



Policy on use of the BPA logo

The BPA logo is a registered trade mark copyright to BPA Ltd

1. The BPA logo is registered as a trade mark of British Parachute Association Ltd, UK00003076067.
2. The BPA logo is registered with the UK Copyright Service as copyright to British Parachute Association Ltd.

Use of the BPA logo by BPA Affiliated Parachute Training Organisations and BPA Registered Display Teams, etc

3. Only BPA Affiliated Parachute Training Organisations and BPA Registered Display Teams may use the BPA logo on advertising or promotional material that promotes any sport parachuting activity from which the vendor or promoter may gain financially.
4. Use of the logo on items of clothing and parachute equipment is acceptable by members representing bodies or organisations that are entitled to use it, viz: BPA Affiliated Parachute Training Organisations, BPA Registered Display Teams, British National Delegations, BPA sponsored teams or individual competitors in relation to that competition.

Provisions concerning use of the BPA logo

5. The BPA logo may be used on advertisements or promotional material that promotes sport parachuting in a positive manner and has no financial return for the vendor or promoter.
6. Only the current version of the BPA logo may be used (except for archive purposes).
7. The BPA logo should be used as part of the identity of any BPA brand, in the name of the brand, for example:
 - BPA Stay safe
 - BPA British National Open Championships
 - BPA Grand Prix
 - BPA Skydive the Mag
 - BPA Skydive the Expo
 - BPA Archive Project
8. The aspect ratio of the BPA logo shall be preserved design shall not be altered without the written consent of BPA.
9. Policy on use of BPA logo in connection with competitions and competitors is made by the Competitions Committee within the provisions of BPA policy set out in this form. With respect to competitions:
 - 9.1 Teams or individuals who are invited to represent the UK at World Championships, World Cups or other recognised international events, may use the BPA logo on clothing and/or parachuting equipment.
 - 9.2 Appropriate use of the BPA logo in print and online media relating to the team or individual in their capacity as representing the UK will normally be acceptable. This includes use to seek sponsorship for the team or individual for the purpose of representing the UK in the above competitions, always providing such use is for a

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non-commercial purpose and is not used to imply BPA endorsement of a sponsor. The BPA logo must not be used to promote or endorse coaching, publications or any other commercial or fee-earning service that may be provided by a team or individual.

10. Use of the BPA logo as a car sticker by any BPA member is acceptable.
11. Where the BPA logo is incorporated within, or used as part of, another design or where a design proposes to use or adapt some feature of the BPA logo, the design must be submitted in advance for consideration for approval by BPA.
12. Individual BPA members and teams, including instructors and coaches, are not generally authorised to use the BPA logo on their own personal websites, stationery, etc. The exception is when a team or individual members are sponsored by BPA, when it should be made clear from the context that the BPA is a sponsor, not as BPA approval of any coaching or other business that the team or individual member may offer on a commercial basis.
13. BPA reserves the right to require any member to desist from using the BPA logo, or using it in a certain way, if BPA believes that its use may be open to misinterpretation about the nature of that member's/team's/body's association with the BPA (ie, misinterpretation that BPA formally approves a private commercial business other than a BPA Affiliated Parachute Training Organisation or BPA Registered Display Team).
14. The decision of the BPA shall be final on the use or otherwise of its logo in any specific context.
15. The above terms and conditions may be varied only by the written authority of BPA.