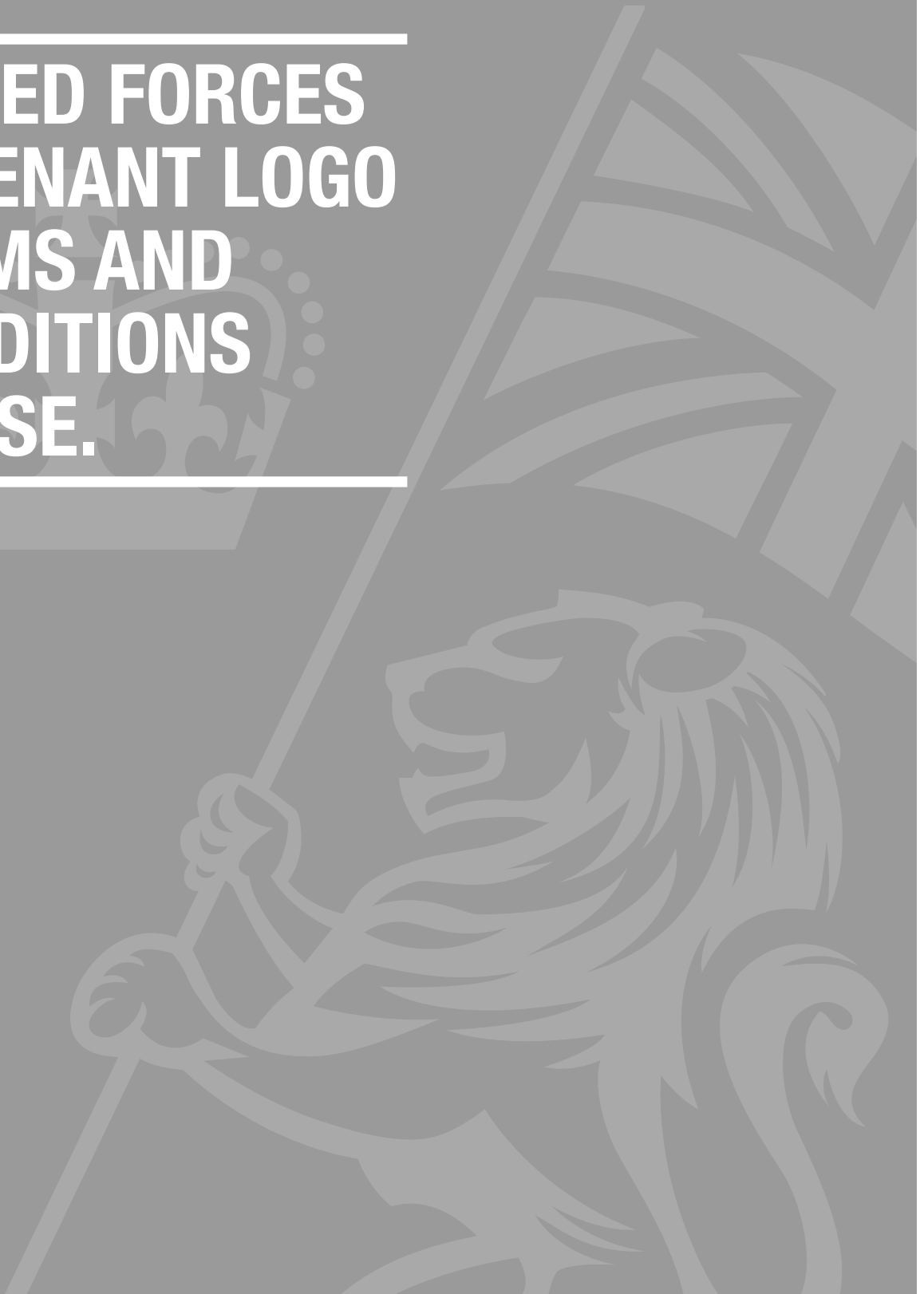




ARMED FORCES COVENANT LOGO TERMS AND CONDITIONS OF USE.



Armed Forces Covenant Logo Terms and Conditions of Use.

Licence to use the Armed Forces Covenant Logo

An “Armed Forces Covenant Supporter” means an entity that has registered as such.

We grant permission to Armed Forces Covenant Supporters to use the Armed Forces Covenant Logo subject to the Terms and Conditions of Use.

Winners of the Armed Forces Covenant Employer Recognition Scheme Award may additionally or alternatively, use the variation of the Armed Forces Covenant Logo consistent with the level of the Award they have won, subject to the same Terms and Conditions of Use.

Other Government Departments

While OGDs are not required to follow the terms and conditions of this license as set out below, they are required to follow the Armed Forces Covenant Brand guidelines when using the Armed Forces Covenant Logo.

Principal Conditions of Use

1. You may use the Armed Forces Covenant Logo only:
 - within your website;
 - on your printed publications (including posters and advertisements);
 - on your communications (on notepaper or within e-mails) and;
 - on signage (including use on the side of a vehicle).
2. You may not use the Armed Forces Covenant Logo:
 - in connection with fundraising;
 - on or in connection with products (whether for sale or free promotional items), or;
 - for any purpose other than those described in condition 1 above;unless permitted in writing by Defence Intellectual Property Rights (DIPR) (contactable at DIPR-CC@MOD.UK in the first instance). Any such permission may attract additional terms including a fee.
3. You must follow the Armed Forces Covenant Brand guidelines.

Other Terms

4. You shall use the Armed Forces Covenant Logo only as an illustration, to refer visually to the initiative to which the Armed Forces Covenant Logo relates. It should be clear that the Armed Forces Covenant is an initiative, and not an entity, charity or association.
 5. You shall not use the Armed Forces Covenant Logo in any way than might indicate that we are solely or jointly responsible for your organisation, products, services, website or publications.
 6. You must not use the Armed Forces Covenant Logo:
 - as your own logo;
 - with equal or greater prominence to that afforded to your own logo;
 - on any website, publications, communications or signage, without sufficient context to indicate the purpose for its use.
 7. You shall not use the Armed Forces Covenant Logo in a manner suggestive of our endorsement of your organisation, products, services, website or publications. In particular you must not use the Armed Forces Covenant Logo:
 - to illustrate that we purchase your products or services (i.e. that you are a supplier or are otherwise under contract); or
 - to illustrate that your products or services are suitable for, or are targeted to, the MOD, its sub-units, or its personnel.
 8. You shall always use or reproduce the Armed Forces Covenant Logo in its entirety without any alteration or addition.
 9. Your use of the Armed Forces Covenant Logo must not adversely affect our rights in our Logo including its ability to serve as a trade mark or certification mark, or adversely affect our reputation.
 10. You shall follow any reasonable instruction we give at any time concerning the use of the Armed Forces Covenant Logo.
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Termination of this Licence

11. We reserve the sole right to determine whether the terms of this licence have been complied with and to terminate the licence immediately in the case of any breach.
12. We may otherwise terminate this licence on giving 30 days notice without giving any specific reason.
13. We may update this Licence Agreement with new terms, which shall have effect from the sooner of
1) the day on which you are notified of these changes, or
2) from the 30th day of our publication of these changes.
14. This licence shall terminate if:
 - you renounce your pledge to be an Armed Forces Covenant Supporter (or your Armed Forces Covenant Employer Recognition Scheme Award);
 - we revoke your status as an Armed Forces Covenant Supporter (or your Armed Forces Covenant Employer Recognition Scheme Award), being a right we reserve at our complete discretion;
 - the objectives or responsibilities of your organisation change, or;
 - you become insolvent.

Other Legal Matters

15. The rights granted under this licence are personal to you and you shall not assign or sub-licence such rights to others or permit others to use or reproduce our Logo in any way.
16. We give no warranties with respect to the suitability of our Logo for any purpose.
17. You shall indemnify us against any loss or claims arising from your use of our Logo. This obligation shall continue for a period of seven years following the termination of this Licence.
18. This Agreement shall be governed by the laws of England and the parties shall submit to the non-exclusive jurisdiction of the English courts.

If you wish to use any other MOD logos, please see [our guidance](#) before doing so.
