recognised Centre providing the following regulations are adhered to:

- All OTHM logos are protected by copyright and can only be used with written permission from OTHM. To apply to use the OTHM logo, please contact [admin@othm.org.uk](mailto:admin@othm.org.uk) with your Centre number, name and address.
- Only the current OTHM logo may be used, any previous logo must be replaced with the current one, as displayed above.
- We will pursue any violation of our copyright that seeks to exploit our material for gain, commercial or otherwise, or that misrepresents our ethos/core values.
- We reserve the right, at any time, to modify or suspend this policy and withdraw any permission granted under it.
- Recognised Centres may only use the logo for material that is specifically related to the OTHM qualifications. This includes all marketing material and displays where partnership logos are appropriate.
- If your status as an OTHM recognised Centre is suspended or withdrawn by OTHM, or ended by you as a recognised Centre, you must stop using the OTHM logo immediately.
- The OTHM logos may not be amended in any way, including resizing or reduction of quality. If you experience difficulty with the logo size or shape please email: [admin@othm.org.uk](mailto:admin@othm.org.uk)
- The OTHM logo is not a sign of recognition and must not be used in webpages or material that could infer that a firm is regulated by OTHM if they are not a recognised Centre.
- The OTHM logo must be used only in conjunction with our qualifications and OTHM reserve the right to ask a Centre using the logo without permission to remove it.
- All artworks should be checked by OTHM before going to print or publishing on the web and/or any printed media.
- If you have any questions about our logo usage, which have not been answered above; or you have seen a logo that you think is being used inappropriately then please email: [admin@othm.org.uk](mailto:admin@othm.org.uk)

## 2.0 Usage outside of the above restrictions or additional third-party use

If you wish to use the OTHM logo for any reason that falls outside the above conditions, or you do not represent a recognised Centre, you must seek permissions from OTHM. Please email: [admin@othm.org.uk](mailto:admin@othm.org.uk)

## 3.0 Policy review date

July 2020

## 4.0 Useful contacts

For more information on our qualifications and services visit: [www.othm.org.uk](http://www.othm.org.uk).  
Alternatively, call at: +44(0)20 7118 4243 or email at: [info@othm.org.uk](mailto:info@othm.org.uk)

End of policy