

## License and Conditions of use of RYA Training Centre Logo

The RYA Training Centre Logo (“the Logo”) is a registered Trade Mark in the UK and in other selected marketing territories (“the Territories”). Details of Trade Mark registrations and Territories can be obtained from the RYA Legal Dept. Use of the Logo is restricted to training centres recognised by the RYA Training Department (each a “Licensee”) and in accordance with this License and Conditions of Use.

The RYA grants to the Licensee a non-exclusive licence to use the Logo in connection with its RYA recognised training centre activities. This Licence shall expire on suspension or termination of such recognition. This Licence is personal to the Licensee which may neither assign it nor grant any sub- licences of the rights licensed to it.

The following conditions apply, and are in addition to any instructions or procedures relating to the use of the Logo that may appear in the Conditions of Recognition or which the RYA may publish from time to time. The RYA reserves the right to amend or update the following conditions from time to time at its absolute discretion.

By displaying the Logo, you agree to be bound by the following conditions of use:

- The Logo may only be used by recognised training centres to make accurate references to the Licensee’s RYA recognised training activities. It must not be used to imply that other activities such as non-RYA recognised training, boat charter or boat sales are approved in any way by the RYA.
- You may display the Logo on training centre advertising, printed and online marketing materials only. It must not be used by RYA Instructors acting in a personal capacity, for example on an instructor’s personal business card. For specific conditions and usage in other materials, please contact the RYA Marketing department.
- "RYA" or the Logo may not be included in your trade or business name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks.
- RYA Marketing can provide you with electronic artwork for the Logo including CD’s and an email version. Except for size, you may not alter the Logos in any manner, including proportions, colours, elements, etc., or animate, morph, or otherwise distort its perspective or two-dimensional appearance.
- The full-colour, positive, horizontal version of the Logo as shown below is the preferred treatment. The usual logo will be as shown in figure 1. Where the logo is to appear as black or dark blue on white, the logo should appear as if figure 2. Where the logo is on a black or dark coloured background, the logo should be reversed out, as shown as in figure 3. The logo must wherever possible be on a plain background, and not on a patterned or graduated. In some circumstances, a plain box may be the only way of displaying the logo correctly. RYA Marketing can advise when this might be necessary.



Figure 1

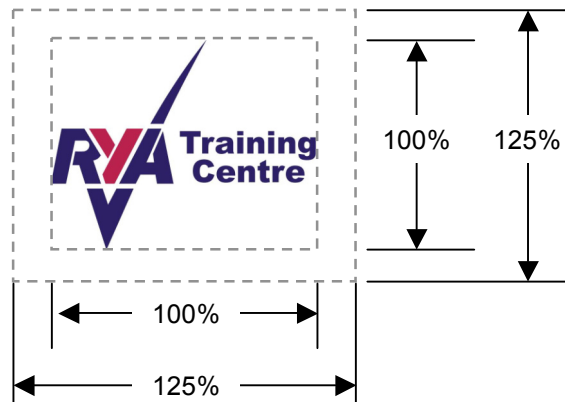


Figure 2



Figure 3

- The colours within the logo should conform to the following Pantone references: -
- Red – PMS 1935            Blue – PMS 2757 (100C 82M 0Y 30K / 0C 100M 57Y 5K)
- The Logos must never be used to as a substitute for the letters “RYA” in a sentence or phrase. Ordinarily the Logos must not appear more than once on a single sheet or webpage as duplication can dilute the strength and impact. Please refer to RYA Marketing for further specific advice.
- Your trading/ company name, trademark, or logo must appear in any materials where the Logo is used. The Logo may not appear larger and/or more prominent than your own trading/ company name, trademark, or logo.
- The Logo must not be used in any manner that expresses or might imply the RYA’s affiliation, sponsorship, endorsement, certification, or approval, other than as contemplated by RYA Training Centre Recognition.
- The materials and websites on which the Logo is used must (i) comply with relevant legislation including the British Codes of Advertising and Sales Promotion; and (ii) not contain statements or images which are untrue, misleading, objectionable , tasteless, obscene , offensive or disparaging of the RYA or any other RYA recognised training centre
- The Logo must stand alone. The Logo must be given a reasonable amount (ordinarily 125% as illustrated below) of clear space around the Logo separating it from any other object, such as type, photography, borders, edges, and so on. Please refer to RYA marketing for guidance in relation to specific applications.



- You must not display the Logo on any materials that disparage the RYA, RYA training or its products or services, infringe any RYA intellectual property or other rights, or violate any intellectual property law of any jurisdiction.
- You must forthwith, and at your cost and expense, correct any specified misuses of the Logo or the RYA’s other trademarks upon notice from the RYA.

If permission to use the Logo is withdrawn as a result of breach of these terms and conditions it shall take effect immediately and forthwith the Logo shall be removed from any website and stocks of materials bearing the Logo shall be withdrawn from circulation at your expense.

This Licence shall be governed by the law of England and Wales.

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## Examples of correct and incorrect use

### Correct useage

John Smith's

School of Powerboating



### Some examples of incorrect useage

John Smith's

School of Powerboating



("Training Centre" removed)

John Smith's

School of Powerboating



(Pure RYA Logo for RYA use only)

John Smith's

School of Powerboating



(Training Centre Logo more prominent than center name)

Joe Bloggs

Freelance Powerboat Instructor



(Logo can only be used to advertise Training Centre status)

John Smith's

School of Powerboating



(When reversing out, logo must be all in the same colour, preferably white)



(Exclusion zone breached by centre name)