

## Terms and Conditions of Use of the AvMA Logo

This is the logo which can be used by firms subscribing to Lawyers Service: -



There are terms and 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 be banned from using the logo again.

### Terms and Conditions of Use of AvMA Logo

1. You must be a fully paid up member of Lawyers Service: If your Lawyer Service subscriptions are outstanding, that is they remain unpaid 28 days after receipt of our invoice you must remove the logo from your website.
2. Use of the logo is only allowed on a yearly basis, running from 1<sup>st</sup> April to 31<sup>st</sup> March. You are only allowed to display the logo showing the relevant subscription year, any firm seen to be using an out of date logo will be banned from displaying the logo at all.
3. Use of the logo shown above is restricted to use on your organisation's website and in particular should not be used for the following purposes:
  - (i) Marketing,
  - (ii) Advertising or
  - (iii) Promoting your organisation

In particular the logo should not be attached to other marketing materials, such as headed paper or emails.

4. If you do display the logo you are expected to provide a link to AvMA's website, the costs of creating a link are at your own expense.
5. Use of the logo does not connote a relationship with AvMA other than membership of Lawyers Service which is renewable annually. Permission to use this logo does not suggest or connote any other relationship or

affiliation with AvMA or endorsement by AvMA.

6. The logo must not be used in any way which implies or might lead the public to understand that its use is suggestive of membership of the AvMA Specialist Clinical Negligence Panel where this does not exist.
7. The logo should not be displayed alongside any clinical negligence accreditation scheme logo, whether AvMA's or any other providers.
8. The logo must not be used in a way which suggests that AvMA is endorsing or accrediting the work undertaken by the firm.
9. 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 terms and conditions and at AvMA's discretion.
10. In using this logo you fully understand that is not an acceptance whether tacit or otherwise that your firm holds the AvMA specialist quality mark on the firm's literature and website.
11. PLEASE NOTE: Use of the AvMA Specialist Clinical Negligence Panel Quality Mark logo is restricted to firms with a panel member. The AvMA Panel logo looks like this:

