



British Skydiving
5 Wharf Way, Glen Parva
Leicester, LE2 9TF
011 6278 5271
info@britishskydiving.org
britishskydiving.org

Policy on use of the British Skydiving (BS) logo

1. The BS logo is registered with the UK Copyright Service as copyright to British Parachute Association Ltd T/A British Skydiving Registration number 284740198.
2. The BS 60th Anniversary logo is registered with the UK Copyright Service as copyright to British Parachute Association Ltd T/A British Skydiving Registration number 284740189.

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

3. Only BS Affiliated Parachute Training Organisations and BS Registered Display Teams may use the BS 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: BS Affiliated Parachute Training Organisations, BS Registered Display Teams, British National Delegations, BS sponsored teams or individual competitors in relation to that competition.

Provisions concerning use of the BS logo.

5. The BS 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 BS logo may be used (except for archive purposes).
7. The BS logo should be used as part of the identity of any BS brand, in the name of the brand, for example:
 - BS Stay Safe
 - BS British National Open Championships
 - BS Grand Prix
 - BS Skydive the Mag
 - BS Skydive the Expo
 - BS Archive project.
8. The aspect ratio of the BS logo shall be preserved, and the design shall not be altered without the written consent of BS.
9. Policy on use of BS logo in connection with competitions and competitors is made by the Elite Performance Committee within the provisions of BS policy set out in this form. With respect to competitions:
 - 10.1 Teams or individuals who are invited to represent the UK at World Championships, World Cups, or other recognised international events, may use the BS logo on clothing and / or parachuting equipment.



British Skydiving
5 Wharf Way, Glen Parva
Leicester, LE2 9TF
011 6278 5271
info@britishskydiving.org
britishskydiving.org

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