



# ILM Brand Policy

Including guidance on the use of the ILM Logo

V6 September 2018

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## Document Change History

Changes to specific sections of the document are listed below:

### Scope

Page No	Change
4	Further clarification to scope

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### Obtaining the Logo

Page No	Change
6	Addition of ILM Recommended

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### Further Information

Page No	Change
11	New section

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### Contact Details

Page No	Change
12	New section

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## Scope

This policy applies to the use of the ILM brand, including the use of its name and logo by its active customers. The purpose of the policy is to ensure ILM benefits from the consistent use and promotion of its brand and to minimise risk from the misuse of its brand.

Customers will appreciate that we need to protect the ILM name and brand. Consequently permission to use the name, logo and trademark is dependent on customers continuing to register candidates with ILM on an on-going basis.

ILM encourages its customers to use the appropriate ILM logo on their stationery, promotional material, prospectuses, signage, exhibition stands and press advertisements, in order to promote an ILM product and show clearly that ILM is providing it.

ILM also encourages the use of the appropriate ILM logo or a link to the ILM website in a list of organisations that the customer works with or is affiliated with.

The appropriate ILM logo to use is subject to the type of ongoing business relationship and terms and conditions of the agreement currently held with ILM.

This policy supersedes and replaces the ILM Brand Policy Version 5 December 2017.

## Obtaining the Logo

As part of the approval process, ILM provides approved centres and recognised providers with the appropriate version of its logo. ILM also provides appropriate versions of its logo to customers who offer ILM Recommended and dual-accredited quality assured provisions. However, customers can obtain the appropriate logo from the Customer Service team ([customer@i-l-m.com](mailto:customer@i-l-m.com)) who will issue a Jpeg version of the logo along with terms and conditions for its use. By receiving and using the logo and terms and conditions you are agreeing to abide by them and the contents of this policy.

When ILM creates additional versions of its logo tailored to show associations with its products and services, the appropriate version of the logo will be issued to you.

## Using the Logo

Please use the logo in the format sent. If enlarged or reduced, please do so proportionately (i.e. sized from the corners only, not from one of the four sides). There must be a minimum clear space around the logo of half the height of the 'l' all around (please see diagram below). Wherever possible the logo should be a reasonable size and the minimum size of 10mm must only be used on promotional items, such as pens. Where possible the logo should be positioned top right or bottom right on the page and it must never be centred.

There are different versions of the ILM logo available according to your print needs:

1. Full colour – the letters 'ILM' should be pantone 433U. There are two colours in the starburst above the 'i' where the yellow should be pantone 108U and the orange should be pantone 130U. There is also a reversed-out version for use on coloured backgrounds with the 'ILM' letters in white.
2. Monotone – reversed-out black version and reversed-out white version (for use on coloured backgrounds).

The colours must not be changed. We prefer use of the full colour version if this fits in with the design of the materials being produced. However, if printing on a coloured background, you should use the reversed-out version. Please call the ILM Customer Service team on 01543 266867 (Monday – Friday 8:00 – 17:00) for guidance if you are unsure.

The logo should not be used in such a way as to suggest that you are in partnership with ILM, and where practical any text should highlight the specific course(s) you are approved to offer. The ILM logo should not dominate the page either in print or on the web.

Please note that successful candidates will be issued with an ILM certificate, therefore **the logo must not be used on certificates you produce, nor may it be used on any internally produced certificates, programme hand-outs or materials sold to candidates.**

## Illustration of ILM Logo 'Exclusion Zone'

Please observe an exclusion zone around the ILM logo. This area should be kept clear of any other graphic elements to maintain the visual integrity of the logo. Exclusion zones for the alternative logo formats can be calculated in a similar way.



## The ILM Name

When referring to ILM in text, you should only use ILM, not the Institute of Leadership & Management, as we were previously known. Where it is beneficial to do so, you can also refer to ILM as a City & Guilds Group business.

If you are delivering ILM qualifications (awarded by The City and Guilds of London Institute) that are regulated by Ofqual, the Scottish Qualifications Authority (SQA) or the Welsh Government, you must use the full title when describing ILM qualifications. These are clearly listed on your letter of approval but can also be found on the relevant regulators list of the ILM qualifications it regulates.

ILM takes misuse of its brand seriously and will undertake regular checks of customer websites or materials to ensure that this policy is adhered to. Where non-compliance is found ILM will take action to mitigate any identified infringements.

## Use of the ILM name and logo on Social Media

ILM encourages its learners to use the ILM official social media accounts. These accounts use the ILM brand identity and clearly explain that a particular group is for ILM qualification users.

Use of the ILM brand identity, apart from versions of the logo that are provided to its customers, is not permitted by third parties.

If you are using your own brand identity on your organisation's social media homepage so that the relationship between the centre and ILM is clear and referred to in the text, the version of the logo that you have been provided with and are permitted to use may be used alongside it.

## Misrepresentation of the ILM brand and trademark

ILM is required to ensure that its qualifications are not advertised or promoted in a manner that is likely to be misleading to users or potential users of its qualifications. This is the approach consistently applied by ILM in relation to any product or service it offers.

Although not an exhaustive list, ILM would consider there is potential to mislead a learner if:

- ILM's logo or name appears next to provision which we do not award
- Words such as "qualification" are used to describe provision that is not a regulated qualification – for example, endorsed or development programmes
- The term 'approved or accredited by ILM' is used to promote an ILM endorsed and development programme
- When describing ILM qualifications, the full title as it appears on the Register is not used
- ILM's logo or name appears implying endorsement of an organisation as a whole rather than the factual relationship status with ILM. This includes services or provision that ILM does not award especially if a centre or provider offers provision from other organisations or accredits its own training
- The ILM logo is used on course materials, workbooks or alternative assessments where it may imply that these have been supplied or approved by ILM. An exception to this are ILM Recommended provisions, where content has been quality assured to confirm that the ILM Recommended criteria has been met.
- Inaccurate or exaggerated claims are made about ILM programmes or qualifications
- ILM's name is used to host a domain name used to promote a product or service that is deemed by ILM to be similar and/or confusing with the ILM domain name and website
- ILM's name appears in an email display name or email address unless the relationship is clear and distinct between the centre/provider and ILM.

## Terms and Conditions for the use of the ILM Logos by ILM customers

1. Trade mark/logo(s) must be used only in the form provided by ILM.
2. We will comply with any relevant ILM guidelines in relation to the use of its trademarks, and keep records and copies of items (or links to any websites) on which the trademarks/logos are being used as required.
3. ILM reserves the right at any time to withdraw permission to use its trademark/logo and require the immediate destruction of any materials or stock and the alteration of any web or intranet site.
4. ILM will revoke the use of its trademarks/logo where a customer is unable to demonstrate an ongoing business relationship, or in instances where ILM approval is not renewed or is withdrawn.
5. We will ensure that the following trademark notice (or other notice as ILM requires) appears on any item on which the trademark/logo(s) appear: 'ILM is a trademark of the City and Guilds of London Institute and is used under licence'.
6. We acknowledge that ILM is the owner of the trademark/logo(s) and the copyright vested in it/them and of the goodwill relating to it/them, and that the benefit of the use of the logo(s) by us will belong to ILM.
7. We will not make or attempt to make any trademark application in relation to the logo(s).
8. We will not use the trademark/logo(s) in any way or for any purpose other than as set out in these conditions.
9. If we become aware of any infringement of ILM rights in the trademarks/logo(s), we will immediately inform ILM's Regulation and Quality Improvement Manager by contacting [ILMRegulation@i-l-m.com](mailto:ILMRegulation@i-l-m.com) who will consider what action is required to mitigate the infringement. Dependent on the seriousness of the infringement, ILM may consult with legal advisers for a resolution.
10. We may not assign, transfer, sublicense or in any other way dispose of my/our rights under this licence. In particular, we will not authorise any third party to use the logo.
11. This licence will be interpreted in accordance with English law and any dispute will be subject to the jurisdiction of the English courts.

## Continuous Improvement

The ILM Quality & Regulatory Group reviews all outcomes of all incidents of plagiarism, collusion or cheating to identify improvements to ILM processes, procedures, training and development. Where any failures in the assessment process are uncovered, the Group is also responsible for investigating whether other centres and/or learners could be affected and any remedial action required.

We aim to improve our business processes and our response to customers in the light of learning from the feedback we receive.

This policy shall be the subject of a three year review cycle or as necessary.

## Further Information

### About ILM

ILM is the UK's leading provider of leadership, management and coaching qualifications, and a City & Guilds Group Business. ILM offers a specialist suite of qualifications ranging from Level 2 to Level 7, which are awarded by The City and Guilds of London Institute. ILM also specialise in assessment, learning content, and accreditation of training.

We believe that great leaders can come from anywhere. With the right support, anyone can grow and develop to make a real difference to their team and organisation. Which is why we help individuals from all levels to realise and apply their potential, so that the organisations they work for can reap the benefits.

### City and Guild Group

ILM is a City & Guilds Group Business. Together, we set the standard for professional and technical education and corporate learning and development around the world, helping people and organisations to develop their skills for personal and economic growth.

## Useful Contacts

### **ILM Customer Service**

General enquiries

Events enquiries

International enquiries

E: [customer@i-l-m.com](mailto:customer@i-l-m.com)

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### **Complaints and feedback**

Complaints and feedback

E: [customer@i-l-m.com](mailto:customer@i-l-m.com)

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### **ILM Regulation and Compliance**

Reporting malpractice/maladministration

Reporting incidents of plagiarism

Lodging appeals

E: [ILMregulation@i-l-m.com](mailto:ILMregulation@i-l-m.com)

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### **ILM Assessment**

Lodging Enquiries

Requests for Special Consideration

Request for Access Arrangements

E: [ilmassessmentpolicy@i-l-m.com](mailto:ilmassessmentpolicy@i-l-m.com)

## Copyright

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