



NBE Name and Logo Usage Policy

National Back Exchange

Responsible Person

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1. Version Control Summary

Date	Version no.	Summary of changes	Consulting group / person
2016	1	New policy	NBE Executive Public Relations Officer
July 2018	1.1	Minor format and content changes	NBE Executive Vice Chair
July 2020	1.2	Reviewed	NBE Executive Communication Officer
November 2021	1.3	Reference to Executive Committee changed to Board of Directors	Board of Directors Vice Chair
November 2024	2.0	Reviewed and updated as National Back Exchange is a Charitable Incorporated Organisation as of 29 th March 2023	S Thornton, Chair K Kemp, Vice Chair M Muir, Publications Director

2. Introduction

- a) The purpose of this document is to guide the use of the National Back Exchange (NBE) name and primary and secondary logos.
- b) The NBE name and the logo, as depicted on the front cover and in all its other forms, are the property of National Back Exchange and its use is governed, authorised, and monitored by the Board of Trustees and its designated Association Administration Team.
- c) This document provides guidelines that must be adhered to by the National Back Exchange Board of Trustees, members, commercial individuals, industry partners, advertisers and sponsors, conference, webinar, and event presenters, authors of articles, news events, digital and printed publications, and any other individuals or organisations collaborating with National Back Exchange.
- d) The above mentioned will be referred to as individuals and third-party in this document.

3. Context and Scope

- a) The National Back Exchange logos serve as an example of the tone, aesthetic, and values of the National Back Exchange, and the visual identity of NBE as a Charitable Incorporated Organisation (CIO).
- b) The guidance included in this policy ensures that the NBE name and logos are used correctly as they are an integral part of our visual identity and brand strategy.
- c) The guidelines should be read in conjunction with any other applicable NBE policies.

4. Restrictions of using the NBE Name and Logo

The **NBE name and logo must not** be used in the following circumstances:

- a) To promote services provided by individual members. In particular, individuals may not use the NBE name and logo to promote their commercial educational material and courses, e.g., brochures, certificates of attendance in any format, whether in hard copy, email, websites, or social media presence.
- b) To promote activities by non-affiliated NBE local or special interest groups.
- c) To imply endorsement of a product or service, either implicitly or explicitly.
- d) NBE does not endorse any courses, products, or services.**

5. Use of the NBE Name and Logo in Special Circumstances

- a) A written formal request needs to be made by individual members or third parties regarding using the NBE name and/or logo for circumstances not detailed in the following table. Special circumstances may include a request to use the NBE name and logo by international and/or national conference organisers; peer-reviewed publications; professional, quality, and regulatory bodies; and educational institutes, etc.
- b) The formal request is made using the application form in Appendix 1, which will need to be completed and submitted to the National Back Exchange

Board of Trustees Chair via the NBE office administered by the Association's Administration Team.

- c) Association's Administration Team will review the submission and forward the application to the National Back Exchange Board of Trustees Chair or designate for approval.
- d) A formal response regarding the use of the NBE name and specific logo use application will be provided within 28 working days from the date Association's Administration Team receives and registers the application.
- e) Association's Administration Team will maintain a register of all approved and declined applications on behalf of the National Back Exchange Board of Trustees.

The following table details the various NBE logos available with guidance notes on how each logo can be presented and used:

Logo title and image	How it can be used	How it is presented
Primary NBE Logo		
<p>NBE Logo</p> 	<ul style="list-style-type: none"> ● Primary NBE logo to be used by the Board of Trustees and Association's Administration Team in all internal and external business activities to administrate, advertise, promote, and market National Back Exchange. 	<p>Board of Trustees and Association's Administration Team to refer to the National Back Exchange brand guidelines for more detail.</p> <ul style="list-style-type: none"> ● Logos should be positioned at the top right of documents wherever possible. ● When resizing logos, the corner should always be used to ensure dimensions remain the same. ● The logo must always have good background contrast to ensure maximum visual impact. ● Space around the logo 'exclusion zone' should be a third of the logo diameter. ● The minimum logo size should be 30mm across the diameter.
Secondary NBE Logos		
<p>Advanced member logo</p> 	<ul style="list-style-type: none"> ● This is a post-nominal logo used to demonstrate an individual's achievement and validation of advanced member status. ● The advanced member logo is for individual advanced members' use only and must not be used to represent entire practices, premises, advertise, or endorse educational material and courses, products, or services. 	<ul style="list-style-type: none"> ● Advanced member logo used on the first slide of a presentation or front cover of a publication. ● Advanced member email banner 

Logo title and image	How it can be used	How it is presented
Advanced member continued	<ul style="list-style-type: none"> Advanced members may use the advanced member email banner in association with their name for a defined 3-year period to reflect the Endorsement of Continuing NBE Advanced Membership (ECAM) status 	
Associate of NBE 	<ul style="list-style-type: none"> To promote activities that the Associate of NBE has organised i.e., on the programme of events, promotion of group study days, and study day certificates of attendance, where there is no commercial benefit for the relevant group. 	<ul style="list-style-type: none"> Option to use Associate of NBE digital badge and email banner for communication 
Awards logo 	<ul style="list-style-type: none"> To be used to advertise, promote, and market the NBE awards or as a post-nominal to indicate confirmed receipt of an NBE award. Recipients of an NBE award may display the email banner in association with their name to demonstrate the scope of their achievement for an indefinite period of time. From the date of confirmation by Association's Administration Team, sponsors of an award may use the NBE email banner to promote their sponsorship for the identified awards year only. The awards logo must not be used to advertise or endorse any educational material and courses; products or services by either the recipients or sponsors of an award. 	Recipients and Sponsors of a specific award can use an email banner. 
Column digital logo 	<ul style="list-style-type: none"> Column digital logo to be used by Column Editor, column digital publishers, and Association's Administration Team in the creation of the digital publication. Column Editor, column digital publishers, and Association's Administration Team can use the column digital logo for advertising, promoting, and marketing column digital digitally on all NBE communication platforms and external platforms as agreed by the Board of Trustees. 	<ul style="list-style-type: none"> Column Editor, column digital publishers, and Association's Administration Team refer to the National Back Exchange brand guidelines for more detail.

Logo title and image	How it can be used	How it is presented
<p>Conference logo</p> 	<ul style="list-style-type: none"> ● Conference logo to be used for advertising, promoting, and marketing the annual NBE conference. ● An individual or third party may use the National Back Exchange conference logo to promote their confirmed attendance at the conference, as a plenary or workshop presenter, facilitator, or exhibitor. From the date of confirmation by Association's Administration Team the individual or third party may display the NBE conference logo for the identified conference year only. ● The conference logo must not be used to endorse educational material and courses, products, or services. 	<ul style="list-style-type: none"> ● Individual or third party to use Conference logo only to promote their confirmed attendance at the conference – use as digital social media posts. ● NBE Board of Trustees and Association's Administration Team to use the following email banner, which will be updated annually to advertise, promote, and market the current NBE conference.  <ul style="list-style-type: none"> ● Conference Partner to use conference banner only to promote their confirmed attendance at the conference – use as digital social media posts. 
<p>Corporate Partnership – platinum logo</p> 	<ul style="list-style-type: none"> ● Corporate partners are not permitted to use their corporate partnership logo concerning any product or service-related advertising. ● This is in line with the National Back Exchange Advertising and Sponsorship policy. ● National Back Exchange can't be seen to endorse any product or service. 	
<p>Corporate Partnership – gold logo</p> 	<ul style="list-style-type: none"> ● Corporate partners are not permitted to use their corporate partnership logo concerning any product or service-related advertising. ● This is in line with the National Back Exchange Advertising and Sponsorship policy. ● National Back Exchange can't be seen to endorse any product or service. 	

6. General Terms and Conditions

- a) National Back Exchange reserves the right to terminate any arrangements or approvals regarding the use of the specified NBE logo, where an individual or third-party has suffered a reputational loss due to its conduct and/or where that conduct is inconsistent with National Back Exchange's vision and values.

- b) National Back Exchange will not accept liability for any error, or consequences incurred on the part of an individual or third-party in the incorrect use of the NBE name and/or logo.

7. Responsibility and Procedures

- a) The primary responsibility for ensuring that the use of the NBE name and specified logo complies with these guidelines' rests with the National Back Exchange Board of Trustees Chair or designate, and Association's Administration Team
- b) Before agreeing to approve a request to use the NBE name and specific NBE logo, consideration and adherence to the information presented in this policy must be complied with.
- c) The overall management of NBE name and logo usage across National Back Exchange communication platforms will be the responsibility of the National Back Exchange Board of Trustees Chair following consultation with the Board of Trustees and Association's Administration Team.
- d) All NBE logos copy, artwork, and revisions must be reviewed and approved by the National Back Exchange Board of Trustees Chair following consultation with the Board of Trustees and Association's Administration Team.

8. Disclaimer

- a) The use of the National Back Exchange's name and logos by an individual or third-party, **must be approved** by the National Back Exchange Board of Trustees Chair or designate.
- b) Approval **does not imply any endorsement** by National Back Exchange.
- c) National Back Exchange reserves the right to approve or decline any individual or third party's use of the NBE name and specific logo.
- d) National Back Exchange does not accept any liability for any information or claims made by an individual or third-party who displays the NBE name and specific logos with or without permission.

9. Policy Review

- a) This policy will be reviewed by the Chair, Vice Chair, or designates of the National Back Exchange Board of Trustees every 2 years from the date of publication or earlier depending on legal requirements, best practices, national guidelines, or organisational changes.

10. Audit – Monitoring Process

Monitoring process	Requirements
Who	<ul style="list-style-type: none"> ● National Back Exchange Board of Trustees ● Association's Administration Team advertising and sponsorship team
How	<ul style="list-style-type: none"> ● Ensure the NBE name and logo usage complies with the guidance detailed in the NBE name and logo usage policy. ● Association's Administration Team to monitor how the NBE name and primary and secondary logos are used and presented.
Presented to	<ul style="list-style-type: none"> ● Board of Trustees
Monitored by	<ul style="list-style-type: none"> ● Procedural document review group <ul style="list-style-type: none"> - Sarah Thornton, Chair - Kerry Kemp, Vice Chair - Mary Muir, Publications Director ● National Back Exchange Board of Trustees ● Association's Administration Team - advertising and sponsorship
Completion / Exception report to	<ul style="list-style-type: none"> ● Extraordinary circumstances beyond the control of National Back Exchange and / or Association's Administration Team

11. Appendix 1 – Application to Use NBE Name and Logo



National Back Exchange

Application for the use of the National Back Exchange Name and Logo

- Please complete this application form to request the use of the NBE name and/or logo for special circumstances* that are not detailed in section 5 of the NBE Name and Logo Usage Policy
- Submit this application form to the admin@nationalbackexchange.org
- * *Special circumstances may include a request to use the NBE name and logo by international and/or national conference organisers; peer-reviewed publications; professional, quality, and regulatory bodies; and educational institutes, etc.*

First name	Surname	Membership Number
Name of requesting organisation		
Email contact address		Contact number
Correspondence address		Postcode
Please state the reason for the request and how the NBE name and /or logo will be presented. Please provide National Back Exchange with the final copy including images, and weblinks of how the NBE name and/or logo is presented so that NBE can review and provide approval before publication.		
Signature of requesting party to declare acceptance of conditions of use		Date



National Back Exchange

Application for the use of the National Back Exchange Name and Logo

Approval Status Office Use Only		Rationale	Signature
Declined approval	Yes <input type="checkbox"/>	<p>The use of the NBE name and/or logo has been declined due to:</p> <ul style="list-style-type: none"> The NBE name and/or logo was going to be used to endorse educational material and courses, products, or services. <i>Insert any other reasons.</i> 	<p>Sign</p> <p>Date</p>
Provisional approval	Yes <input type="checkbox"/>	<ul style="list-style-type: none"> Provision approval is based on National Back Exchange receiving the final copy including images, and weblinks of how the NBE name and/or logo is presented so that NBE can review and provide approval before publication. <i>Insert any other reasons.</i> <p><i>Please note - once all information is received NBE approver will progress and sign and date the approval box below</i></p>	<p>Sign</p> <p>Date</p>
Approved	Yes <input type="checkbox"/>	<p>Approval of the use of the NBE name and /or logo has been agreed based on the terms and conditions detailed below:</p> <ul style="list-style-type: none"> Duration of use of the NBE name and/or logo is <i>insert time period.</i> The NBE name and/or logo copy, artwork, size, etc is presented in line with the relevant part of the National Back Exchange Brand guidelines and must not be amended in any format. The NBE name and/or logo must not be used to endorse educational material and courses, products, or services. <i>Insert any other reasons</i> 	<p>Sign</p> <p>Date</p>

Signature of NBE Board of Trustees Chair or designate approving the use of the NBE name and logo	Date

Please Note: National Back Exchange reserves the right to withdraw or decline the use of the NBE name and logo at any time.