



# national back exchange

## Guidelines on the Use of the National Back Exchange Logo

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### Introduction

The logo, as depicted above, is the property of National Back Exchange and its use is authorised and monitored by the National Executive Committee.

### Use

The logo may be used in the following circumstances:

- 1.1 To promote activities organised by affiliated local and specialist interest groups, for example the programme of events, promotion of group study days and 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 National Back Exchange.
- 1.2 In any other circumstances a written request needs to be submitted to the Chairman of National Back Exchange 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.

### Restrictions to use

The logo may not be used in the following circumstances:

- 2.1 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.
- 2.2 To promote branch activities by non-affiliated local or special interest groups.
- 2.3 To imply endorsement of a product or service, either implicitly or explicitly. National Back Exchange is not in a position to endorse any products or services.