



# Logo usage policy

The IOSH logo forms part of a comprehensive and detailed visual identity system. Our visual identity is designed to convey our authority and core professional characteristics and is an important organisational asset.

Reproduction of the logo is carefully controlled to ensure that it is used in appropriate contexts and applications as well as in the correct format and style. This policy applies to both print and electronic media. The IOSH acronym, the IOSH mark and other elements of the corporate identity are trademarked and are protected under copyright law. Misuse of the logo or contravention of the policy will be treated seriously and dealt with accordingly.

Full reproduction guidelines and logo configurations are available to authorised users in our *Corporate identity pack*.

## Who is permitted to reproduce the IOSH logo?

### Partners

For example:

- collaborators in a project that we are formally involved in
- organisers of events that IOSH is sponsoring or officially associated with
- approved training organisations.

The logo should only be reproduced with IOSH's consent.

Usage is restricted to direct, specific references to the particular project, event or training programme. The logo should not be used to imply a broad or generic IOSH association.

### Groups within IOSH

- the head office team
- branches
- specialist groups.

## The next step

If you need further guidance or a *Corporate identity pack*, please call IOSH's PR team on +44 (0)116 257 3100 or email [identity@iosh.co.uk](mailto:identity@iosh.co.uk).

## Who is not permitted to reproduce the IOSH logo?

### Individual members

The logo represents IOSH as a corporate body, regulated by a formal governance structure and incorporated by Royal Charter. It is therefore not appropriate for members to use the logo on an individual basis.

Members should not use the logo on stationery (including business cards), websites or other business and communication materials.

Members are encouraged to use their post-nominal letters and may, of course, state their full IOSH membership category wherever relevant.