



THE SMAE INSTITUTE

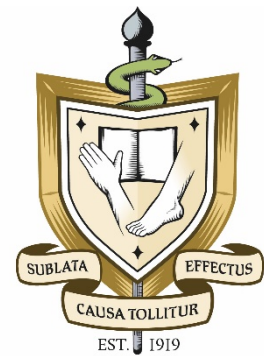
The SMAE Institute

Brand Guidelines

Members of the SMAE Institute can request the use of the dedicated Members Shield. This shield is designed to underline only those with this emblem are current practicing Members of The SMAE Institute and its associated professional association(s).

All other shields, logos and images relating to The SMAE Institute, and/or its professional associations have been discontinued and should not be used. These have now been superseded by the Members Shield.

Please note that use of the SMAE Institute logo (heading this document) is prohibited; Members are entitled to use the Members Shield only upon authorisation.



MEMBER OF
THE SMAE INSTITUTE

Ensuring Correct Format

The Members Shield should never be modified, it has been specially sized and spaced and should not be altered in any way - please always use the artwork supplied.

It is important only to use the logo in contexts where it is clearly legible. In other words, please ensure that the logo is not too small to be read in the context it is being used.

The logotype must always be clear and visible. The background on which the logotype is displayed can enhance or detract from the identity. Always select a simple, uncluttered background. Do not isolate the shield from the text.

Copyright

Copyright of the Shield (image) remains with the SMAE Institute and can only be used as authorized by the SMAE Institute to the member for items viewed and approved. The shield cannot be copied, duplicated or reproduced by many means. The image cannot be given to any third parties. Use of the image is related to the member, it cannot be used in a way to imply other clinic practitioners are under the membership. If any infringement of use, or if it is felt by the SMAE Institute that the Shield has been used in a defamatory way, The SMAE Institute reserves its right for removal of the Shield. Furthermore, use of the image is only applicable while holding membership of the SMAE Institute, and as such it must be removed as instructed by the SMAE Institute.

If you have a specific requirement which cannot be met by any of the supplied artwork, please contact Carol O'Brien at cobrien@smaeinstitute.co.uk