
Policy on use of the British Skydiving logo

The British Skydiving logo is a registered trademark copyright to British Skydiving (British Parachute Association Ltd)

1. The British Skydiving logo is registered as a trademark of British Skydiving (British Parachute Association Ltd)
2. The British Skydiving logo is registered with the UK Copyright Service as copyright to British Skydiving (British Parachute Association Ltd)

Use of the British Skydiving logo by British Skydiving Affiliated Parachute Training Organisations (PTOs) and British Skydiving Registered Display Teams, etc

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

Provisions concerning use of the British Skydiving logo

5. The British Skydiving logo may be used on advertisements or promotional material that promotes skydiving in a positive manner and has no financial return for the vendor or promoter.
6. Only the current version of the British Skydiving logo may be used (except for archive purposes).
7. The British Skydiving logo should be used as part of the identity of any British Skydiving brand, in the name of the brand, for example:
 - British Skydiving Stay safe
 - British Skydiving British National Open Championships
 - British Skydiving Grand Prix
 - British Skydiving Skydive the Mag
 - British Skydiving Skydive the Expo
 - British Skydiving Archive
8. The aspect ratio of the British Skydiving logo shall be preserved design shall not be altered without the written consent of British Skydiving.
9. Policy on use of British Skydiving logo in connection with competitions and competitors is made by the Competitions Committee within the provisions of British Skydiving 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 British Skydiving logo on clothing and/or parachuting equipment.
 - 9.2.1 Appropriate use of the British Skydiving 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 non-commercial purpose and is not used to imply British Skydiving endorsement of a sponsor. The British Skydiving 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 British Skydiving logo as a car sticker by any British Skydiving member is acceptable.
11. Where the British Skydiving logo is incorporated within, or used as part of, another design or where a design proposes to use or adapt some feature of the British Skydiving logo, the design must be submitted in advance for consideration for approval by British Skydiving.
12. Individual British Skydiving members and teams, including instructors and coaches, are not generally authorised to use the British Skydiving logo on their own personal websites, stationery, etc. The exception is when a team or individual members are sponsored by British Skydiving, when it should be made clear from the context that British Skydiving is a sponsor, not as British Skydiving approval of any coaching or other business that the team or individual member may offer on a commercial basis.
13. British Skydiving reserves the right to require any member to desist from using the British Skydiving logo, or using it in a certain way, if British Skydiving believes that its use may be open to misinterpretation about the nature of that member's/team's/body's association with British Skydiving (ie, misinterpretation that British Skydiving formally approves a private commercial business other than a British Skydiving Affiliated Parachute Training Organisation or British Skydiving Registered Display Team).
14. The decision of British Skydiving 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 British Skydiving.

British Skydiving is the trading name of British Parachute Association Ltd. A company limited by guarantee.
Registered in England & Wales no 875429. Registered office: 5 Wharf Way, Glen Parva, Leicester LE2 9TF