



**UK Society for  
Behaviour Analysis**

## **UK-SBA-Registered Badge**

### **Terms and Conditions of Use**

The "UK-SBA-Registered" logo (hereafter referred to as "Registrant Logo") may be used by UK-SBA Registrants in accordance with the terms and conditions described in this document.

#### **Use of the Logo**

1. In order to use the Registrant Logo, a person must:

- 1.1 be a UK-SBA registrant (Registrant) in good standing; and
- 1.2 comply with the conditions of use set out in Sections 2 and 3.

#### **Conditions of Use**

2. The Registrant Logo may only be used:

- 2.1 in connection with the name of the individual Registrant specified on the Registrant Logo and not in respect of a company, firm or other business;
- 2.2 on stationery, marketing materials, behaviour analytic documents (e.g., data collection forms, treatment plans, reports) produced by the Registrant and for which the Registrant is the copyright holder, websites, and signage controlled by the individual Registrant specified on the Logo;
- 2.3 in relation to activities or services that are behaviour-analytic in nature;
- 2.4 during the time period specified on the Registrant Logo; and
- 2.5 in the form, colours and manner specified in the Schedule delineated below.

3. The Registrant Logo must not be:

- 3.1 used as part of any other logo or as a part of any trading name;
- 3.2 adapted in any manner;
- 3.3 used in relation to non-behaviour analytic activities or services;
- 3.4 used after the time period specified on the Registrant Logo; or
- 3.5 included in an application for any trademark or any similar application.

## **Refusal, suspension and withdrawal of use**

4. The UK-SBA may refuse or withdraw permission for a Registrant to use the Registrant Logo if the registrant has:

- 4.1 used the Registrant Logo without the consent of the UK-SBA;
- 4.2 breached any condition in Paragraph 2 or 3; or
- 4.3 misused any intellectual property right owned by the UK-SBA.

5. The UK-SBA may suspend a Registrant's permission to use the Registrant Logo:

- 5.1 during any investigation in respect of breach of Paragraph 2 or 3 or any other misuse of the Registrant Logo by the Registrant; or
- 5.2 during any period that the Registrant is subject to a complaint investigation by the UKSBA.

## **Sanctions**

6. Any misuse of the Registrant Logo or breach of these terms and conditions by a Registrant will be regarded as a breach of the UK-SBA's Ethical and Professional Code of Conduct (see code 25.7).

## **The Schedule**

A. The Registrant Logo

B. Form and colour etc. of the Registrant Logo

The Registrant Logo may be used in two colourways:

in UK-SBA Red (R 205, G 23, B 25) (#CD1719 hex equivalent) on white; or  
in black on white (only where colour is not available).

The Registrant Logo must never be positioned on top of, or reversed out of, an image.

The Registrant Logo must never be recreated in any way and must be reproduced using only approved digital files supplied by the UK-SBA.

The Registrant Logo must never be squashed, stretched or manipulated in any manner.

The Registrant Logo has an 'exclusion zone' - an area which should be kept clear around the Logo - equal to the height of the letter 'd' in the word 'registered'.

The Logo should not be used below the minimum size of 20mm wide and should not be used vertically.