

## **BOHS' Logo Policy**

### 1. BOHS' Corporate Logo



The BOHS corporate logo is the trademark of BOHS and is therefore an important asset to our business. It is designed to convey our corporate brand and unique role in worker health protection.

Reproduction of the logo is carefully controlled to ensure that it is used in appropriate contexts and applications, as well as in the correct format and style. The BOHS logo is a registered trademark of BOHS and therefore protected under copyright law. Misuse of the logo or contravention of the policy will be treated seriously.

### **Who is permitted to use the BOHS corporate logo?**

- a) The BOHS Head Office team
- b) Other businesses/individuals e.g.:
  - Organisations formally collaborating with BOHS on a specific project
  - Organisers of events that BOHS is supporting or sponsoring
- c) BOHS Members – **only** when representing BOHS e.g. at meetings or events  
Where members are representing BOHS, for example in giving presentations, they will have been given permission to use the logo, and they will be issued - via BOHS head office - with the relevant logo, or slide template, which carries the BOHS logo.

**N.B.** Because the logo represents BOHS as a corporate body, regulated by a formal governance structure and incorporated by Royal Charter, it is not appropriate for BOHS

members to use the logo on an individual basis. Members should **not** use the logo on stationery, websites or other business and communication materials e.g. company vehicles.

However, members are encouraged to use their post-nominal letters, and may state their relevant BOHS membership category.

***Please note:** if you have permission to use the BOHS logo, please ensure that you use the latest version i.e. as illustrated above. Should you have any queries regarding the version or format you're using, please contact [marketing@bohs.org](mailto:marketing@bohs.org).*

## 2. BOHS Approved Training Provider logo



This logo is solely for use by training providers who have been formally approved to deliver training leading to BOHS qualifications. Eligible providers will be issued with the specific 'Approved Training Provider' logo along with the associated guidelines for use.

## 3. Directory of Occupational Hygiene Services Logo



Companies that are registered in the *BOHS Directory of Occupational Hygiene Services* are entitled to use the Directory of Occupational Hygiene Services (DOHS) logo, which is issued when they pay to register in the Directory. The logo is intended for use on companies' websites and stationery.

Please note that once a company is no longer registered in the *BOHS Directory of Occupational Hygiene Services*, it is no longer entitled to use the DOHS logo.

#### 4. Breathe Freely Logo

The Breathe Freely logo is copyright to BOHS, and is therefore only for use by BOHS, unless permission has been given by BOHS for its use in presentations.

Businesses that have formally signed up as either Breathe Freely Sponsors or Supporters, may use the Breathe Freely Sponsor or Supporter logos on their websites and communications:



If you're interested in becoming a Breathe Freely Supporter, please follow [this link](#).

#### 5. Hi Standard Logo



The Breathe Freely [Hi Standard](#) logo is trademarked to BOHS, and may only be used by BOHS.

## 6. BOHS Endorsed Courses



The BOHS endorsed course logo is only for use by companies to publicise that a course, or courses, have been officially endorsed by BOHS, as specified in BOHS' terms and conditions for endorsed courses. Full terms and conditions are available from the Qualifications Team at BOHS ([qualifications@bohs.org](mailto:qualifications@bohs.org)).

### General Guidelines

The following information gives further information, and may cover frequently asked questions about BOHS' logo usage:

- Companies are not permitted to state they have 'BOHS certified personnel': being permitted to use a BOHS logo, or being in possession of BOHS qualifications, does not mean that BOHS can in any way endorse a person's ability or competence
- It is not permitted to use the BOHS logo on company vehicles
- Business owners who are BOHS members are not permitted to use the BOHS corporate logo on websites; communication materials (see 'BOHS Members' in section 1 above, for further information)
- Companies and BOHS members are not permitted to use the BOHS logo in presentations nor on communication materials, unless they have been given permission by BOHS head office personnel – in which case they will be supplied with the relevant logo and presentation template

- Should you require a black and white, web version, or different format of a particular logo, please contact [marketing@bohs.org](mailto:marketing@bohs.org) for assistance.

Any queries related to BOHS logos and branding should be directed to [marketing@bohs.org](mailto:marketing@bohs.org)

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