



The British Association of Art Therapists (BAAT) is a professional membership body and learned society. BAAT has a logo, which is displayed on its professional publications, official statements, advice packs, professional guidelines and marketing materials – the BAAT logo is used as a way to certify that the content of all these documents has been formally agreed by the elected Council of the Association and that it represents a professional consensus.

As such, the logo cannot be used by any other organisations to promote events, policies or publications without a written formal agreement from the BAAT Council and/or its Chief Executive Officer (this can be done by email as well as by letter). Permission to use the logo is given on an individual case basis and when use of the logo has been agreed for a purpose, it is not transferable to other projects or products that do not relate to this purpose. The logo should not be used in circumstances which may mislead the readers about a particular provision or subject to which the logo is intended to apply.

It cannot be used on websites and on flyers by individuals and by BAAT members to promote their own work and enterprise (see below for a different version of the logo available to full BAAT members for this purpose). **Do not copy the BAAT logo from the website.**

Other restrictions on the use of the logo:

1. The Logo may not be used on products or on packaging.
2. The Logo may not appear on any materials that disparage BAAT or its products or services, or that violate any UK law or regulation or law or regulation of any other country in which the logo is used.
3. The logo should only be used where high quality reproduction is guaranteed. Materials on which the logo has not been correctly used or where reproduction is of poor quality should be destroyed.
4. Under no circumstances should the logo be used in a manner which may bring BAAT into disrepute. Deliberate use of the logo to misrepresent the status of a course or qualification will result in action being taken by BAAT.

Organisations are responsible for ensuring that their own uses of the logo and the quality of its reproduction are consistent with this guidance.

#### Use of BAAT Logo by BAAT members

Full BAAT members have a BAAT logo stating 'Full BAAT Member' which replicates the corporate BAAT logo but is visibly distinct from it. It can be used on professional promotional material. Conditions 1 – 4 (above) apply to the use of this logo. Use of this logo by Art Therapists who are not BAAT members will result in action being taken by BAAT through the Health Professions Council.

The BAAT Regional and Special Interest Groups have their respective BAAT logos which can be used to advertise their meetings and events and can be used on the Continuing Professional Development Certificates. Coordinators will have the logos available to use. Conditions 1 – 4 apply to the use of these logos.

For further information, please contact [info@baat.org](mailto:info@baat.org)