

Logo Usage & Guidelines

BMLA Member & Course Badge

BMLA Approved Course Badge

As a mark of BMLA approval, the BMLA allows the use of its BMLA Approved Course badge. This can be used on promotional material and certificates of participation once approval has been received from the BMLA Course Committee. BMLA Approved Course providers will receive a specific dated badge which must be hyperlinked to: <https://www.bmla.co.uk>

The BMLA logo must not be used for any other purposes. The reason is that the BMLA are not accrediting the member or the clinic; which is what the use of the logo would imply.

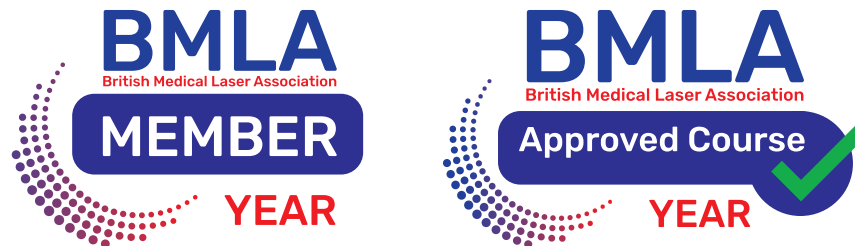
To attest professional membership of the BMLA, current members are encouraged to use the yearly membership badge supplied in that year's membership confirmation email.

The Membership Badge must be hyperlinked to: <https://www.bmla.co.uk>

The Membership Badge for that year is only allowed to be displayed by a member with valid BMLA membership for that year.

The Membership Badge purely demonstrates that the individual is a paid up member of the Association. The BMLA are not claiming to vouch for the quality of their work.

**This document has been prepared to explain the correct usage of the membership and course badge.
Members may also use the membership certificate to display in clinics etc.**



BMLA Member Badge & Approved Course Badge

If a BMLA Membership Badge or Logo is used incorrectly in anyway, please report the details to BMLA Secretariat on office@bmla.co.uk

Please Note: It may be necessary to amend the guidelines throughout the year therefore the most up to date version will always be available on <https://www.bmla.co.uk/become-a-member/>

Colours

Primary Badge Colours



RED

CMYK (full colour printing)
C:00 M:100 Y:100 K:00

RGB (digital / on screen)
R:227 G:28 B:36

HEX (web)
#ed1c24



BLUE

CMYK (full colour printing)
C:100 M:90 Y:00 K:00

RGB (digital / on screen)
R:34 G:64 B:154

HEX (web)
#22409a



GREEN

CMYK (full colour printing)
C:83 M:03 Y:100 K:00

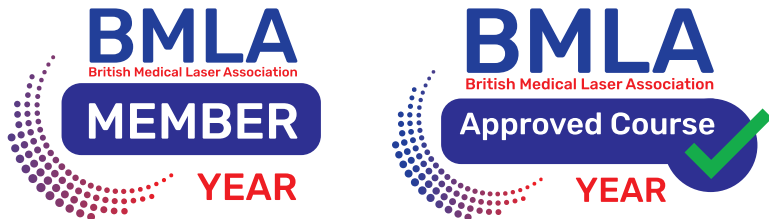
RGB (digital / on screen)
R:00 G:170 B:76

HEX (web)
00aa4b



In colour usage:

- The background colour must always be white.



Files Provided: CMYK PDF / CMYK Jpeg / RGB Jpegs / RGB PNGs

White usage;

- Should be used on non-white backgrounds.



Files Provided: RGB PNGs

Black usage;

- Should be used on non-white backgrounds.



Files Provided: RGB PNGs

Linking, Placement, Typography & Sizing

Clear Space

When the badge is placed, it should be kept clear of competing text, images and other graphics elements. To accomplish this, a space equal to at least the height of the letter 'B' from the text (X) should be left clear around the badge.



Linking

When the badge is in place correctly, please hyper-link it to <https://www.bmla.co.uk>

Minimum Size

The badge should never be resized too small so that it is always recognisable / legible.



Fonts Used on Badge

Rubik - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Rubik - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Using the Badge

Correct



Incorrect



How not to use the badge

- Do not distort any portion
- Do not crop any portion
- Do not use with a tilt
- Do not rotate
- Do not add symbols or any other unapproved graphics to the badge

Approved Course - Month Version

