



Use of the British Institute for Learning & Development Logo

This document aims to explain which logo members are able to use including where, when and how it may be used.

The aim of the British Institute for Learning & Development is to promote learning and development in the UK and to encourage UK learning and development practitioners to become recognised as professionals in their own right.

The purpose of displaying the authorised BILD logo is to demonstrate to others that you are a current member of the British Institute for Learning & Development – it is not meant to endorse your company, training or learning, nor does it accredit you, your company or any courses that you run. It does however show that you abide by the BILD 'Code of Conduct'. Where the BILD logo is displayed online, it should link to www.thebild.org website.

All of our logos are registered trademarks.

There are three logos available:



Individual membership logos are available to individual BILD members only. Whilst you maintain your membership you have a free licence to use this logo, but must cease if there is a lapse in membership.



The BILD Quality Mark logo is only for use for those members who have passed the BILD Quality Mark 'assessment'.



Organisational membership logos are only to be used by those organisations or companies that hold a corporate BILD membership. With effect from 1st October 2016 no new organisational logos may be used. If you currently use the organisational logo you must obtain written permission to continue using it. This will be reviewed on an annual basis.

The logo below is BILD's own corporate logo and may only be used by selected partners



Rules for use of the British Institute for Learning & Development logos:

1. The colour cannot be changed but you are free to change the size of the logo.
2. The BILD logos can only be used whilst you hold current membership of the British Institute for Learning & Development, once your membership has lapsed you must remove the logo wherever displayed.
3. Only organisational members, with written permission, may use the organisational logo on their website.
4. Individual members may use the individual logo on their website. The logo must be accompanied with the name of the individual.
5. You may use the individual or, if authorised, the organisational logo on your business cards, letter header and social media profiles, as appropriate.
6. Use of the British Institute for Learning & Development logo is strictly prohibited and only to be used with the express written consent of the British Institute for Learning & Development.
7. The British Institute for Learning & Development must be written in full when referred to, under no circumstances should BILD be used.
8. When writing British Institute for Learning & Development an ampersand must be used not the word "and".
9. We reserve the right to amend these guidelines at any time. We also reserve the right to direct specific members to stop using any of the logos at our discretion.

Which Logo can you use?

