

DRIVER CPC LOGO GUIDELINES

Who can use the Driver CPC logo?

The Driver CPC logo **may only** be used by:

- Training centres/bodies that have successfully been approved as a centre by the Joint Approvals Unit for Periodic Training (JAUPT) to deliver Periodic Training
- The following Driver CPC implementation stakeholders: ACPO, ACPOS, CPT, DSA, DVA, FTA, GoSkills, HSE, QCA, REC, RHA, Skills for Logistics, SQA, T&GWU, TfL and VOSA
- Local Government Organisations

What material can the Driver CPC logo be used on?

The Driver CPC logo can be used on the following:

- Business letter headed paper and compliment slips
- Newsletters, leaflets, posters
- Business adverts in classified directories (e.g. Yellow Pages)
- Websites, including as a link to www.businesslink.gov.uk/transport
- Event support merchandise
- Clothing or vehicles
- Certificates issued to Drivers who have undertaken a Driver CPC Training course

Restrictions / requirements when using the Driver CPC logo:

- When the Driver CPC logo is used by an Approved Training Centre, the image should feature the strap line 'JAUPT Approved Centre AC00XXX' below it.
- The Driver CPC logo should **not** figure more prominently than the user's own logo.
- The Driver CPC logo must **not** be more than 50% of the size of the Approved Training centres' own logo.
- The Driver CPC logo can be accompanied by supporting wording to explain its use where appropriate e.g. 'Our trainers have been approved to deliver approved training courses for Periodic Training' or 'We provide Driver CPC Periodic Training approved training courses'.
- The Driver CPC logo **should not** be used to wrongly infer that a particular instructor or training course has been approved by the DSA or for Driver CPC Periodic Training.
- The Driver CPC logo **should not** be accompanied by the word 'Recommended'.
- The Driver CPC logo **should not** be accompanied by the word 'Accredited'.

Consortium Logo Use:

- In order for members of a JAAPT Approved Consortium to use the Driver CPC Logo, the Consortium Lead must issue the Driver CPC Logo and Logo Guidelines along with a Logo Consent Form for completion, to each of the consortium members.
- The **only** Driver CPC logo to be used by members of a consortium **must** be the Consortium Lead's logo with strap line stating the Lead's 'JAAPT Approved Consortium AC00XXX'

Position

The Driver CPC logo must always be positioned at the bottom left or right hand side of a document or website. The Driver CPC logo should **not** feature more prominently than the user's own logo.

Issue of the Driver CPC logo

The Driver CPC logo will be issued to Approved Training Centres or Approved Consortium leads by the Driving Standards Agency on receipt of the signed Logo Consent Form.

Misuse of the Driver CPC Logo

The DSA & JAAPT reserve the right to withdraw permission to use the Driver CPC logo in order to manage their reputation. Further action will be taken if it is found that the Driver CPC logo is not being used in accordance with the guidelines. Additionally, if any user sees the Driver CPC logo being misused please contact the Driving Standards Agency immediately (details below)

Further Information

For further information on the logo or use of the logo please contact:

Driver CPC Logo
Life Long Driver Development
Driving Standards Agency
112 Upper Parliament Street
Nottingham
NG1 6LP
Tel: 0115 936 6278
E-mail: drivercpclogo@dsa.gsi.gov.uk

Or alternatively you may contact

Joint Approvals Unit for Periodic Training
12 Warren Yard
Warren Farm Office Village
Milton Keynes
MK12 5NW
Tel: 0844 800 4184
Email: enquiries@drivercpc-periodictraining.org