



## How to use the Sword of Honour winner logo

Congratulations on winning a Shield of Honour Award. The following guidelines will give you advice on how to use the Shield of Honour Award winners' logo on your communication materials. Please follow these guidelines to guarantee a consistent appearance across all your published material and communication. Please contact us should you need any advice or help on this.

# 1.

## The winner logo



# 2.

## Colour options

Only the following colours options are permitted.



Colour on white



BW on white



White on dark background



Do not place on pictures



Do not rotate



Do not stretch unproportional

# 3.

## Minimum size

Please don't use our logo smaller than a height of 15mm in print and 75px on screen.



15mm  
75px

# 4.

## Exclusion zone

Please allow space around the logo.

In print



On screen

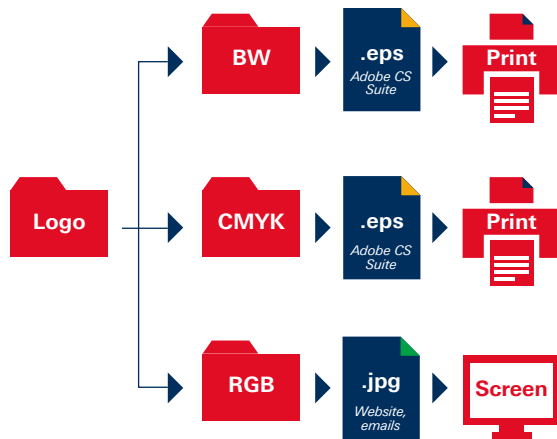


# 5.

## What logo file to use when

We have supplied you with different variations of the logo to give you the opportunity to use it across all your communication and published materials.

Below is an overview of all the different file formats and where and when to use them:



## Terms of use

Organisations who are awarded the Shield of Honour are provided with a non-exclusive, non-transferable limited licence to use a specific logo for use on their websites and printed material in accordance with these terms of use and the British Safety Council Logo Guidelines.

- The Shield of Honour logo is the property of British Safety Council and we reserve all rights in it.
- The British Safety Council does not in any way endorse organisations who are awarded the Shield of Honour, or their products or services. Therefore use of the Shield of Honour logo by organisations achieving the award to imply endorsement of products or services, either expressly or by implication, is prohibited.
- The British Safety Council reserves the right to withdraw use of the Shield of Honour logo at its discretion.
- Where organisations awarded the Shield of Honour use the logo in such a way that brings or is likely to bring the British Safety Council or our name into disrepute we have the right to withdraw permission to use the logo.
- If permission to use the Shield of Honour logo is withdrawn as a result of a breach of these terms of use or the British Safety Council Logo Guidelines

**If you have further questions or any other queries, please contact us:**

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**E** [customer.service@britsafe.org](mailto:customer.service@britsafe.org)

**W** [www.britsafe.org](http://www.britsafe.org)

**F** [/britishsafetycouncil](https://www.facebook.com/britishsafetycouncil)

**T** [@britsafe](https://twitter.com/britsafe)

**I** [/company/british-safety-council](https://www.linkedin.com/company/british-safety-council)

- or those outlined during the application process, it shall take effect immediately and stocks of materials bearing our name and the Shield of Honour logo shall be forthwith withdrawn from distribution and destroyed at the organisation's expense. By agreeing to these terms of use, the organisation acknowledges that this is reasonable in order to safeguard the rights of the British Safety Council. If permission is withdrawn for other reasons, we shall give the organisation a period of two calendar months notice. No expenses will be covered by us.
- The use of the Shield of Honour logo is specific to the site achieving the award and where the logo is used on a corporate website, care should be taken to identify only the site achieving the Shield of Honour.
- The Shield of Honour logo may be used only in accordance with the logo guidelines (provided with the logo).
- The Shield of Honour logo should appear exactly as supplied by the British Safety Council.
- The electronic Shield of Honour logo should be hyperlinked to [www.britsafe.org](http://www.britsafe.org) and failure to fulfil this requirement may result in the withdrawal of permission to use the logo.