

BRCGS

Brand Guidelines – Use of the BRCGS Approved Partner Logo

This guideline is provided to ensure the proper and consistent use of the BRCGS Approved Partner logo (the “logo”). This guideline covers all usage of the logo including printed material, electronic communication tools and on such other materials as BRCGS may permit. All logo usage must adhere to this guideline to protect the logo’s integrity and the visual identity of BRCGS. No variation in the logo guideline outlined below is permitted.

Who can use the logo?

The logo is primarily for use by companies that are a member of the BRCGS Partner Connection Programme.

The logo may also be used by other partner organisations where it applies and this will be reviewed by BRCGS on a case by case basis. In this instance, permission must be granted by BRCGS before any usage of the logo.

Form and display of the logo

- The logo shall be displayed only in the appropriate form, size and colour and in full compliance with the conditions set out hereunder.
- The logo is available in colour or monochrome.
 - The logo must be used in its original form, with no alterations to design or colour scheme.
- Where possible the logo should be used in its colour form.
 - The Pantone colours are the primary colour references for the logo. Equivalent CMYK, RGB and HEX values are also provided for other applications.

Colour

The colours shown are for reference only. The master logo files have been created with the relevant colours.

	Charcoal			
	HEX 2b2b30	RGB 43 43 48	CMYK 20 20 0	Pantone 426C
	Signal Orange			
	HEX fa4d0f	RGB 250 77 15	CMYK 0 88 100 0	Pantone 1665C

Logo and positioning

This is the principal logo. This is the only colour to be used except when used in monochrome. The colour should not be reversed, the text for the name of the logo is to be white reversed out of the colour. Please follow the colour breakdowns if using four-colour process printing.

The logo may be positioned anywhere on the page as considered appropriate. When using the logo, it's important to leave enough clear space or an exclusion zone around it to prevent interference from other elements.



Logo sizing

Suggested logo sizes
(Measure from the logo height X).

Paper size	Logo size
A5	10mm
A4	15mm
A3	20mm
A2	30mm
A1	40mm
A0	50mm
PowerPoint	15mm



Clear space

The clear space zone ensures the legibility and impact of the logo by isolating it from competing visual elements such as text or supporting graphics.

Aim to maintain minimum clear space around the logo equal to 1/3 of the cap height, illustrated below.



Application

The Approved Partner logo must only be used as a marketing tool to promote your status as a paid member of the Partner Connection Programme. Logo use must accurately reflect this. — The logo can be used on printed company communication and marketing materials including but not limited to brochures, letterheads, business cards, advertising, exhibition graphics. — The logo can be used on digital company communication and marketing materials including but not limited to websites, email signatures, brochures and social media content. — The logo is not permitted for use on any technical documents e.g. product specification sheets, which might imply product certification. — The logo is not permitted for use on any content or portal where it might imply BRCGS has co-authored, contributed to or endorsed the content, product or service in any way. Your trade or company name must appear on any communication	materials where the logo is used. Wherever the logo is used you must indicate that it is a trademark belonging to BRCGS, which is being used under licence. You may not modify or alter the logo design in any way. The logo may not be translated or otherwise localised into any other language. You may not combine the logo with any other object, including but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, symbols, design features or website audio files. Further, you cannot use the logo with any other trademark (including your company name) unless it is sufficiently distinguished from the surrounding and adjacent text. The logo must not be stretched or compressed horizontally or vertically or distorted in any way. The logo should appear only once in any given document, should not be used as a design feature on any of your communication materials and you should not use a copy of the logo that has been scanned at low resolution.
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Requirements for correct use of the logo

- The logo is not permitted for use by any business that is not a recognised partner of BRCGS. - The logo may not be used in any manner that is derogatory to BRCGS, its products and services, or in a way that would negatively impact the reputation of BRCGS. - Partners shall not attempt to register the BRCGS Approved Partner logo, or any mark that is confusingly similar or imitating it, as a trademark anywhere in the world.	- No ownership rights are transferred to partners through use of the logo. Any BRCGS mark and associated branding remain the intellectual property of BRCGS. - Partners should notify BRCGS if they become aware of any unauthorised use of the logo or any mark confusingly similar to, or imitating, it.
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**Suspension or
withdrawal**

If a partner organisation ceases to be approved by BRCGS for any reason, you must stop using the logo and remove it along with any claims of approved status from all materials.

Misuse of the logo

Any instances where the Approved Partner logo is found to not adhere to this guideline should be reported to BRCGS through TellBRCGS.

Use of the logo outside the permitted conditions is unauthorised and may result in BRCGS requiring the use to cease or taking action under its applicable contractual or legal rights.

Guideline updates

BRCGS may periodically review and update the guidelines for use of the Approved Partner logo. Users must ensure they are referring to the latest published version.

If you have any questions regarding the use of the BRCGS logo, please contact brcgs.marketing@lgcgroup.com.