



Title: Quidos use of logo
Ref: MK10
Issue: v2.1
Issued By: Georgina Morse **Date:** 28/03/2023
Approved By: Catherine Garrido **Date:** 28/03/2023

Revision History

Issue	Issued	Approved	Reviewed
1.0	21/08/2019	21/08/2019	12/12/2021
			10/10/2022
2.0	10/10/2022	30/11/2022	
2.1	28/03/2023	28/03/2023	04/10/2023 AV

Quidos use of logo

Overall Guidance:

The term 'logo' used within this document refers to the Quidos logo along with any associated logos, including the TrustMark brand. All other logos will have their own guidance which will need to be adhered to at all times.

As per the Quidos Accreditation Scheme Code of Conduct, the Assessor must act in a professional manner at all times and will not act in a manner that brings the Scheme, TrustMark, Industry, or EPB Regulations into dispute.

1. Quidos will allow you the use of these logos for marketing or communication purposes in line with the below requirements;
2. The use of these logos will be permitted for as long as the associate is affiliated with Quidos.
3. The Quidos logomark can be unlocked from the Quidos wordmark.



4. Do not apply effects to the logo or change the proportions of the logo.



5. Do not make alternative combinations apart from the logos supplied.

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6. The size of the logo image should be 15mm and larger.
7. If a dark background is being used then you may use the white version of the Quidos logo.



8. If a font is needed for Quidos; use League Spartan for headings and use Josefin Sans Regular for subheadings and main body text.
9. If a colour is needed, then the Quidos colour used is - hex #24303e.
10. The guidelines surrounding the use of each logo should be adhered to unless there is specific guidance that states otherwise.
11. Do not use the logo for purposes other than those approved by Quidos.
12. The brand and logo intellectual property is only used for the purposes for which it is licensed and will not be altered, defaced or used in a manner that would bring the industry or brand into disrepute or be misinterpreted in any way.
13. If you are wanting to use the logo for any other use, prior permission from the appropriate oversight body would be required.