

Branding Policy



Introduction to The Exchange Brand

A trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others. **A trademark does not have to be registered to exist and to be the exclusive property of an entity.** Registration simply means that the [Trademark Office](#) has acknowledged the trademark and determined that it does not conflict with any other existing trademarks.

At **The Exchange** and **The Exchange** we want to encourage people to talk about our brand, to use our brand, and to partner with us, however, it is important that we ensure our trademark is protected. Our trademark gives us the exclusive right to use the term in the naming of projects and services. Although those rights are ours, we are happy to give people permission to use the term under certain circumstances.

The following is a general policy that tells you when you can use **The Exchange** name without need of any specific permission from us:

- You may use **The Exchange** name (but not **The Exchange** logo) in descriptions of your projects and services, to provide accurate information to the public about the relationship between yourself and us. You must make clear that you are not **The Exchange** and that you do not represent **The Exchange**. A simple disclaimer is an excellent way of doing that.
- As a general rule, third parties may not use **The Exchange** Logo (“Logo”) and you may not incorporate **The Exchange** name or logo into the name or logo of your projects and services.
- On this page are the limited circumstances under which third parties may use **The Exchange** Logo. The Logo must always be used in line with the specifications on this page to identify **The Exchange**, or **The Exchange** projects and services. Any use that falls outside of these specifications is strictly prohibited.

1. **Third parties may only use the Logo without a license under the following limited circumstances:**

- I. At the bottom of advertising, marketing collateral, or a website that references your connection with **The Exchange** (for example, the material states that you are a partner of **The Exchange** projects and services).
- II. In an area of a website, advertising, or marketing collateral exclusively dedicated to the promotion of **The Exchange** projects and services, and in such a manner that associates official **The Exchange** projects and services with **The Exchange** Corporate logo.

2. **The following guidelines must be followed for all use of the Logo:**

- 2.2 The Logo may not be used in any manner that might imply that any non-**The Exchange** projects and services are affiliated with **The Exchange**.
- 2.3 The Logo may not be displayed as a primary or prominent feature on any non-**The Exchange** projects and services. Companies using the Logo pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding.
- 2.4 The Logo may not be imitated or used as a design feature in any manner.
- 2.5 The Logo may not be used in a manner that would disparage **The Exchange** projects and services.
- 2.6 The Logo must be used as provided by **The Exchange** with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words, artwork, or trademark symbols.
- 2.7 The Logo may not be animated, morphed, or otherwise distorted in perspective or appearance.

3. Use only approved The Exchange logo artwork:

3.1 The Logo may only appear as shown below. The Logo may never be screened back or broken into multiple colours. The Logo must be built out of the four-colour process



The Exchange Logo Example

3.2 To properly stage the Logo, a minimum clearance between the Logo and other elements must be maintained. The Logo must always be at least 50 pixels in width and the Logo must only appear in a horizontal position.

3.3 The Logo must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols.

3.4 The Logo must never be used to represent the word “**The Exchange**” in text, including in a headline, product-name logotype, or body copy.

3.5 The Logo must not be incorporated or used in any manner as part of, or in close proximity to another company’s name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks.

3.6 The Logo must never appear with any other symbol or icon; contained within a box, circle, or other shape; or combined with any other name, logo, or icon to create a co-branded logo.

3.7 The attribution clause [NAME] is a project name of **The Exchange**” must accompany use of the Logo.

3.8 Neither the Logo nor **The Exchange** name may be used in any other company name, product name, service name, domain name, website title, publication title, or the like.

3.9 Non-**The Exchange** projects and services should not mimic any **The Exchange** projects and services. Under no circumstances may third parties use, imitate, or play off of **The Exchange** projects and services taglines, for example: “Embracing the past to transform the future”

This tagline is reserved for exclusive use by The Exchange.

The Exchange is a trading name of the charity **Re:Source Blackburn**, which reserves the right in its sole discretion to terminate or modify permission to display the Logo, and may request that third parties modify or delete any use of the Logo that, in **The Exchange** sole judgment, does not comply with these guidelines, or might otherwise impair **The Exchange** rights in the Logo. **The Exchange** further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

The Exchange will review this policy every 5 years.

If you would like to work with us, please complete our **Partner Enquiry form**.

Policy reviewed 12.11.18