

Conditions and Guidelines for Use of Logos



www.jamesonline.org.uk

Patron: Sir George Martin

Guidelines and Conditions for Use of Logos

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The following Guidelines and Conditions for Use of Logos apply as of 1st July 2012 and replace all previous versions.

As JAMES continues to grow as an industry accreditation body, we will increasingly be aligning ourselves with other industry bodies and associations. To maintain clarity, a new policy of rules pertaining to the use of logos is required.

Please read the following guide that covers where and how logos may be used.

1/ Use of JAMES logos by Members – Associate and Endorsing Members

The Members – Associate Members and Endorsing Members of JAMES agree to allow JAMES the use of their company logo, as supplied by them, on the JAMES web site along with embedded links back to those members own web sites. The logos may also be used on other JAMES promotional materials such as newsletters / event and show banners etc. Only Member and Associate Member logos may be used on accredited / approved institution materials without further specific individual authorization. [See section 3].

JAMES will not use members logos in any other connection other than those relating to education and industry accreditation schemes or awards and support activities provided as part of the ongoing partnership between JAMES and education.

The Members, Associate and Endorsing Members of JAMES will only use the JAMES logo provided to them. This may be used on the members web sites with links back to JAMES' web site. Any associated text [or press release] and all other statements must be mutually agreed before publication.

2/ Use of JAMES logos by accredited education institutions.

We strongly advise and encourage you to include the 'Accreditation' logo in your promotional and other course material (web and print) as this endorses its process and value.

We ask that you also include the following short statement in your course information.

"This course is Industry Accredited by JAMES representing APRS, MPG and associate industry bodies."

"Accreditation of a course by relevant industry bodies provides assurance to students and employers of its potential and value".

Any other associated text [or press release] and all other statements must be mutually agreed before publication.

However the Executive Committee points out that as Accreditation is only given to individual courses, the Member logos and the Accreditation Tick logo must not be used to promote other courses. This must be very clear in any publicity.

Please do not use any JAMES logo design or version copy other than those provided.

Please do not use the logos on any other media or printed material without prior approved consent from JAMES.

You will be provided with logo design revisions.

The use of JAMES logos is permitted until the end of the accreditation period and if re-accreditation is not applied for in the stipulated period, all logos must be immediately removed from your course and promotional material.

The correct use of the logos is the responsibility of the college or institution. Incorrect use could result in the cancellation of any current JAMES course listings until this is corrected.

3/ Use of JAMES' Member and Associate Member logos by accredited / approved institutions.

First and Foremost JAMES would ask all accredited courses to use the 'JAMES Tick' logo as supplied in your electronic welcome pack.

Should you wish to use the logos of our member associations below, we have their permission to do so but you will need to request these logos from our marketing team

marketing@jamesonline.org.uk

APRS - Association of Professional Recording Services
MPG- Music Producers Guild

These may be used on publications and documentation referring to accredited courses and approved centers for the duration of the accreditation / approval period.

The JAMES and APRS/MPG logos may also appear on graduation certificates.

The logos of associate or endorsing industry members of JAMES **Must Not** be used by any accredited course or institution without written consent from those member organisations.

The rule is simple, an accredited course can **ONLY USE THE LOGOS THAT ARE INCLUDED WITHIN THE JAMES ACCREDITATION WELCOME PACK DOCUMENTATION.**

4/ Use of Creative Skillset Media Academy "Skillset Tick"

JAMES accreditation is recognised by Creative Skillset. However, **under no circumstances** does JAMES accreditation or approval allow courses or institutions to use the Skillset Tick logo in any way without being separately awarded Skillset Academy Status by Creative Skillset.

If you are currently using the Skillset Tick on any publications or documentation and are not a registered Skillset Academy, you must remove it and JAMES will not be held liable for any misrepresentation actions brought by Creative Skillset.