



## **Terms and Conditions for use of the Guild Logo**

By signing up and joining as a member of the Guild of Pregnancy and Postnatal Exercise Instructors you agree to be legally bound by these Terms and Conditions, including those Terms and Conditions incorporated by reference. It is your responsibility to read these terms carefully and to contact us if you have any questions. If you do not accept these Terms and Conditions without modification you may not use our logo. This document will be reviewed annually so please ensure that you continue to keep yourself updated. You can also find this document on our website by visiting our members area.

1. You may only use the logo for as long as you are a member of the Guild of Pregnancy and Postnatal Exercise Instructors. If you cease your membership your right to use the logo is void and you must remove it from your professional services as an Exercise Instructor or member of our Teacher Training Affiliate Programme.
2. You should only use the approved logo files that you have been sent.
3. You may only use the logo to advertise your services as an Exercise Instructor. The logo must not be used on any teacher training certification, workshop promotion, blogs, written materials or other services outside of the remit of you providing exercise classes.
4. If you are a member of our Teacher Training Affiliate Programme and have fully met with our requirements, you have the right to use our logo as outlined in our Teacher Training Affiliate Programme Terms and Conditions. Proofs of all promotional materials should be sent to the Guild for approval before release.
5. The logo must be used in full with no abbreviations, alternatives, font changes or colour changes. This maintains the integrity and impact of the brand.
6. The logo should maintain its impact and legibility wherever it appears and clear of unnecessary distraction.



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7. The logo be given space along side any other logos you may be using.
8. The logo should not contain or be close to any other imagery or typography that could interfere with the brand.
9. On any documentation, the logo should be placed at the top right or top left of the page. If the logo is used on signage and exhibition stands then it may be centred, this is the only exception. It should be used in conjunction with the web address <http://postnatalexercise.co.uk> and wherever possible this should be positioned bottom left or bottom right of literature.
10. The logo should be placed on A4 literature which is at least 50mm wide. For larger literature then the logo should be scaled up appropriately.
11. You may not use the logo on handouts for your clients unless we have approved the content as the Guild cannot be held responsible for any claims or endorsements you make.
12. You may not use our logo with any third party services. Please contact us if you are unsure of this.
13. Abuse or misuse of the logo will result in your right to use the logo being removed.
14. The Guild logo should not be used in the advertising of any classes where babies or young infants are present.



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**For as long as you are a member of the Guild you can use the logo to:**

1. Promote your classes on Facebook. LinkedIn, Twitter or other social media
2. Promote your classes on your website
3. Promote your biography
4. Promote your classes on a poster
5. On your business card
6. On your electronic e mail as part of your signature with your other qualifications
7. On a T-shirt or any other article of clothing you may wear but not on any T shirt or article of clothing that you would sell

Please contact us at [hello@postnatalexercise.co.uk](mailto:hello@postnatalexercise.co.uk) if you have any queries or concerns about the Terms and Conditions. We have value and respect for your business and our brand and we ask you to do the same.