



## Brand and logo usage policy

YMCA Awards is part of Central YMCA, a national charity that has been changing lives through education and wellbeing since 1844. Created in 1998, we were the first awarding organisation for the active leisure sector, and 20 years on we still developing high quality, employer-recognised, qualifications for the fitness industry.

This page outlines how we expect our approved centres to use refer to us and our products and services to retain the integrity of our brand.

- When describing your courses to potential learners, you need to make a clear distinction between the course and any regulated qualifications/qualification components learners will receive on completion.
- You'll need to include 'YMCA Awards' and the level in the title when referring to any of our regulated qualifications or qualification components. The 'l' of the level needs to be capitalised – even if it's in the middle of a sentence e.g. YMCA Awards Level 2 Certificate in Gym Instructing; YMCA Level 3 Diploma in Personal Training (Practitioner).
- You should never separate 'YMCA' from 'Awards' when referring to us or our products/services – we're YMCA Awards and our name shouldn't be abbreviated in anyway.
- **You must not use our logo or qualification titles on any certificates you produce.**

## Using our logos

Our approved centres can use our YMCA Awards Approved Centre logo to promote courses and materials that lead to a YMCA Awards qualification or qualification component certificate. Some examples of where you may want to use the YMCA Awards Approved Centre logo include:

- your website
- stationery
- promotional materials
- prospectuses
- signage and exhibition stands
- adverts.

To ensure our logo stands out, **you must ensure you leave a gap around the logo of 1/3 the width in all directions.** This means that if you are using a 30mm wide version of our logo, you can't put anything within 10 mm to the left, right, top or bottom.

**Our logo must always be at least 22.7 mm wide** and you must never stretch or skew the dimensions. If you're using our logo alongside other logos, you'll need to ensure our logo appears equally weighted.

## awarding excellence