

## Trade mark policy

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### Introduction

The British Medical Association (BMA) owns a number of trade marks which enhance and protect the value of our brand and are, therefore, integral to the value of the association. This policy sets out guidance on the use of our trade marks. Anyone wishing to use any BMA trade marks is required to comply with this policy, but if there are any parts you do not understand, please contact the Brand & Production Manager at [brandcompliance@bma.org.uk](mailto:brandcompliance@bma.org.uk)

### What is a trade mark?

A trade mark is usually a word, name, symbol, logo or phrase. Our trade marks are used in a wide range of ways, including (but not limited to) BMA communications and marketing materials and channels. Our most widely-used trade mark is:



Our trade marks help to distinguish us from others. As such, they serve as our brand and a signature that we use to identify and build brand equity and recognition. Our trade marks are registered in the UK and the EU.

As the owner of a number of trade marks, we have various rights including the right to prevent third parties using our trade marks.



## **Use of our trade marks**

Our trade marks must **not** be used without our prior written permission.

If you wish to use any of our trade marks, please contact the Brand & Production Manager in the first instance as any use will need prior approval in accordance with this policy.

You will need to provide us with specific details of how you wish to use our trade marks, and we will consider each request carefully.

If we give you permission to use our trade mark(s) you will need to comply with the following which apply to all forms of trade mark use:

- our trade marks may only be used for BMA related business purposes;
- our trade mark(s) are to be used in exactly the same form as recorded in the BMA Brand Guidelines. For example, where our mark is recorded in a specific font, the same font should be used. Logos and symbols should not be altered. Where the trade mark is recorded in a specific colour, the exact same colour (with reference to the pantone number recorded) should be used;
- our trade mark(s) must not be used in conjunction with any third-party trade mark unless we have given you prior written permission to do so. Please contact the Brand & Production Manager in the first instance.

## **Use of our trade marks by third parties**

Any requests from third parties to reproduce our trade marks must be referred to the Brand & Production Manager at [brandcompliance@bma.org.uk](mailto:brandcompliance@bma.org.uk)

## **Breaches of this policy**

Trade mark protection is vital to our business. Consequently, we take breaches of this policy seriously.

## **Trade mark policy review**

We reserve the right to change this policy from time to time. Please check <https://www.bma.org.uk/about-us/terms-and-conditions> for the most up-to-date version rather than relying on a hard copy which might be out of date.

## **Date**

14.02.17, v.1