



## Logo Terms of Usage

- As an approved member of the Painting Decorating Association, you will be authorised to publicise that you are a member of the association and will have permission to use the PDA logo.
- The logo can only be produced in the colour format or in black and white as provided at the time of your subscription and must not be added to any other device, drawing or graphic.
- The logo and wording may be scaled up or down but must retain the relative proportions as supplied. It should not be scaled down to the extent that any part becomes illegible considering the media in which it is reproduced.
- Permission to use the logo does not confer any interest in the intellectual property rights associated with the membership, which shall always remain the property of the Trademark holder.
- Permitted use of the logo The Painting Decorating Association logo can only be used in association with your services to demonstrate membership of the association.
- We will be providing you with a copy of the official Trademarked logo, which can be used in the following ways:
  - On your stationery (e.g., letterheads)
  - In your advertising or promotional literature and stationery
  - On your company website
  - On your work premises and vehicles
  - Clothing
  - Promotional material, i.e., social media platforms
  - Branded estimating forms Restrictions on use in the case of approval limited to specified activities or operational areas within a larger organisation, the logo shall only be used in close association with those parts of the organisation which have been audited and approved by us.
  - In such circumstances we will require you to agree additional restrictions and you should seek our advice as to how to comply with the permitted use. You must not use the logo until you have been given written permission to do so.

### **Cancellation of membership – usage of Logo**

- If for any reason, your membership is cancelled, or you have your membership terminated or suspended by us your right to use the logo will cease.
- You must therefore not use the logo other than as permitted and to do so and this may result in you committing a criminal offence.

- Termination of membership when applying the logo or wording to your stationery, adverts, vehicles etc. will be revoked with immediate effect.
- The Painting and Decorating Association will not accept any responsibility or liability for costs incurred in doing so. All certificates and documentation indicating membership shall remain the property of the scheme operator and shall be returned should membership be terminated.
- Customers responding to advertisements based on the logo e.g., via Yell.com, or **Any** other online directory service must be informed of the withdrawal of approval.
- Should you continue to use the logo after your membership has been terminated, whilst your membership is suspended, or because you have left the membership for any other reason, you may be committing a criminal offence.
- Additionally, the Trademark owner reserves the right to take such legal action as it deems necessary to protect its ownership of the logo and materials associated with the Painting Decorating Association and brand.

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