

Policy Name:	Logo Usage Policy
Policy Ref:	POL/CO/MT/LU/0004D
Who it applies to:	Employees, Volunteers, Directors, Board members, Trustees, members and/or other associated persons.
Date of issue:	October 2022
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Version:	2.1
Policy Type:	Corporate
Policy Owner:	Head of Marketing
Approved by:	Corporate Policy Review Panel (CPRP)
Equality Impact Assessment Screened	Yes
Contractual terms and conditions which will be changed following legal requirements	No

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Introduction

This policy forms part of CILEX (the Chartered Institute of Legal Executives) internal control and corporate governance arrangements. CILEX means here the Chartered Institute of Legal Executives group of companies.

The CILEX board is committed to ensuring that effective policies operate throughout CILEX.

This policy is not contractual but is intended as a statement of current CILEX strategy and its commitment to operate a fair procedure. CILEX therefore reserves the right to amend this policy and procedure, as necessary, to meet any changing requirements.

Purpose and Scope of Policy

This policy provides CILEX requirements regarding use of the logotypes.

CILEX logo is the sole and exclusive property of CILEX. The use of any logo implies acceptance of, and agreement with the terms of this policy and the associated procedure.

The guidance detailed in this policy and the associated procedure shall be followed at all times that the CILEX logo is used. The using of the CILEX logo shall be expressly authorised. CILEX employees may use the logo in their materials, as long as they do not make any profit from it and comply with usage guidelines.

In general, CILEX promotes the usage of its logo as widely as possible to promote CILEX. However, derivative versions of the CILEX logo are generally prohibited, as they dilute CILEX's brand identity.

This procedure must be read in conjunction with our 'Identity Guidelines.'

Responsibilities

The Chief Executive Officer (CEO) is ultimately responsible for CILEX strategy and organisation.

The Marketing Team is responsible for planning, coordinating, steering, and implementing communication in accordance with this policy. The Marketing Team is responsible for dealing with the usage of the CILEX logo.

Line managers have a responsibility to ensure that this policy is understood and adhered to in their area of responsibility and to assist the Marketing Team in responding to any requests.

It is the responsibility of the Head of Marketing to ensure that this policy and the associated procedure document, are reviewed and updated where relevant. The Corporate Compliance Team will provide support during this process, if necessary.

All employees and members of the Board are expected to follow this policy and the associated procedure.

Those using the CILEX logo are responsible for complying with any modified terms and should therefore review this policy and procedure and become familiar with any modifications that CILEX publishes.

Relevant Policy References

The following CILEX Corporate policies fall within the reach of this policy¹:

- Confidentiality Policy
- Corporate Complaints Policy
- Data Protection Policies
- Equality, Diversity and Inclusion Policy
- Ethical Standards Policy
- Information Security Policy
- Logo Identity Guidelines
- Marketing Communications (PECR) Policy
- Media Handling Policy
- Personal Interest Policy
- Potential Data Security Incident Reporting Policy
- Privacy Policy

¹ As well as other policies and protocols not listed here.

- Risk Management Policy
- Sharing Personal Data with Third Party Policy
- Social Media Account Management Policy
- Whistleblowing Policy

Miscellaneous

Intellectual Property Rights means any intellectual property rights of any nature anywhere in the world whether registered, registrable or otherwise, including patents, utility models, trademarks, registered designs and domain names, applications for any of the foregoing, trade or business names, goodwill, copyright and rights in the nature of copyright, design rights, rights in databases, moral rights, know-how and any other intellectual property rights which subsist in computer software, computer programs, websites, documents, information, techniques, business methods, drawings, logos, instruction manuals, lists and procedures and particulars of customers, marketing methods and procedures and advertising literature, including the “look and feel” of any websites.