

Name and Logo Use Policy

Abstract

This policy establishes the guidelines for the appropriate use of AIQs name, logo and other brand identifiers. It outlines who may use the logo and the process for obtaining permission

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V1.4	06/07/26	Document reviewed and retained as an interim control pending harmonisation following the planned merger (November 2026).

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1. Permission to use

When you become an approved centre with Active IQ, we grant permission for you to make use of our logo as your affiliated awarding organisation. You will be sent the logo as part of your welcome pack; it can then be used on your website, online and offline advertising, social media, and any printed resources that you use. If you do not have our current logo or need further advice on how you can use it, please email our Marketing team at marketing@activeiq.co.uk If you require further information about how to use our logo correctly, please see below or request a copy of our branding guidelines.

2. Removal of permission

If you decide to no longer be an approved centre with Active IQ, or approval is withdrawn, you must cease to use our logo immediately or as soon as possible. This should include its removal from your website and any other online and offline resources. If we are informed or see that our logo is still in use, we have the right to seek legal action for its removal and will commence with a cease-and-desist letter from us and our legal team. Should you need further time for the removal of our logo, you can request this by emailing our Head of Marketing at marketing@activeiq.co.uk

If we also identify misuse of our learner/student qualified logo by anyone stating that they have undertaken a qualification and are certified through Active IQ, and they are found out not to be so qualified, we reserve the right to also take legal action when and where necessary.

3. Learner/student use

The Active IQ logo is for the exclusive use of our approved centres.

Learners/students who complete their qualifications through an approved Active IQ centre have permission to use the below logo for use on their CV, LinkedIn profile, social media or business page.

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4. Use of the Active IQ name and logo

As an approved centre, you will want to advertise the specific Active IQ qualifications that you are approved to deliver. However, in order to use the Active IQ name and logo, the following must be observed and adhered to:

- only advertise qualifications that you are approved to deliver
- the Active IQ name must be used in full rather than any abbreviations or alternatives

The Active IQ logo will be sent to you upon approval. However, if you require the logo in a higher resolution or a different format, please contact our Marketing team at marketing@activeiq.co.uk

4.1. Logo versions

- the preferred version of the logo is version A (see below). The logo should only be used on a white background. This logo should always be used wherever possible. When it is not possible to use the main logo (A), it is permissible to use the black or white versions (B, C and D)
- logos B and C are for use on solid colour backgrounds
- logo D is for use in black-and-white printed documents, such as mono adverts and Word documents

The primary Active IQ logo, with 'Active' in purple and 'iQ' in grey.

A: primary use

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B and C: secondary use



D: secondary use

End-point Assessment logo



A: primary use



B: secondary use

International logo



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4.2. Professional recognition logo



4.3. Logo size and position

- the logo should always be positioned at the top right of the front page of a document, where applicable. The only exception is when the logo is used on signage and exhibition stands, where it may be centred if this is more appropriate
- the logo should be placed on A4 literature at a size of at least 50mm wide and should be scaled up proportionately for larger collateral
- the website address (www.activeiq.co.uk) should be positioned at the top left, where possible

4.4. Logo minimum size

The Active IQ logo must retain its impact and legibility wherever it appears. With this in mind, the minimum size to which the logo should be scaled is 40mm. It should only ever be scaled to this size if absolutely necessary.



4.5. Logo exclusion zone

The Active IQ logo should always be given plenty of room to 'breathe' using an 'exclusion zone'. This is an area that should never contain any other graphics, typography or imagery that could interfere with the logo.

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This ensures that the logo always remains legible and clear of unnecessary distraction. It also represents the value and respect that we give the logo as the centrepiece of our brand.

As indicated below, the minimum clear space equates to the equivalent height of the Q from the Active IQ logo. However, this is just a guide to the absolute minimum space; as a general rule, the more space the logo is given, the better.



4.6. Incorrect use of the logo

- The wherever possible, the preferred versions of the logo on the white background should be used. However, there will be times when the logo has to appear on background colours. In these situations, we have a version of the logo that is reversed out
- here are a few examples of how not to use the logo. It is important not to alter the logo. It is possible to use the logo in a range of non-brand colours for certain promotional items, e.g. gold, silver, embossed or etched

Do not distort, skew or stretch the logo

Active iQ

Do not reposition any elements of the logo

Active
iQ

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Do not recolour the logo. Use only approved brand colours. Do not attempt to redraw any elements of the logo



Do not swap the colours within the logo



5. Co-branding

When another logo is to be placed on literature along with the Active IQ logo, it must not interfere in any way with the Active IQ logo or the brand graphics. Both logos must have plenty of room to breathe.

6. Implementation and dissemination

This policy will be implemented immediately upon approval and available on Active IQ website.

7. Monitoring arrangements

This policy will be reviewed within six months to ensure the document is aligned, fit for purpose, and continues to meet operational, regulatory, and organisational needs following full integration.

8. Data retention

This policy does not involve the gathering of any personal data; therefore, no data retention timelines or requirements are needed.

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9. Further information

If you require further assistance with the use of the Active IQ name or logo, please contact our Marketing team at marketing@activeiq.co.uk

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