



Brand Guidelines

V2 16/04/2024

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FireQual Approved Training Centres and candidates undertaking a FireQual qualification may photocopy this document free of charge and/or include a PDF version on its intranet where it is only done so for the purposes of the approved delivery of FireQual Qualifications, Recognised Programmes, and/or CPD.

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1. Summary

This document outlines the use of the different formats of the FireQual logo. This is to ensure that FireQual logos are used in the right manner to protect consumers of FireQual affiliated Regulated Qualifications, Recognised Programmes (Recognised Training Programmes), and CPD available.

FireQual Approved Training Centres (ATCs) shall use the correct logo to meet FireQual (and regulator) requirements and enable easy understanding for consumers.

Applicant Training Centres are not permitted to use any FireQual logo.

There are four versions of the FireQual logo:

1. Corporate logo (FireQual logo) - for FireQual use only, and others with written permission
2. FireQual Approved Training Centre logo
3. FireQual Recognised Programme logo
4. FireQual CPD logo

Examples of these logos can be found in clause 3 (Brand/logo use).

Important: These guidelines supersede any logos provided and/or previous agreements made with FireQual regarding logo usage (i.e. prior to 16/04/2024) and updates made should reflect the requirements of this document within 12 months maximum (i.e. by 16/04/2025). It is expected however that the digital use of the logo (e.g. websites/social media) and any breaches of these guidelines will be updated as soon as possible. This is to provide further clarity on what is being delivered by FireQual Approved Training Centres as the qualifications and training sector continues to develop at pace.

This document is not exhaustive and any queries regarding FireQual Intellectual Property can be raised via info@firequal.com or by contacting the FireQual Office.

2. Legal/misuse

2.1 Legal

The FireQual logo is a registered trademark of BAFE FireQual Limited (FireQual), and unauthorised use of these marks (or organisation name), and/or misleading claims of being a FireQual Approved Training Centre or delivering FireQual Regulated Qualifications, Recognised Programmes, and/or CPD may constitute as infringement of FireQual owned Intellectual Property (IP).

The misuse of FireQual owned trademarks is covered by UK/EU Law and Trading Standards. Any infringement will be escalated suitably when deemed necessary.

FireQual registered trademarks can only be used by external parties under a written agreement from FireQual.

2.2 Misuse of FireQual Intellectual Property: FireQual Approved Training Centres

All FireQual Approved Training Centres shall be required to use the relevant logos provided responsibly.

FireQual Approved Training Centres shall not mislead the public/consumers (e.g. implying additional qualifications/training/CPD are FireQual affiliated if this is not the case). Any instances of this behaviour should be reported to FireQual for investigation.

Misuse of BAFE FireQual Limited IP can only be investigated in this instance by FireQual. Depending on the severity of the issue reported however, current FireQual Approved Training Centres, who have misled public/consumers, may have their FireQual Approved Training Centre status suspended or terminated following review.

For regulated qualifications, FireQual Approved Training Centres are not permitted to use the qualification regulatory body logo (e.g. Ofqual, SQA).

Only the appropriate FireQual logos are permitted to be used.

2.3 Misuse of FireQual Intellectual Property: Other Training Centres (not FireQual Approved)

If an organisation who is not a listed FireQual Approved Training Centre is misusing the FireQual name or logo this can be reported directly to FireQual for investigation.

If qualifications/training and/or CPD under the presumption of being affiliated with FireQual (which is not the case), two actions may be taken at the same time:

1. Report the organisation to trading standards.
2. Report the misuse of BAFE FireQual Limited Intellectual Property to FireQual directly (i.e. misleading public/consumers).

Misuse of BAFE FireQual Limited IP can only be investigated in this instance by FireQual.

2.4 Misuse of FireQual Intellectual Property: other bodies

If you believe BAFE FireQual Limited Intellectual Property is being used by another body (e.g. training providers/Trade Associations/Industry, Councils/product manufacturers) to provide the impression of FireQual approval/endorsement this should be reported to FireQual directly for investigation.

3. Brand/logo use

3.1 Corporate Logo (FireQual logo)



Only FireQual (the organisation) are permitted to use the FireQual logo without additional information required as part of the logo.

FireQual may permit external organisations (such as Trade Associations/Professional Bodies/other) to use the corporate logo to discuss FireQual and/or support initiatives applicable to FireQual activity.

FireQual Approved Training Centres are not permitted to use the corporate logo and shall use the FireQual Approved Training Centre logo as provided (see 3.2 FireQual Approved Training Centres).

Individuals who have achieved/received a FireQual Regulated Qualification certificate, FireQual Recognised Programme certificate, and/or FireQual CPD certificate are not permitted to use the FireQual logo. You may however use your certificate in any manner you please. When doing so, the full certificate shall be used for full transparency for the public.

3.2 FireQual Approved Training Centres



FireQual Approved Training Centres shall responsibly use the appropriate FireQual Approved Training Centre logo as part of FireQual approval requirements.

FireQual (the Awarding Organisation) shall be referred to as **FireQual** in all information.

FireQual Approved Training Centres are not permitted to use the regulator logos (e.g. Ofqual, SQA, and others as applicable) in line with regulatory body requirements. Use of the regulator logos will be considered a serious breach of FireQual Approved Training Centre requirements and pending review, may lead to suspension and/or loss of FireQual Approved Training Centre status.

FireQual Approved Training Centres shall responsibly promote their qualifications, training/Recognised Programmes, CPD training, and other activities appropriately. Misleading information (e.g. using the logos on qualifications, training/Recognised Programmes or other activities that are not associated with FireQual) will be considered as a serious breach of FireQual Approved Training Centre requirements. Pending review of any logo misuse, and requested remedial actions not being undertaken, this may lead to suspension and/or loss of FireQual Approved Training Centre status.

3.3 FireQual Recognised Programme logo



FireQual Approved Training Centres who deliver Recognised Programmes are required to observe the same requirements as clause 3.2 (FireQual Approved Training Centres).

The FireQual Recognised Programme logo can be used responsibly to promote relevant training (e.g. via website/marketing materials). Recognised Programmes shall be clearly promoted as a **recognised training programme** only and should not be misleading in any way to the public/consumers (e.g. implying this is a regulated qualification).

Individuals who have achieved/received a FireQual Recognised Programme certificate are not permitted to use the FireQual Recognised Programme logo. You may however use your certificate in any manner you please. When doing so, the full certificate shall be used for full transparency for the public.

3.4 FireQual CPD logo



FireQual Approved Training Centres who deliver CPD are required to observe the same requirements as clause 3.2 (FireQual Approved Training Centres). CPD content shall be clearly promoted as such and should not be misleading in any way to the public/consumers.

The FireQual CPD logo can be used responsibly to promote relevant CPD activity (e.g. via website/marketing materials). CPD activity shall be clearly promoted as CPD related content only and should not be misleading in any way to the public/consumers (e.g. implying this is a regulated qualification or Recognised Programme).

3.5 Specific amendments to FireQual logo

If you would like to amend the logo for a specific purpose (e.g. colour changes) these will need to be approved under written agreement from FireQual prior to implementation.

4. Version Control

Please refer to FireQual to ensure you are accessing the most recent version.

Date of Update	Name(s)	Description of Update
17/02/2020	Nic Preston Frazer Wisniewski	V1 Brand Guidelines document.
16/04/2024	Justin Maltby-Smith Lewis Ramsay Jackie Morris	V2 Brand Guidelines document. Further clarity added regarding the use of different FireQual logos available and responsible use.