

**USAGE POLICY
FOR
NHSTA COMPLEMENTARY PRACTITIONERS LOGO**

1. The logo is solely for the use of individual practitioners who are currently paid up members in good standing of the NHS Directory of Complementary and Alternative Practitioners.
2. The Logo may be used on promotional literature i.e brochures, websites and may be added to your headed paper and business cards.
3. You may not claim that you are "recognised by" or "registered" with the NHS .
4. You may not use the logo in such a way to suggest that you are the NHSTA itself.
5. If your membership of the NHS Directory of Complementary and Alternative Practitioners ceases you must immediately remove the logo from any websites and destroy any existing documents, promotional literature or business cards etc. bearing the logo, failure to do so may result in prosecution.
6. You may not allow any third party, for instance, a clinic you run or work from to use the logo in any way in connection with its activities.
7. In the unlikely event that your membership is suspended for any reason i.e. pending the outcome of a complaints enquiry you must remove the logo from any websites until further notice.
8. The original filename of the supplied logo **must** be retained when it is used on any website.
9. The logo should not be larger than 160px X 61px when used on any webpage
10. The log should not cover more than 10% of the area of any printed material
11. The logo should not the be the primary or predominant logo on any webpage.
12. The logo may not be edited in any way other than to scale it to sizes smaller than the specified maximum.
13. Failure to comply with any of the above conditions will result in withdrawal of the license to use the logo and possible suspension/removal from membership of the Directory.