



## Guidelines and Conditions for Use of Logos - 2021

The following Guidelines and Conditions for Use of Logos apply as of 1st January 2021 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 accredited education institutions.**

We strongly encourage accredited institutions to include the 'Accreditation' logo in promotional and other course material (web and print) as this endorses the accreditation 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 their member and associate industry bodies".***

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

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

The Executive Committee points out that Accreditation is only given to individual courses. JAMES logos must not be used to promote other courses.

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 approval.

You will be provided with logo design revisions as they are issued.

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 JAMES course listings until this is corrected.

## **2/ 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.

JAMES will not use members logos in any other connection other than those relating to education and industry accreditation schemes, 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.

## **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 logos as supplied in your electronic welcome pack.

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

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.

JAMES will not be held liable for any misrepresentation actions brought by our members, associate members and endorsing members.

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

## **4/ Use of Screenskills Select, [previously Creative Skillset Tick].**

JAMES accreditation is recognised by ScreenSkills [previously Creative Skillset]. However, **under no circumstances** does JAMES accreditation or approval allow courses or institutions to use the ScreenSkills Select Tick logo in any way without their consent and being separately awarded ScreenSkills Select endorsement.

If you are currently using the ScreenSkills Select Tick on any publications or documentation and are not registered as being endorsed by ScreenSkills Select, you must remove it. JAMES will not be held liable for any misrepresentation actions brought by ScreenSkills.