

Use of the Gatehouse Awards Logo Policy

The Gatehouse Awards Logo

All Approved Centres are provided with a copy of the Gatehouse Awards (GA) logo for use on marketing and other documents.

The GA Logo is protected by copyright and must only be used in circumstances where the intent and purpose is clear.

The use of the logo is restricted and closely monitored to ensure it is not misused. It must only be used by Approved Centres or GA partners. It is the Approved Centre's responsibility to ensure that the logo is used in accordance with this policy.

GA reserves the right to ask any organisation or individual using the logo without permission to remove it.

Approved Centres must ensure the following requirements are adhered to:

- The colours, wording and font of the logo must not be altered in any way, without the use of shadows, gradients or other effects.
- The logo must not be rotated, be stretched or have its proportions altered.
- Borders must not be added to the logo.
- The logo should be used on websites and appropriate marketing material of Approved Centres only, including any satellite centres.

Use of the logo is restricted to authorised marketing and promotional materials, such as:

- stationery, e.g. letterhead, business cards and compliment slips.
- websites and email signatures.
- marketing material advertising GA qualifications, such as leaflets, brochures and exhibition stands.

If Centre Approval is terminated or suspended, for whatever reason, the centre must remove the GA logo from all websites, literature, marketing material and any other documents immediately.

GA will pursue any violation of our copyright and misuse of the GA logo that seeks to exploit our material for gain, commercial or otherwise, or that misrepresents our ethos/core values.

All Centres must ensure that the GA logo is not subject to misuse. This includes ensuring that centres do not:

- use the logo on materials advertising qualifications or courses which are not regulated or accredited by GA.
- Produce their own certificates for qualifications.
- Use the logo on certificates produced by another Awarding Organisation for a qualification they accredit.
- Allow the use of the logo by any person or business who has not been approved by GA.

If you experience difficulty with the use of the GA logo, or identify a GA logo which you believe to have been used inappropriately, please email info@gatehouseawards.org for assistance.

GA reserves the right, at any time, to modify or suspend this policy and withdraw any permission granted under it.

Please note that all policies and procedures will be reviewed by GA at least bi-annually. They will also be reviewed and amended as and when required to take account of:

- Amendments or additions to regulations, or the interpretation of regulations, being released by a relevant Regulator or Government body.
- New legislation or directives being brought in by a local, national or international Government body.
- The publication of adverse effects affecting another Awarding Organisation which, when reviewed, are found to have a possible effect on GA.
- Changes within GA itself which may affect the information contained herein.