

# BHSQ Corporate Brand Guidelines



## Use of the BHS Qualifications (BHSQ) Logo and Qualification Titles

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## Use of the BHSQ Logo and Qualification Titles

The BHSQ logo is available for all BHSQ Approved Centres to use on their websites and promotional material.

1. The BHSQ logo may be placed on BHSQ Approved Centres' websites on pages where BHSQ Qualifications are mentioned.
2. Wherever the logo is used it must link to [www.bhsq.co.uk](http://www.bhsq.co.uk)
3. The logo must be the correct image provided by BHSQ and not be skewed or altered in any way except for when it is being resized.
4. Logos should not be used in a manner that could cause confusion as to the ultimate source of products or services offered by BHSQ.
5. Logos may not be combined with any other symbols, including words, other logos, icons, graphics, photos, slogans, numbers, or other design elements.
6. Prior to using the logo, permission must be sought from BHSQ in all other circumstances.

## Qualification titles

BHSQ Approved Centres/assessment venues that promote BHSQ qualifications must use the full title or recognised abbreviation as defined by BHSQ. This is to ensure users of the qualification are not misled.

## Regulators' logos

All BHSQ Approved Centres must refer to the relevant regulator for guidance in the use of their logo.

## BHS Qualifications (BHSQ) logo

It is essential that the BHSQ logo is used consistently across all communications. This is the primary logo and should be used as first choice on all communication.



Wherever possible, this logo must be used, preferably right justified, although it can be used left justified.

It is **NOT** designed to be centred above text.

There are two versions of the logo; the version above in colour and the version below in black. The colour logo is the primary logo and should always be used, except when producing literature/documents in black only, then use the black version below.



## Guidelines for use of the logo

When printed, the logo must not be smaller than 30 mm high x 35mm wide (as indicated below). However, when used on promotional materials such as pens or USB memory sticks, for instance, a smaller representation is permissible.



The distance of the exclusion zone is 5mm from the edges of the logo.



## BHSQ co-branding rules

Always use the brand guidelines and corporate ID if BHSQ is producing the literature.

The BHSQ logo must always be in the usual place according to these guidelines.

The partner logo should be no bigger than the BHSQ logo and placed side by side or at the bottom of the page.

## Do not

1. Do not alter the proportion of the logo



2. Do not change the colour of the logo



3. Do not add elements to the logo



4. Do not change the shape of the logo



## Monitoring and review

This document and its content will be reviewed on a three year cycle, or earlier should it be needed to ensure it remains fit for purpose.

**Date for review:** January 2024

## Document history

Version	Revision date	Reason
3	12/01/2024	To revise and update previously produced document

*Please note: This document is uncontrolled once printed. Please check with BHSQ for the most up to date version.*

The British Horse Society Qualifications Limited is a company registered in England and Wales and trades as BHS Qualifications (BHSQ).