

Recognised Centre Logo Usage Guide



This guide is for ABC Awards and Certa Awards Recognised Centres.

ABC Awards
Recognised Centre

Certa Awards
Recognised Centre



CONGRATULATIONS!

Your Centre is now part of a leading national awarding organisation. We are renowned for our excellent customer service and portfolio of high-quality qualifications and assessments.

CONTENTS

Page 2	Introduction
Page 3	Brand Structure
Page 4	Logo Use
Page 6	Logo Guide

ABC Awards
Recognised Centre

Certa Awards
Recognised Centre

INTRODUCTION

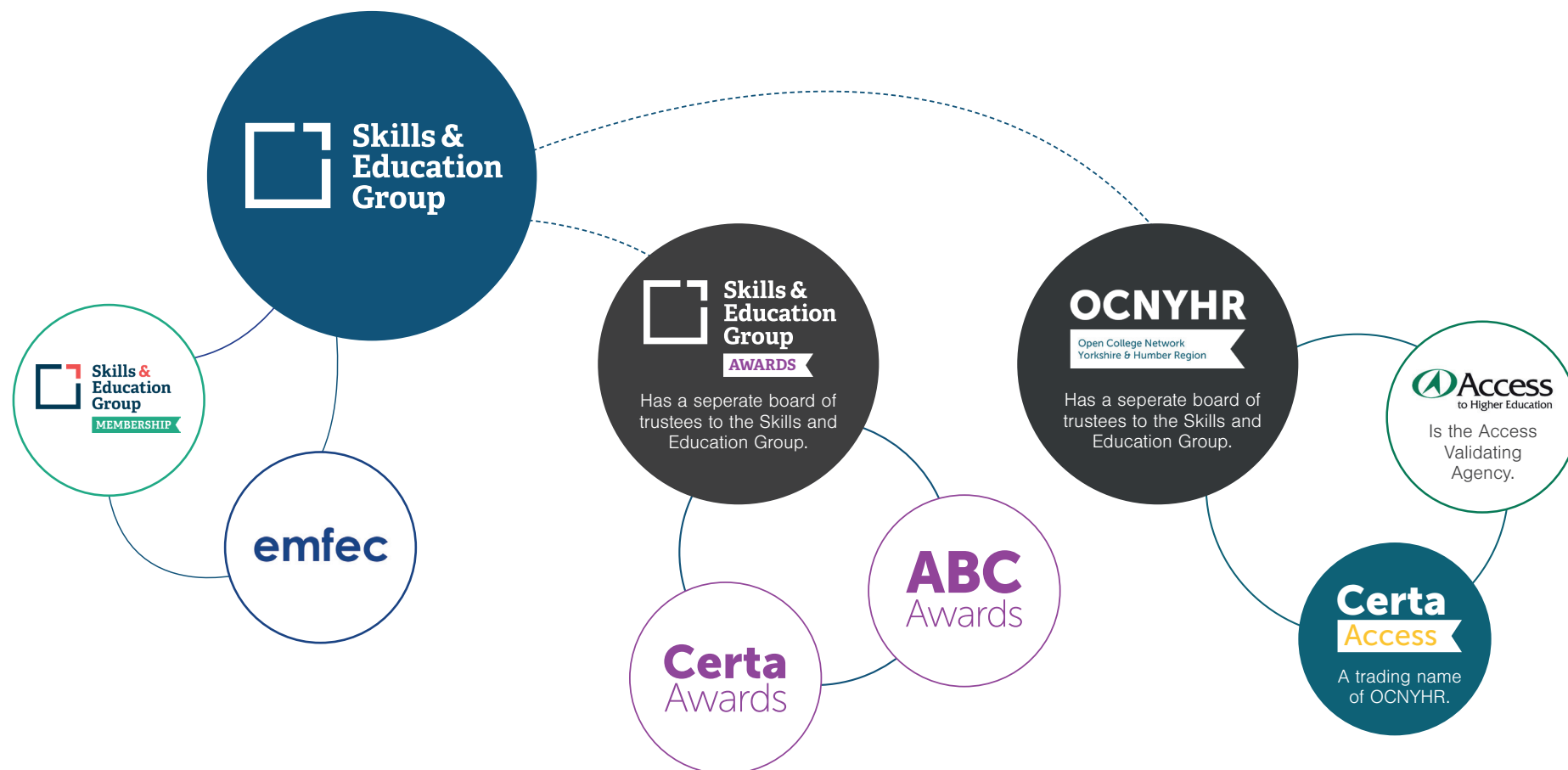
This guide sets out the terms and conditions of using the ABC Awards and Certa Awards Centre Recognition logos.

Centres wishing to use the Centre Recognition Logo must be:

- Recognised Centres that have not yet achieved approval
- Recognised Centres who have also achieved approval.

BRAND STRUCTURE

Being an approved Recognised Centre is part of a broader framework of services and support under the Skills and Education Group.



Find out more about our Group by visiting: www.skillsandeducationgroup.co.uk

LOGO USE

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ABC Awards
Recognised Centre

4

Certa Awards
Recognised Centre

General

Centres that have approval have permission to use the Centre Recognition logo. Centres may wish to use this logo to promote qualifications, assessments and/or the industry sectors they have been approved to deliver. The following guidance sets out how and where the Centre Recognition logo can be used.

Online and social media

The Centre Recognition logo may be used online and on social media platforms owned by the Centre.

Centres should use the logo to advertise that they are recognised to deliver ABC Awards and Certa Awards qualifications and assessments.

Emails

The logo may be used on email, signatures and in the body of an email to promote that a Centre is recognised to deliver ABC Awards or Certa Awards qualifications.

Publications

The logo may be used in the Centre's publications for example prospectuses, to promote that the Centre is recognised to deliver ABC Awards or Certa Awards qualifications and assessments.

PR and advertising

When Centres mention ABC Awards or Certa Awards in any press releases, prior permission and approval of the text is required. Centres should also provide ABC Awards or Certa Awards an opportunity to provide additional information, or comment where appropriate.

When including the ABC Awards or Certa Awards Centre Recognition logo in paid-for advertising, advertorials or web adverts prior permission should be sought.

Permission for approval of press releases, adverts, advertorials or web adverts can be sent to marketing@skillsedugroup.co.uk.

All requests will be responded to within 48 hours.

LOGO USE

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ABC Awards
Recognised Centre

5

Certa Awards
Recognised Centre

Print

Centres may use the logo on headed paper, compliment slips and business cards, to promote that the Centre is recognised to deliver ABC Awards or Certa Awards qualifications and assessments.

The Centre Recognition logo must not be used on any certificates issued by the Centre.

Links

The Centre Recognition logo can be linked to either the Certa Awards or ABC Awards websites.

Terms of usage

ABC Awards and Certa Awards reserve the right to change logos and branding at any time. We will provide Centres with updated material where necessary.

ABC Awards and Certa Awards will regularly check that Centres are using the logo appropriately and in line with these guidelines.

Centres must respond in a timely manner to requests for changes relating to the use of the logo.

ABC Awards and Certa Awards reserve the right to enter into legal proceedings against Centres found to be using the ABC Awards and Certa Awards brand inappropriately or outside of the agreed terms.

ABC Awards and Certa Awards may also revoke approval if Centres are found to be using the ABC Awards or Certa Awards brand inappropriately.

Centres may only use the logo if they have maintained Centre Recognition and/or approval status.

Request a copy

To request a copy of the ABC Awards or Certa Awards Centre Recognition logo, please email :
centrerecognition@skillsedugroup.co.uk.

For guidance on how to use the Centre Recognition logo, approval for PR and advertising content email the communications team at
marketing@abcawards.co.uk

LOGO GUIDE

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ABC Awards
Recognised Centre

Certa Awards
Recognised Centre

The full logos

The full colour logo is the preferred option to use. It is a fixed piece of artwork and must not be altered or recreated in any way.

ABC Awards
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Recognised Centre

Reverse logo

This is the “negative” version of the logo. It is advised that the reverse logo always be placed against a **dark** background, in order to enhance contrast. A black version is also available on request.

ABC Awards
Recognised Centre

Certa Awards
Recognised Centre

Appearance

Since the logos are the face of our Recognised Centre status, their appearance must remain consistent. This is in order for it to always be recognisable to the public.

The logo must not be modified or misinterpreted.

Incorrect formatting of the logo (as illustrated below) should be avoided at all times.

Do not distort.

ABC Awards
Recognised Centre

Do not tilt.

Certa Awards
Recognised Centre

Do not place on a colour that clashes.



Do not place on a busy background.



Do not place on a light background.



Size

The Centre Recognition logo is designed to be legible and recognisable.

The width should not be any smaller than 40mm.

There is no maximum size for the logo.

