

Use of the SMMT Logo

Member use of the SMMT Member Logo

SMMT members are encouraged to use the Society Member Logo in accordance with the procedures laid down below. Use of the SMMT Member Logo shows that you and your business are endeavouring to live up to the high aims and ethical standards of the Society. Furthermore, it shows to others in industry and the public your endorsement of the Society's policy on industry issues.

Using the Society Member Logo also indicates endorsement of your company by its responsible and respected trade association. By virtue of being a member of the SMMT, a member is entitled to use the SMMT Member Logo. This does not infer SMMT's automatic endorsement or promotion of an activity such as a conference, for which prior express permission should be requested as set out below.

Any member wishing to reproduce the SMMT Member Logo on any publication may download the [jpg] image from the Member Area of the SMMT Website at <http://www.smmt.co.uk/smmt-membership/member-services/support-services/smmt-member-logo/> (you will need to have registered on the website to gain access to the Member Area).

Members should, where practically possible, add the following acknowledgement on all their printed and electronic material where they depict our logo:

"SMMT' and the 'S' symbol are trademarks of SMMT Limited and are used with their permission.'

The words should appear in one line only and be set in Arial just below the logo.

The logo must appear in full colour (pantones 300 and 2768) on a white background or single colour (black, white or pantones 300 or 2768) when reversed, in accordance with the brand guidelines. Similarly, the minimum size and clear space rules from the brand guidelines must be applied.

It is important that our brandmark remains recognisable and readable when reduced in size. The symbol should never be less than 10mm high and on screen less than 50 pixels high.

If you require any assistance please contact Alison Handley/Liz Paul on membership@smmt.co.uk or call 020 7344 9210/1663.

Non-Members using the SMMT Standard Logo

Non-members must obtain permission from SMMT if they wish to use our logo and a licence must be signed to allow this. This ensures the logo is only used for the purposes for which it is granted and gives SMMT the right to prevent unauthorised use of our logo by an organisation outside the parameters of express permission.

All requests from non-members or third parties to use the SMMT logo may only be authorised by the Chief Executive or Senior Department Head. A licence will then be issued by the Legal Department so that a copy of each logo licence issued will be held with Company Secretary records.

To request permission please email companysecretary@smmt.co.uk