

## **Guidelines for use of the AvMA Logo by experts listed on the AvMA database**

This is the logo which can be used by experts who have been approved by AvMA and are listed on our database:



There are conditions attached to the use of this logo and these are set out below. If you are unsure where and when the logo may be displayed then you **must** contact Norika Patel in the first instance. Norika can be contacted by telephone on 0208 688 9555 or by email at [Norika@avma.org.uk](mailto:Norika@avma.org.uk).

Anyone found to be using the logo outside the conditions of use set out here will not be allowed to use the logo again without express permission

### **Terms and Conditions of Use of AvMA Logo**

1. You must be listed on the database
2. Use of the logo is only allowed whilst the expert is listed on the expert database.
3. The logo is dated and will be renewed annually. Experts who complete the Medical Expert Database Listing form will automatically receive the new logo.
4. If you do not complete the Medical Expert Database Listing form, then you will have to contact [Norika@avma.org.uk](mailto:Norika@avma.org.uk) and specifically request a copy of the new logo.
5. By being on AvMA's database you agree to abide by the terms of AvMA's Expert Protocol [HERE](#)
6. Use of the logo shown above is restricted to use on the expert's personal website and if the expert works as part of an organization must only be displayed in association with your name, for example on your CV.
7. The logo should not be attached to other marketing materials, such as headed paper or emails.
8. If you do use the logo then you should provide a link to AvMA's web, the costs of creating a link are at your own expense.

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9. Use of the logo does not connote a relationship with AvMA other than listing on the medical expert database. Permission to use this logo does not suggest any other particular relationship, affiliation, endorsement or accreditation with AvMA.
10. The logo should not be displayed alongside any clinical negligence accreditation scheme logo, whether AvMA's or any other providers.
11. The logo must not be used in a way which suggests that AvMA is endorsing or accrediting the work undertaken by the expert.
12. AvMA reserves the right to withdraw permission for the use of the logo. For example, AvMA may request the removal of the AvMA logo or amendment to how the logo is used where this is considered to be in breach of the above guidelines and at AvMA's discretion.

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