BCS, The Chartered Institute for IT

Partner brand guidelines

bcs

The
Chartered
Institute
for IT

CONTENTS

This document is for BCS partners only, click the following link for other **BCS guides**.

Welcome

At BCS, The Chartered Institute for IT, we're on a mission to support the people working in the IT industry and help them build a safe and bright digital future for everyone in society.

How do we do this? By working with key partners and a global membership community to improve IT education, influence ethical practice, share expertise, raise professional standards and support career progression. It's all set out in our royal charter.

Oh, and we're also the awarding body for BCS Professional Certification and digital skills qualifications; a leading assessment organisation for digital apprenticeships; and the regulatory body for Chartered IT Professional (CITP) and Register for IT Technicians (RITTech) registration, recognising the work and commitment of the exceptional people who design, build and maintain the digital world around us.

OUR MISSION & VISION

Our purpose is rooted in our Royal Charter: "To promote and advance the education and practice of computing for the benefit of the public".

Our vision is for everyone in society to benefit from good IT; they need a profession that will champion and deliver access to the right technology, knowledge and skills required for all of us to be resilient and thrive in our digital world.

That vision requires a diverse and inclusive IT profession that truly represents all the needs of society. It needs to be plentiful in talent and demanding of itself the highest standards of professional competence, ethical thinking and practice. Only then can it truly make IT good, for everyone.

We are the UK's professional body for computing, with a global relevance and impact. We help make IT good for society through the incredible work and support of our members, volunteers, staff, partners and like-minded organisations who share our vision.

OUR PURPOSE

To set and maintain standards of professional competence, conduct and ethical practice within the IT industry.

BCS
PARTNER
LOGOS

BCS PARTNER LOGOS

Minimum size & colour

Minimum size
The following is a guide to keep our logo size consistent across all print and digital materials.

The measurements are taken from the full width of our logo.

• Print - minimum logo width 15mm;
• Digital - minimum logo width 100px.

Colour variations
The primary colour for our logo is black. The white variation can be used on dark backgrounds.

The green variant
Our green logo should not be applied to any new designs, but should still be used where it exists today.

Minimum size

Print

Digital

15mm

100px

Colour variations

BCS PARTNER LOGOS

Logo sizing

It's important that our logo is a consistent size across similar-sized marketing collateral and publications.

A1
Logo width: 80 mm
Margins: 40 mm

A3
Logo width: 40 mm
Margins: 20 mm

A4
Logo width: 25 mm
Margins: 12 mm

Letterhead/Compliment slip
Logo width: 22 mm
Margins: 12 mm

Continuation sheet
Logo width: 18 mm
Margins: 12 mm

A5/DL
Logo width: 22 mm
Margins: 10 mm

Book cover
Logo width: 22 mm
Margins: 12 mm

A6
Logo width: 18 mm
Margins: 10 mm

Business card
Logo width: 15 mm
Margins: 5 mm

25

12

12

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The Chartered Institute for IT

Approved Centre
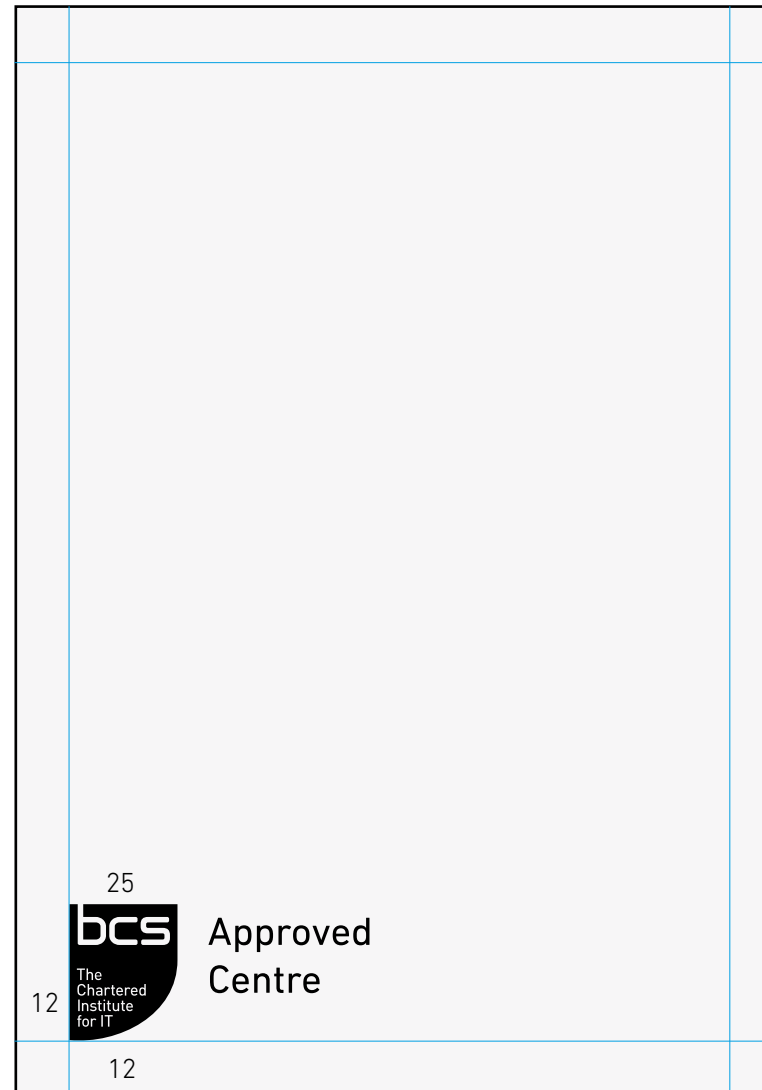
A4 example

BCS PARTNER LOGOS

Incorrect usage

The effectiveness of the BCS logo depends on correct and consistent use.

Don't stretch or skew the logo.

Don't use any effects on the logo.

Don't reduce the logo's transparency from 100%.
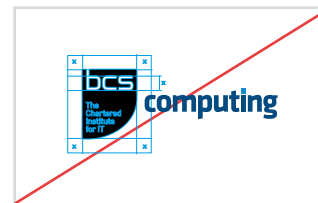

Don't change the logo's orientation.

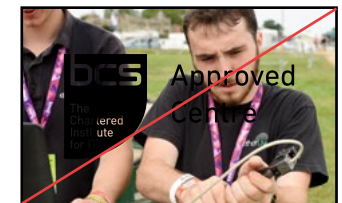Don't change the logo's colour.

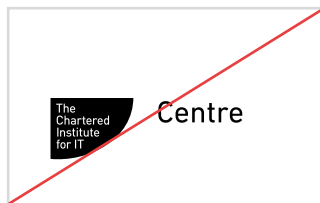Don't create/add additional taglines.

Don't use logo on similar colours or colours with poor contrast.

Don't place logos, text or imagery within the exclusion zone.

Don't use the logo on busy photographs, patterns or images with poor contrast.


Don't crop the logo.

BCS PARTNER LOGOS

Partnership logo lock-ups

The BCS logo should be presented as shown when used alongside a partners' logo when there is an external partnership opportunity between the two organisation, such as sponsorship of an event or a joint piece of content or marketing collateral. For maximum brand protection for both brand partners, we suggest using double the space of 'X' which represents the height and width of the letter 'S' in BCS.

Exclusion zone
It is important to maintain an exclusion zone around the partnership logo to protect it from other visual or graphic elements. The minimum amount of clear space is shown here.
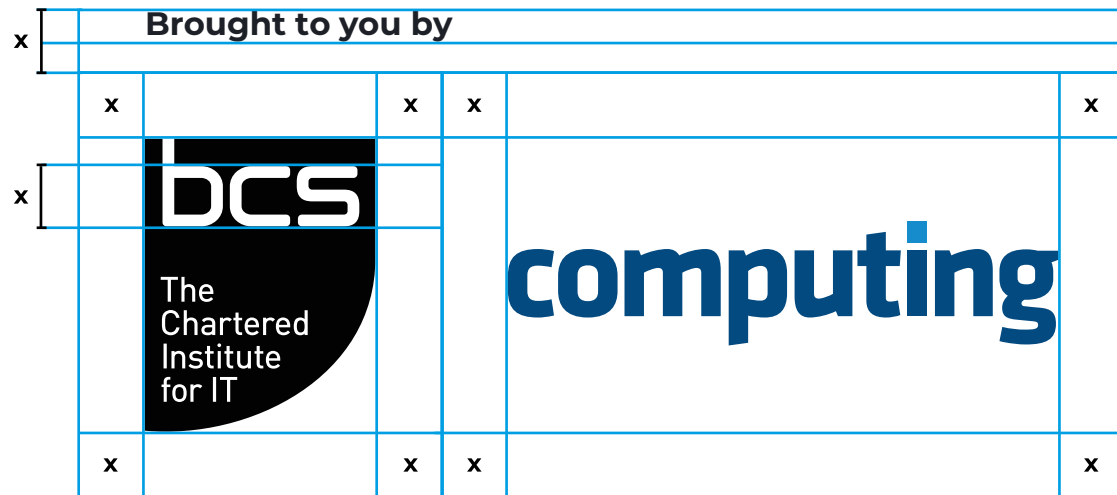
BCS PARTNER LOGOS

Accreditation logo lock-ups

These logos are for use by our BCS-accredited training partners and should be used for their own websites and promotional materials only. They are not to be used by third party organisations or affiliates that our accredited partners work with.

Our accreditation logos should only appear in black. #000000.

On printed collateral our preferred position for our accreditation logos is bottom left, or in special circumstances, bottom right.

Please note, our accreditation logos should not be modified in any way.

Exclusion zone
It is important to maintain an exclusion zone around the accreditation logo to protect it from other visual or graphic elements. The minimum amount of clear space is shown here.
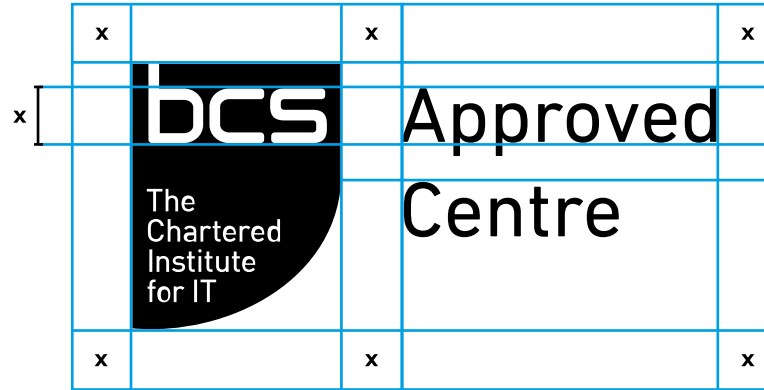
BCS PARTNER LOGOS

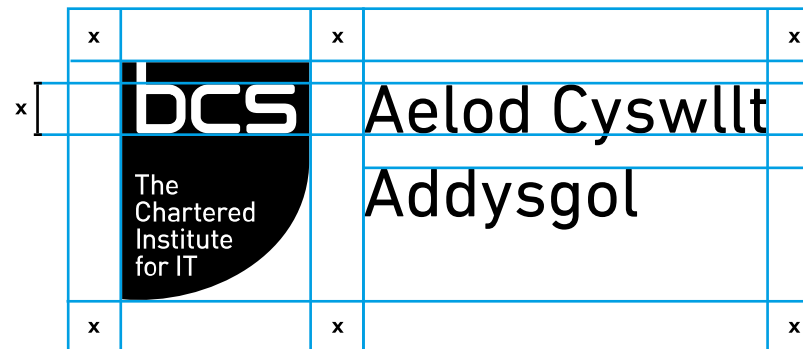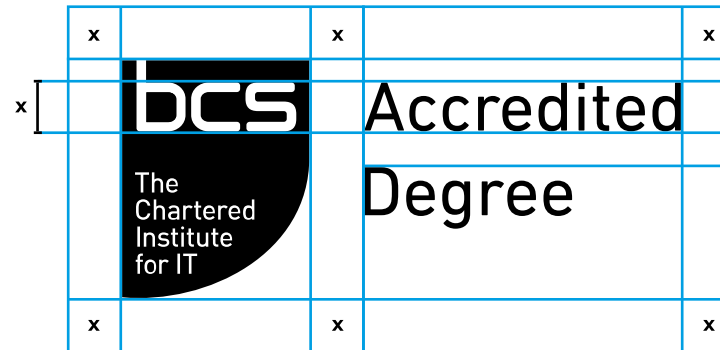## Accreditation logo lock-ups

Universities and colleges
These logos are for use by our BCS-accredited universities and colleges and should be used for their own websites and promotional materials only. They are not to be used by third party organisations or affiliates that our accredited partners work with.

Please note, our accreditation logos should not be modified in any way.

Exclusion zone
It is important to maintain an exclusion zone around the accreditation logo to protect it from other visual or graphic elements. The minimum amount of clear space is shown here.

BCS PARTNER LOGOS

Affiliate logo lock-up

These logos are for use by training providers affiliated with BCS Accredited Training Partners (and registered with BCS). They should be used for their own websites and promotional materials only and are not to be used by third party organisations or affiliates.

Our affiliate logos should only appear in black. #000000.

On printed collateral our preferred position for our affiliate logos is bottom left, or in special circumstances, bottom right.

Please note, our affiliate logos should not be modified in any way.

Exclusion zone
It is important to maintain an exclusion zone around the affiliate logo to protect it from other visual or graphic elements. The minimum amount of clear space is shown here.

BCS PARTNER LOGOS

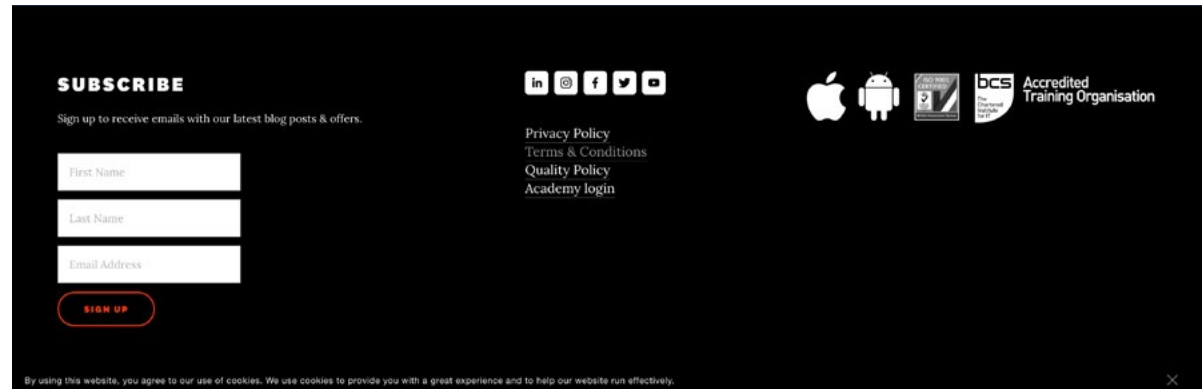## Permitted uses of the partner logos

Application
We ask that the logo's are shown within the footer of your website.
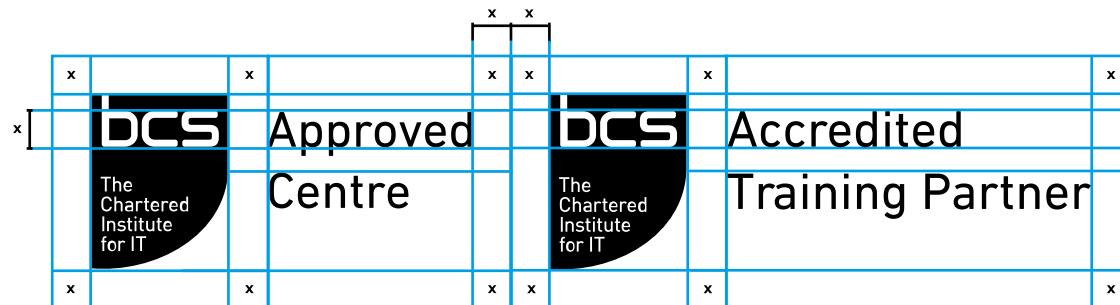
2 logos lock-up example
If you hold multiple BCS logos, the correct spacing is 2x X which represents the height and width of the 'S' within the BCS logo.

Website application

2 logos lock-up example

BCS PARTNER LOGOS

Intellectual property

The following offers brief guidance to our intellectual property in regard to our logos, copyright and infringements.

Our logos may only be used by organisations that have our consent to use them. These include (but are not limited to): **Approved Centres, Accredited Training Partners, affiliated Training Providers, Examination Providers and Distributers.**

Our logos add value to our products and services and are valuable assets which must be protected at all times against unauthorised use.

The licence given to any of these organisations is personal to the organisation and specific to their licensed activity or product. The licence does not transfer any ownership of the intellectual property rights, title or interest in our name.

Any licence we give relating to the use of our logos will require an organisation to keep strictly to the terms of the licence and our Brand Guidelines. One of the requirements will be to use the logos only in the form, colour and design that we give and the logos must not be altered or added to in any way.

If an organisation does not keep to these terms, we may bring the licence to an end and require the organisation to remove our logos from all of their media and materials.

COPYRIGHT
Copyright grants the creator of an original work exclusive rights to its use and distribution.

Our materials such as marketing literature, advertisements and publications are copyright protected which means that unless we consent to a third party using these materials, only we may reproduce and use them.

Any third parties who wish to reproduce our material must apply for our prior written consent to do so.

INFRINGEMENTS
There will be a trademark infringement if an organisation uses one of our logos without our prior consent or does not keep to the licence terms. This will include an organisation using our logo or a similar logo for its own products or services.

There will be a copyright infringement if an organisation uses our copyrighted materials without our prior consent or does not keep to the licence terms. This will include an organisation reproducing our copyrighted material for business purposes.

If you suspect an organisation has committed a copyright or trademark infringement or if you have any information and/or concerns, please contact your BCS account manager.

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CONTACT

If you have any queries, please email
creativeservices@bcs.uk