

## Logo Guidelines

### Introduction

These logo guidelines are for training providers who have successfully completed the PD:Approval endorsement process and must be used in conjunction with the logo guidelines provided by the Sports Therapy Association (STA) in order to also display their CPD point logo, which can be accessed [here](#).

These guidelines apply solely to the PD:Approval Endorsed logo, which must be used consistently, correctly and appropriately and only with the prior consent and approval of PD:Approval.



### About Us

PD:Approval is an independent quality assurance service working with new and established membership organisations. The PD:Approval team combined has over 50 years of knowledge and experience in standards setting, quality assurance and structuring frameworks to strengthen the verification of training that underpins the code of practice of membership organisations and institutes.

PD:Approval is contracted to provide endorsement on behalf of the Sports Therapy Association.

### Conditions of Use

- 1 The PD:Approval Endorsed logo can only be used in the context of these Conditions of Use and in relation to raising standards and in support of the values of PD:Approval and the [Code of Conduct and Practice for Endorsed Providers](#).
- 2 The PD:Approval Endorsed logo may only be displayed alongside the endorsed programme and/or qualification covered by PD:Approval endorsement, and must be included on the learner certificate (STA members only).
- 3 All material that includes the PD:Approval Endorsed logo must conform to the configuration and colours therein, and must not be more prominent than the logo of the endorsed provider using it. No change can be made to the wording, colouring or dimensions.
- 4 If an endorsed provider authorises a non-endorsed provider to deliver their PD:Approval endorsed training, they cannot use this logo or promote the training as endorsed (unless they first become endorsed themselves).
- 5 PD:Approval reserves the right to withdraw the use of the PD:Approval Endorsement logo if PD:Approval believes that the user is acting in a way that brings or will bring PD:Approval or PD:Approval endorsement into disrepute.
- 6 If an endorsed provider is suspended by PD:Approval, the PD:Approval Endorsement and STA CPD point logos must be removed from their website. If conditions are not met to lift the suspension, this will result in a termination of endorsement (see 7).
- 7 If an endorsement is discontinued, either by non-renewal or termination by either the provider or PD:Approval, the PD:Approval Endorsement and STA CPD point logos must be removed within five working days from wherever the training provider has placed them, including where it involves a third party. If the provider fails to comply they will be added to the not-recognised page on the STA website and reported to the Trading Standards Authority.

## Format

- 1 The logo must be placed horizontally without a border or box.
- 2 The logo must have 5mm of space around it to ensure clarity and visibility, and not be obscured by the background image.
- 3 The logo can be used in any application up to any size but never less than 20mm in height, and must be clearly visible and legible.
- 4 The relative dimensions of the logo must remain constant, and not stretched or twisted to fit the available space.

## Colour palette

The following tables shows the relevant codes for PD:Approval Endorsed logo.

	Blue	White
Hex	#4B98D3	#FFFFFF
RGB	75 - 152 - 211	255 - 255 - 255
CMYK	64 - 28 - 0 - 17	0 - 0 - 0 - 0

## Placement

Along with the PD:Approval Endorsed logo you will receive an STA CPD point logo. Below is a table to show where these logos can be placed.

	Endorsed	CPD Points	Placement
<b>Website Home page</b>	✓		Wherever you wish on the home page.
<b>Other website pages</b>	✓	✓	Wherever your endorsed programme or the qualification/s covered by your endorsement are displayed.
<b>Headed Paper</b>	✓		Where suitable.
<b>Marketing</b>	✓	✓	Alongside wherever your endorsed programme/s or the qualification/s covered by your endorsement are displayed.
<b>Social Media</b>	✓	✓	Wherever your endorsed programme or the qualification/s covered by your endorsement are mentioned.
<b>Certificates*</b>	✓	✓	At the bottom of the certificate presented to learners who are STA members.*

\* Certificates for non-STA members must only include the PD:Approval Endorsed logo.

If you have any questions about the logos you have received, please contact the Professional Development Team at [STA.endorsement@pdapproval.com](mailto:STA.endorsement@pdapproval.com).