



BASI Licensed Member Guidelines 2013/18



The BASI brand guidelines provide the artwork and design requirements that enable BASI staff, their agencies and design firms to ensure a consistent visual identity across all BASI materials. BASI also allow use of specific logos by key stakeholders which include: BASI Licensed Members, BASI Partners, BASIGap and Approved Ski Schools. The guidelines apply to print, web, exhibition, signage and other media.

If you have any questions or need assistance developing materials, please contact:

marketing@basi.org.uk



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Introduction

The BASI Snowflake is a memorable and striking visual identity with a credibility established over a period of 50 years and more. Maintaining its integrity is an essential part of protecting the brand. It is more than a signature to our name, training products, services and advertising. To our Members and customers, it is our Brand Promise:

‘We promote a passion and pride in our Association, motivating and inspiring all to be the best that they can be – professionally, consistently and responsibly’.

In a world of 24/7 activity, the BASI Licensed Member Snowflake logo is uniquely reassuring, conveying consistency and quality. The BASI Brand is present on every form of BASI communication.

These Licensed Member Guidelines describe how the Licensed Member Snowflake Logo should be applied and sets out the parameters of use by the Permitted User. The Licensed Member Snowflake logo should appear consistently and without alteration, as described within these guidelines.

If you have any questions or queries with respect to the appropriate and relevant use of the Snowflake logo contact the BASI Membership & Marketing Department: marketing@basi.org.uk

BASI has a Family of Logo's which include BASI Licensed Member Snowflake logo, BASI Partner Logo, BASIGap Logo, BASI Approved Ski School logo and BASI Corporate Logo. Each Logo has a discrete set of Terms and Conditions of use and Permitted Users as set out within these Brand Guidelines. No Logo should be used without prior consent. In the event of doubt regarding the Terms and Conditions for any Permitted User under these Guidelines, please contact: marketing@basi.org.uk for clarification.

1 BASI Licensed Member Snowflake Logo

The BASI Brand – Family of Logo's

BASI has a Family of Logo's which include: BASI Licensed Member Snowflake Logo, BASI Partner Logo, BASIGap Logo, BASI Approved Ski School and Corporate Logo. Each logo has its own set of Brand Guidelines and permitted users and may not be used without prior permission.

These Guidelines set out the limitations on use by the Permitted Users as defined in Section 1.1.

The brand identity, BASI Licensed Member Snowflake visual identity and all prior logos developed and used by BASI and all such logos as may be developed and used by BASI from time to time.

BASI reserves the right to amend or update these guidelines from time to time at its absolute discretion.

1.1 Permitted User of the BASI Licensed Member Snowflake Logo

These Brand Guidelines layout the terms and conditions by which the BASI Licensed Member Snowflake Logo of the British Association of Snowsport Instructors (BASI) may be used by the Permitted User. In accordance with the BASI Articles of Association and in support of Article 2(a) a Permitted User in this instance is any Licensed Member(s) who:

- (i) hold a instructor or coach licence from the Company; and
- (ii) have paid the relevant membership subscription fee as determined from time to time and
- (iii) have satisfied all the requirements for a full licence as may be determined from time to time

Licensed Member Entitlements;

- (i) participate in the activities of the Company;
- (ii) wear/or use the relevant insignia/badge adopted by the Company as appropriate having regard to his/her category of membership. Licensed Member(s) will be granted the right to display the Licensed Snowflake Logo of the Company in accordance with the relevant Brand Guidelines, and only if licence(s) is fully up to date and valid to teach.
- (iii) receive any publications prepared by the Company for circulation to members; and
- (iv) avail of any benefits and offers made to the Company having regard to category and level of membership

Life Member(s) may use the Licensed member Snowflake logo, if they hold a current BASI Licence to teach.

Member(s) who do not hold a current, valid Licence are not permitted to use the Licensed Member Snowflake Logo until such time as they are issued with a licence to teach.

Any unauthorised use will amount to an infringement of these Guidelines and Conditions of Use and will be subject to the provisions of Section 2.1 BASI reserves the right to take any other action that may be required for the preservation, protection and integrity of these guidelines and the BASI Brand.

1.2 BASI Licensed Member Snowflake Logo Visual Identity

To give the Licensed Member Snowflake Logo proper respect and ensure legibility the element artwork, pantone colours and typeset specifications are set out in these guidelines. Any and all reproductions of the Licensed Member Snowflake Logo, and any and all variations must conform to the specifications as detailed, in these guidelines and must not be altered.

BASI Membership & Marketing Department will provide you with electronic artwork for the

Licensed Member Snowflake Logo. Except for altering size (max 45mm diameter). The Permitted User must not alter the Logo in any manner, including proportions, colours, elements, animate, morph, or otherwise distort its perspective or two-dimensional appearance.

The Licensed Member Snowflake Logo is available for Member use as a solid Logo only.

The Licensed Member Snowflake logo must be reproduced in full colour. If there are some restrictions, e.g. limited colours for printing, please contact marketing@basi.org.uk for guidance.

1.3 BASI Solid Logo



Fig 1

BASI LOGO (SOLID VERSION).
PANTONE REFERENCES.



BLUE 293C



BLUE 295C



RED 032C



GREY
Cool Gray 6c

BASI LOGO (SOLID VERSION).
CMYK REFERENCES.



BLUE
C 100%
M 65%



BLUE
C 100%
M 57%
K 40%



BLUE
C 100%
M 100%



GREY
K 30%

The BASI solid logo is to only be used in full colour.

1.4 Positioning the Logo – Minimum ‘clear space’ around the logo



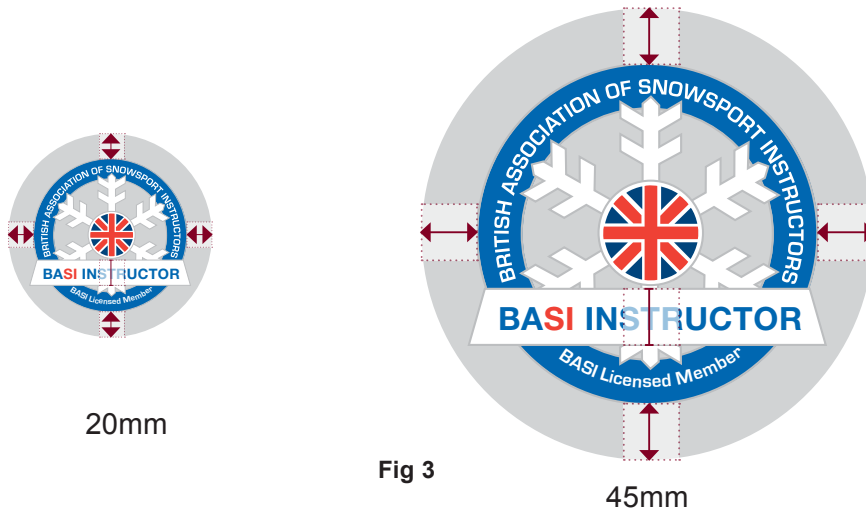
Fig 2

Space around Licensed Member Snowflake Logo

The Member Snowflake logo should always appear freestanding, separated from all copy and graphics and positioned with a suitable amount of ‘clear space’ around the logo.

1.5 Maximum and Minimum Size of Licensed Member Snowflake Logo

At small sizes the logo may begin to distort and become illegible. To avoid this, reproduce at a minimum diameter of not less than 20mm and maximum diameter of not more than 45mm.



1.6 Permitted Use of the Licensed Member Snowflake Logo - Business Cards

The Licensed Member Snowflake Logo must not appear larger than any third party logo when placed on a Permitted User business card (it should be between 50% – 70% of the size of the main logo).

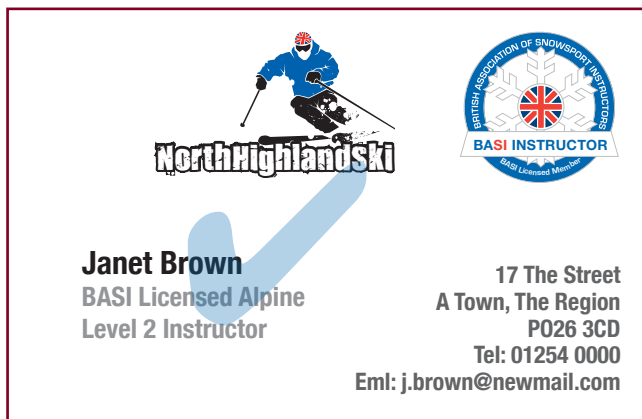


Fig 4



Fig 5



1.7 Commercial Operator: Instructor profile page



Janet Brown
BASI Instructor
17 The Street
A Town
The Region
PO26 3CD

Tel: 01254 0000

Eml: j.brown@newmail.com



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BASI Instructor
17 The Street
A Town
The Region
PO26 3CD

Tel: 01254 0000

Eml: j.brown@newmail.com

1.8 Instructor profile page – Commercial Operators

Personal use of the Licensed Member Snowflake Logo **does not** extend to any application that promotes commercial activity or organisations and charities that the licensed member may be associated with. Examples include: ski schools, slopes, tour companies, training organisations that are either owned, operated or employing the Licensed Member. Please refer to Section 1.9.

Please note: The BASI Licensed Member Logo may only appear next to your personal profile and must not be used anywhere else online. See example below:

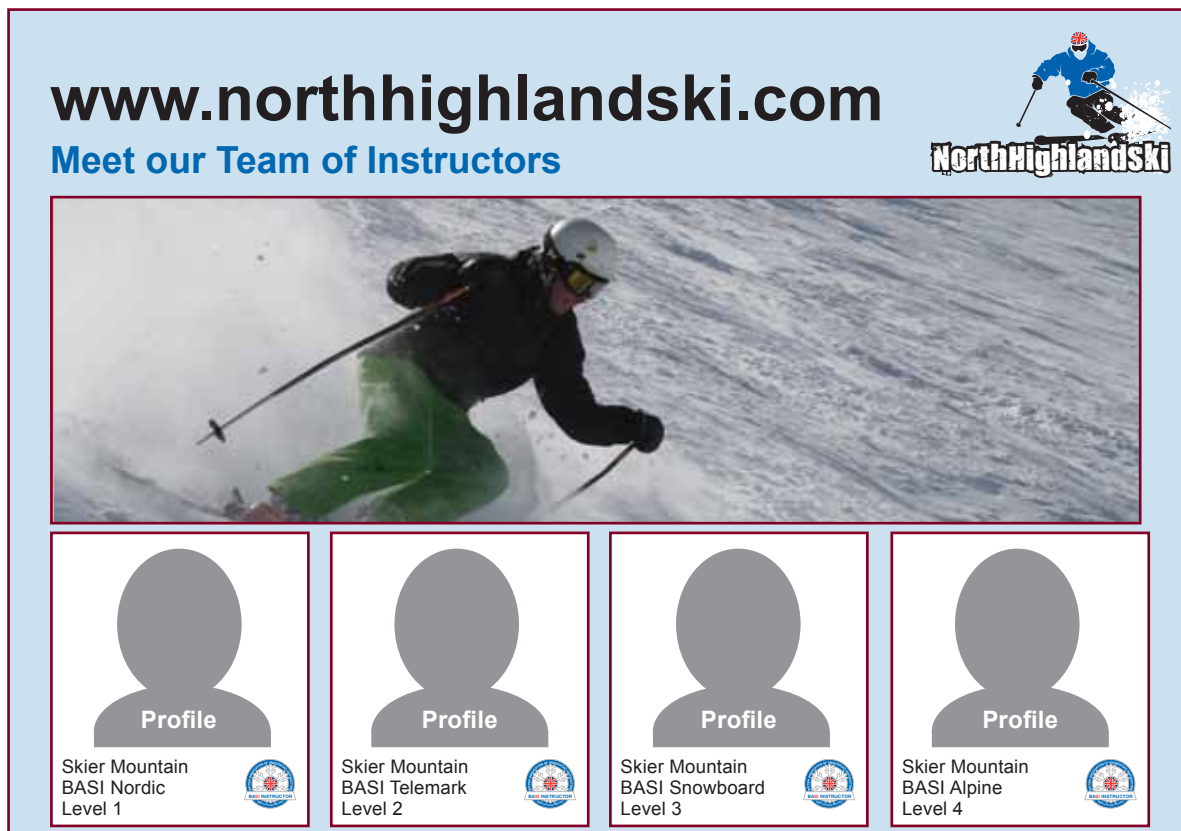


Fig 8: Licensed Member logo use on relevant profile page only

1.9 Detailed Guidance on Permitted Use of the Licensed Member Snowflake Logo

For the avoidance of doubt this refers to the **Licensed Member Snowflake Logo** only (fig 1) and the Instructor badge relevant to your qualification level and discipline.

1.9.1 In addition to instructor work wear bearing your relevant qualification badge and/or Licensed Member Snowflake logo as set out in Article 2 (a), the Licensed Member Snowflake Logo may be reproduced on personal letterheads, personal email signature and personal business cards of the Licensed Member only. Please refer to the Licensed Member template examples within these guidelines. No other design may be used.

1.9.2 Personal use of the Licensed Member Snowflake Logo does not extend to any application that promotes commercial activity or organisations and charities that the licensed member may be associated with. Examples include: Ski schools, slopes, tour companies, training organisations that are either owned, operated or employing the Licensed Member.

The only accepted use of the Licensed Member Snowflake logo in this context, would be on an Instructor's profile page, see Section 1.8, fig 8.

1.9.3 If you are in any doubt regarding the correct or appropriate use of the Licensed Member Snowflake Logo please contact the BASI Membership & Marketing Department. For high resolution copies of the Licensed Member Snowflake Logo please contact: marketing@basi.org.uk

2.0 Non-Permitted Use of the Licensed Member Snowflake Logo

The following is a non-exhaustive list

- 2.0.1 Non-Permitted Use of the Licensed Member Snowflake Logo web site or used in the name or header of social media groups, page header titles or contained in any URL's or postings in accordance with BASI's Social Media Guidelines (a copy is available from the Member area of the BASI web site).
- 2.0.2 "BASI" and/or the Licensed Member Snowflake Logo may not be included in your (or any related) trade or business name, domain name, page URL's, product or service name, logo, trade design, slogan, or other trademarks. If you are a Licensed BASI Member or a member of the public who runs a snowsports related business and wishes to use the BASI Brand in a commercial context refer to the relevant section of the BASI Brand Guidelines that lay out conditions of use for BASIGap, BASI Partner, BASI Approved Ski School Logos and Corporate Logos Permitted Users for those Logos.
- 2.0.3 The Licensed Member Snowflake Logo must never be used as a substitute for the letters "BASI" in a sentence or phrase. Ordinarily the logo must not appear more than once on a single sheet. Please refer to BASI Membership & Marketing Department for further specific advice.
- 2.0.4 Display of Licensed Member Snowflake Logo on any materials that disparage or undermine BASI, BASI Training or its Members, products, services or have the effect of same, infringe any BASI intellectual property or other rights, or violate any intellectual property law of any jurisdiction and any such display will amount to an infringement of these Guidelines and Conditions of Use and will be subject to the provisions of Section 2.1 and any other action that may be required for the preservation, protection and integrity of the BASI Brand.
- 2.0.5 BASI reserves the right to confer limited rights to the use of the BASI Brand on third parties in specific circumstances as it may determine.

2.1 Infringements and Sanctions

- 2.1.1 Any Member(s) use of the Licensed Member Snowflake Logo in contravention of these Brand Guidelines will be reviewed in the first instance by the BASI Membership & Marketing Department. In the event of serious or continuous contravention of these guidelines, the Membership & Marketing Department will refer the Member to the Disciplinary Panel. Following investigation, The Disciplinary Panel may invoke sanctions that include but are not limited to: withdrawal of right to use the logo and in serious breaches membership may be suspended or revoked.
- 2.1.2 Any breaches or infringements of use of the Licensed Member Snowflake Logo should be reported immediately to the BASI Membership & Marketing Department:
marketing@basi.org.uk
- 2.1.3 On receipt of written notice of infringement from BASI Membership & Marketing, the Permitted User shall, at his/ her own cost and expense, remedy or correct the specified misuse of the Logo. Failure to remedy or correct the specified misuse within a reasonable time will amount to an infringement of these Guidelines and Conditions of Use and will be subject to the provisions of Section 2.1 and any other sanction or action that may be required for the preservation, protection and integrity of the BASI Brand including referral to the Disciplinary Panel.
- 2.1.4 Where permission to use the Licensed Member Snowflake Logo is withdrawn as a result of breach of these terms and conditions it shall take effect immediately and any materials bearing the logo and stock immediately withdrawn from circulation. Failure to remove materials from circulation within a reasonable time will amount to an infringement of these Guidelines and Conditions of Use and will be subject to the provisions of Section 1.5 and any other action that may be required for the preservation, protection and integrity of the BASI Licensed Member Snowflake Logo.