1st for Awarding
Customer Logo Usage Policy

1. Purpose

This Customer Logo Usage Policy sets out the terms under which organisations may use the 1st for Awarding logo to communicate their business relationship with 1st for Awarding.

Use of the logo is permitted only in accordance with this Policy and may be withdrawn by 1st for Awarding at any time.

2. Eligibility

Permission to use the 1st for Awarding logo is granted only to organisations that are current, active customers of 1st for Awarding with a signed contract in place.

Permission to use the logo automatically ends if the contractual relationship between the organisation and 1st for Awarding ends, is suspended, or otherwise ceases to be active.

3. Permitted Use

Subject to compliance with this Policy, organisations may use the 1st for Awarding logo:

- on their website;
- on qualification, course and learner information pages;
- within social media content; and
- in other communications that accurately describe the organisation's relationship with 1st for Awarding.

Any accompanying wording must accurately describe the relationship and must not imply endorsement, recommendation or accreditation.

For example, the logo may be used alongside the wording:

- "Proudly working with"
- “Working with”

If in doubt, the organisation should seek written approval from 1st for Awarding.

4. Uses Requiring Prior Approval

Routine use of the logo in accordance with this Policy does not require prior approval.

However, written approval from 1st for Awarding must be obtained before the logo is used in:

- prospectuses;
- advertising campaigns;
- press releases;
- media announcements;
- printed promotional materials; or
- any unusual, high-profile or new use not expressly covered by this Policy.

Requests for approval should be submitted to 1st for Awarding before publication or distribution.

5. Prohibited Use

The logo must not be used:

- in a manner that is misleading, deceptive or inaccurate;
- in connection with products, services, courses or qualifications that are not associated with 1st for Awarding;
- in a way that suggests endorsement, recommendation or accreditation by 1st for Awarding;
- in a way that suggests a partnership, joint venture or affiliation beyond the actual contractual relationship;
- in any manner that may damage the reputation, brand or goodwill of 1st for Awarding; or
- in any unlawful, offensive or inappropriate context.

An organisation must not state or imply that 1st for Awarding has reviewed, approved or endorsed its wider organisation, services, courses, staff, products or operations unless expressly authorised in writing by 1st for Awarding.

6. Logo Appearance

Only official logo files supplied by 1st for Awarding may be used.

Organisations must not:

- alter the logo's colours;
- alter the logo's proportions;
- crop the logo;
- distort or stretch the logo;
- add text, graphics or other elements to the logo; or
- combine the logo with another logo to create a composite, merged or co-branded logo.

The logo may be resized provided that its proportions are maintained and image quality is not reduced.

7. Intellectual Property

The 1st for Awarding logo and all associated intellectual property rights remain the property of 1st for Awarding.

Nothing in this Policy transfers ownership of any intellectual property rights to any organisation using the logo.

Use of the logo is a limited, non-exclusive and revocable permission granted by 1st for Awarding in accordance with this Policy.

8. Monitoring and Removal

1st for Awarding may review logo usage at any time.

1st for Awarding may require any use of the logo to be amended or removed at any time. The organisation must comply within five (5) working days.

Where 1st for Awarding reasonably believes that the logo is being used contrary to this Policy, it may immediately withdraw permission for its use.

9. Liability

Organisations are responsible for ensuring that their use of the logo complies with this Policy and all applicable laws and regulations.

The organisation shall indemnify 1st for Awarding against any losses, claims, costs or liabilities arising from unauthorised, misleading or unlawful use of the logo.

10. Termination

Permission to use the logo ends immediately if:

- the organisation ceases to be a current, active customer of 1st for Awarding;
- the contract between the organisation and 1st for Awarding ends or is terminated;
- permission is withdrawn by 1st for Awarding; or
- the organisation breaches this Policy.

Upon termination, all use of the logo must cease and the logo must be removed from websites, marketing materials, social media channels and other communications within five (5) working days.

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