

National Back Exchange

Use of NBE Logo Policy



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Contents	Page
1. Introduction	3
2. Use of Standard NBE Logo	3
3. Restrictions of Use of Standard NBE Logo	3
4. Use of Supporter of NBE Logo	4
5. Restrictions of Use of Supporter Logo	4
6. Audit Monitoring and Review	4
7. Version Control Information	5
Appendix A: Application for the Use of NBE Supporter Logo	6



1. Introduction

The logo, as depicted above and in all of its other forms, which includes advanced member and supporter logo is the property of National Back Exchange (NBE) and its use is governed, authorised and monitored by the National Executive Committee.

2. Use of Standard NBE Logo

The logo may be used in the following circumstances:

- Affiliated Local groups may use the NBE logo to promote activities that they have organised, for example on the programme of events, for promotion of group study days and on certificates of attendance at group study days, where there is no commercial benefit for the relevant group. In these circumstances, written permission is not required from the Chairman of NBE.
- Organisations and trade partners may use the logo to provide a link to the NBE website, or its other social media presences, provided it is clear that NBE is not endorsing the host organisation or the services or products that it may provide. Written permission from the Chairman of NBE is required for this use.
- In any other circumstances a written request needs to be submitted to the Chairman of NBE before the logo is used. This request should clearly state the reasons for requesting the logo and should be submitted in writing on the appropriate form at least four weeks before the use is required. A written response will be sent within 28 days of receipt of the request.
- Use of other forms of the NBE logo e.g. those specifically designed for Advanced Members and Affiliated Groups are governed by specific guidelines and rules and are restricted to those persons or bodies to whom they apply.

3. Restrictions of Use of Standard NBE Logo

The logo may not be used in the following circumstances:

- To promote services provided by individual members. In particular the logo may not be used by individuals to promote their training courses, e.g. on certificates of attendance or on training brochures in any format, whether on hard copy, electronic mail or on websites or social media presences.
- To promote branch activities by non-affiliated local or special interest groups.
- To imply endorsement of a product or service, either implicitly or explicitly. NBE does not currently endorse any products or services.

4. Use of Supporter of NBE Logo

The use of the supporter logo may be used in the following circumstances: **The application form must be completed and returned to the administration team. See Appendix A.**



- The Supporter of NBE logo can be used by current individual members of NBE to advertise their courses, course materials, sign off on emails, or exhibition stands and use of decals on cars.
- The Supporter of NBE logo can be used by our key stakeholders, CQC, HSE, NMC, HCPC, CSP, COT, and RCN
- The Supporter of NBE logo can be used by our trade partners or equipment providers. The recommended requirement is that Organisations of
 - 1 – 10 employees at least one person must be a member.
 - 11 – 25 employees at least two people must be a member
 - 26 – 50 employees at least three people must be a member
 - Over 51 employees at least four people must be a member.
- To use the supporter logo members of NBE are requested to fill in an application form, (appendix A) to ensure that NBE can monitor the correct use of the supporter logo.
- The use of the NBE Supporter Logo confers no endorsement or accreditation of the individual or their course content. Please contact NBE for further information

5. Restrictions of Use of Supporter Logo

The supporter of NBE Logo must not be used in the following circumstances

- To imply endorsement of a product or service either implicitly or explicitly. NBE does not endorse products or services.

Please Contact NBE if you have any queries regarding use of the Logo.

6. Audit Monitoring and Review

The Executive Committee will be responsible for leading on the implementation of this policy.

This policy will be continually monitored and will be subject to an annual review. An early review may be warranted if one or more of the following occurs:

- As a result of regulatory / statutory changes or developments
- As a result of NBE policy changes or developments

7. Version Control Information & History

Date	Version no.	Status	Summary of changes	Consulting group / person	Changes made by
2016	1		New policy	NBE Exec	PRO
July 2018	1.1		Minor format and content changes	NBE Exec	Vice Chair





Appendix A



national back exchange

Application for the use of the National Back Exchange
Supporter Logo

First Name	Surname	Membership Number

Name of Organisation (where applicable)
Number of Employees in Organisation who are current NBE members (if known)

Email	Telephone

Correspondence Address	Postcode

Please State Reason For Requesting Use of NBE Supporter Logo

Signature to Declare Acceptance of Conditions of Use	Date

NBE reserves the right to withdraw or refuse the use of the NBE Supporter logo at any time

