



# Logo Usage Policy & Guidelines

## Version History

Version	Date	Author	Change Description
Original	June 2014	Quality Assurance	
2	June 2017	Quality Assurance	Review
3	February 2019	Quality Assurance	Review
4	February 2022	Sarah Edmundson	Formatted and design update
5	October 2022	Stephen Thompson	Review, proofreading, revision
6	December 2023	Melissa Pennington	Design Change

Contents

Introduction .....4

Contact us .....4

## Introduction

We are proud of our partnerships with recognised Centres, and we encourage our Centres to show off their association with us. Included in your welcome pack you will find a copy of the Focus Awards logo for you to use. You can also find a copy of the Focus Awards logo on Qualitas. If this isn't included or you are unable to locate the logo, please email your Centre Support Assistant.

The standard logo can be used by any of our Approved Centres providing the following conditions are adhered to:

- All Focus Awards Logos are protected by Copyright and can only be used with prior written permission.
- Recognised Centres may only use the logo for material that is specifically related to Focus Awards qualifications. This includes all marketing material and displays where partnership logos are appropriate.
- We reserve the right, at any time, to modify or suspend this Policy and withdraw any permission granted under it.
- If your status as a Focus Awards recognised Centre is suspended or withdrawn or ended by you as a recognised Centre, you must stop using the logo immediately.
- The logo may not be amended in any way, including resizing or reduction of quality. If you have trouble with the logo size or shape, please contact Centre Support
- The logo is not a sign of recognition and must not be used in webpages or material that could infer that a company is regulated by Focus Awards if they are not a recognised Centre.
- The logo must be used only in conjunction with our qualifications and Focus Awards reserve the right to ask a Centre using the logo without permission to remove it.
- The logo cannot be used on materials or resources for qualifications a Centre has produced itself or purchased through a third party.

If you have any questions about our logo usage not answered above, or you have seen a logo that you think is being used inappropriately, please contact Centre support.

## Contact us

If you have any queries about the contents of the policy, please contact our support team

E: [info@focusawards.org.uk](mailto:info@focusawards.org.uk)

T: +44(0)333 3447 388