

AGREEMENT FOR USE OF THE APIL ACCREDITED LOGO BY A CORPORATE ACCREDITED ORGANISATION OR OFFICE

The APIL logo (the logo) is to be used in its complete version as shown below:



The logo may be reproduced in either mono or colour print in accordance with APIL's guidelines. The logo can be sent or downloaded by approved corporate accredited firms in a suitable format for printing.

The logo is a registered trade mark and is to be used for Association business and by a corporate accredited organisation or office only.

Any corporate accredited organisation or office which has applied for corporate accreditation must have met the assessment criteria and been approved by the APIL assessment panel.

If a corporate accredited organisation or office can no longer be bound by the APIL criteria for corporate accreditation, it must notify the APIL assessment panel immediately and remove the logo from all its stationery, its website and all other publicity materials.

If, for any reason, a corporate accredited organisation or office is no longer permitted by APIL to claim corporate accreditation, it must remove the logo from all its stationery, its website and all other publicity materials, immediately.


USE OF THE APIL LOGO BY CORPORATE MEMBERS

The corporate accredited organisation or office may use the APIL logo, and the words 'accredited organisation' or 'accredited office' on the following:

- Business cards
- Letterhead stationery
- The company's website
- Marketing materials for your organisation or office
- In permitted print and media advertising

The logo may not be used in the following circumstances:

- If the logo has been distorted in any way
- On any promotional products or books giving the impression that the organisation or office is APIL
- Verbally in any television or radio advertising
- In any manner that suggests an individual is an employee of APIL or in a manner that suggests that APIL is part of a solicitors' organisation or office. Use of the logo must clearly indicate that an individual or firm is independent of APIL
- An individual's or firm's name, trade name or organisation or office must appear on any materials where the APIL logo is used. The APIL logo cannot appear larger or more prominent than a firm's own name and/or logo

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- The APIL logo or full name may not be included in a firm's organisation or office name, domain name, logo or other trademarks
 - The APIL logo must not be combined with any other object, including but not limited to other logos, photographs, icons, graphics, words, numbers or symbols
 - The APIL logo may not be used as a 'design feature' on any materials
 - The APIL logo may not be imitated in any manner in marketing materials
 - The APIL 'no logo, no go' campaign is solely for use by APIL
 - In any way other than as specified in the acceptable guidelines

Firms wishing to use the APIL logo are required to sign to accept and agree to be bound by all the terms and conditions of the Agreement.

USE OF THE APIL LOGO BY INDIVIDUAL MEMBERS

Individually accredited members may use the individual accredited logos, providing they are included near or within the member's signature and only demonstrate that the individual is accredited and not the organisation:

For the purpose of the scheme, an APIL litigator is not permitted to use an individual accredited logo.

The APIL letters and full name may be used to identify individual members within a firm, i.e. they may be displayed on a personal level. APIL accredited members may refer to themselves as follows:

- APIL Accredited Member or Lawyer
- APIL Member
- APIL Litigator
- APIL Senior Litigator
- APIL Fellow
- APIL Senior Fellow

It is therefore recommended that members of the Association identify themselves as:

- Mr A N Other, APIL Accredited Member or Lawyer
- Mr A N Other, APIL Member
- Mr A N Other, APIL Litigator
- Mr A N Other, APIL Senior Litigator
- Mr A N Other, APIL Fellow
- Mr A N Other, APIL Senior Fellow

Or, in full:

- Mr A N Other, Accredited Member or Lawyer, Association of Personal Injury Lawyers
- Mr A N Other, Member, Association of Personal Injury Lawyers
- Mr A N Other, Litigator, Association of Personal Injury Lawyers
- Mr A N Other, Senior Litigator, Association of Personal Injury Lawyers
- Mr A N Other, Fellow, Association of Personal Injury Lawyers
- Mr A N Other, Senior Fellow, Association of Personal Injury Lawyers