



TWf Logo

Policy on the use of the TWf Logo (TW14.085)

Leading the Construction industry to change for the better in the discipline of temporary works ...

Name in Copy

Temporary Works Forum Ltd. should be referred to as either the “**Temporary Works forum**” or “**TWf**”.

Approved Logo

The approved logo is one of:



Blue

CMYK: Cyan 100, Black 10

RGB: Red 0, Green 159, Blue 218

An electronic copy of the logos is available by sending a request via Email to the Secretary at secretary@twforum.org.uk

Scale

The minimum width of logos (1) and (2) is 40mm. However, this depends on the environment in which it appears. Using the logo at this scale works best on small items, e.g. business cards. The logo wouldn't work at this scale on a poster. Use your discretion and scale the mark to its environment.

Clear zone

The logo works best in its own clear space, separated from other text and images. The clear zone should be the width of the TWf's 'T' (within the circular 'swirl'). This area must be kept free of any other design elements – think of it as 'breathing space'.

Use by Members

Members may use only the approved logo in their literature, stationery and advertising, etc. subject to *Conditions* (below). No other variation is acceptable.

Members may only use the logo for official business. This includes letterheads, business cards, websites, etc.

In order to guard the visual integrity and legal protection of the identity, it is important not to adjust, re-draw, modify or distort the individual elements or the logo as a whole in any way. It must only be reproduced from the artwork provided.

Use by non-Members

Subject to prior approval in writing (see **TW14.086**), and the *Conditions* set out below, non-Members may use only the approved logo(s). *Additional Conditions* may apply, as notified by the Secretary.

In order to guard the visual integrity and legal protection of the identity, it is important not to adjust, re-draw, modify or distort the individual elements or the logo as a whole in any way. It must only be reproduced from the artwork provided. No other variation is acceptable.

Conditions

The following *Conditions* apply:

- The logo must not be used to advertise in any potentially misleading manner.
- Do not dilute the impact of the logo by placing it on a cluttered or visually disruptive background.
- Award logos must only be displayed for the award you have won. Award logos are date specific, and must not be changed to reflect an alternative date or year (although the logo may still be displayed after the year in which it was awarded).

Members:

- Nothing must be said or indicated that suggests that being a TWf Member implies any competence-based membership criteria (TWf is not an awarding body).
- The logo must only be used by the Member and not any subsidiary, joint-venture, etc.



- Where the logo is used on stationery, literature and advertising, etc. the Member's own name or logo shall be included on the same sheet of paper (and the TWf logo must not be the most prominent).

Non-Members:

- Additional Conditions may apply, as notified in writing by the Secretary.

Termination

Members:

In the event that endorsement or support is withdrawn – or a Member leaves the TWf for whatever reason – the body shall immediately cease use and distribution of any stationery, literature and advertisements bearing the TWf logo.

Non-Members:

In the event that endorsement or support is withdrawn the body shall immediately cease use and distribution of any media bearing the TWf logo.

Right to withdraw

TWf reserves the right, at any time, to modify or suspend this policy and withdraw any permission granted under it.

Restrictions

The TWf reserves the right to vary the conditions set out in this document without prior notice.

This policy must be read in conjunction with TWf's *Branding guidelines*.

Questions

If you have any questions about the logo usage, which are not addressed in the policy, then please Email the Secretary, at secretary@twforum.org.uk