



**UK Society for  
Behaviour Analysis**

## **Use of UK-SBA Badge, Logo and Seal: Guidelines for Members**

These guidelines outline how the UK-SBA badge may be used by members to uphold the credibility, integrity, and trust associated with the membership. The badge is a mark of individual professional achievement and should be used respectfully and accurately.

The UK-SBA logo is the visual symbol of the UK-SBA and it is its own brand and can only be used by the UK-SBA.

The APD Provider Seal may only be used by those awarded APD Provider registration and only for the period they appear on the APD Provider Register published on the UK-SBA website.

### **1. UK-SBA Badges**

#### **Certification Badges:**



#### **Practising Registrant Member Badge:**



## 1.1 Purpose of the Badges

The badge is provided as a visual symbol to recognise individuals who are members of the UK-SBA and of their certification level. Practising Registrant Member level is not a certification.

Badges are different colours according to category of certification. It signifies adherence to the organisation's values, standards, and codes of conduct.

The UK-SBA badge is specific to individuals registered with the UK-SBA and can be accessed via the members portal as a downloadable file.

## 1.2 Who can use the badge

- Only individual **current registrants** in good standing may use the badge.
- The badge must **not be used by organisations**, services, companies, or employers.
- Membership status must be **verifiable** through UK-SBA Register.

## 1.3 Appropriate Uses

The badge may be used in the following individual professional contexts:

- On personal professional websites or online profiles (e.g., LinkedIn) where it is clearly associated to the individual member.
- On personal business cards or professional stationery whereby, it is clearly associated to the individual member.
- In individual CVs or portfolios.
- In email signatures, provided the use is clearly associated with the individual member.

## 1.4 Inappropriate Uses

The badge **must not** be:

- Used to imply that the UK-SBA endorses or accredits an organisation, employer, or commercial service.
- Displayed on organisational websites, letterheads, or service brochures.
- Used after membership has lapsed, been suspended, or revoked.
- Altered, stretched, recoloured, or combined with other logos or symbols.

## 1.5 Design and Presentation Rules

- Always use the badge as provided by UK-SBA without any modification.
- Maintain clear space around the badge; do not crowd it with text or graphics.

- Use the badge at a legible size; it must remain clear and professional in all formats.
- Do not add effects such as shadows, outlines, or overlays.

## 2. UK-SBA Logo



### 2.1 Who can use the logo

The logo is the visual symbol of the UK-SBA and it is its own brand. The UK-SBA logo is red. **This can only be used by the UK-SBA.**

## 3. UK-SBA APD Provider Seal



### 3.1 Who can use the APD Provider Seal

- The APD Provider Seal may only be used by individuals who have been formally recognised and approved as APD Providers by the UK-SBA.
- The seal is intended solely for use in connection with approved APD services and activities. Any usage outside of this context is strictly prohibited.
- Only current APD Providers in good standing are permitted to display the seal.

- The right to use the seal is non-transferable and ceases immediately if APD Provider status is suspended, revoked, or has lapsed.

#### **4. APD Coordinator Seal**



##### **4.1 Who can use the APD Coordinator Seal**

- The APD Provider Seal may only be used by organisations who have been formally recognised and approved as APD Providers by the UK-SBA. This includes a UK SBA registered named individual who acts as the coordinator for the organisation
- The seal is intended solely for use in connection with approved APD services and activities. Any usage outside of this context is strictly prohibited.
- Only current APD Providers in good standing are permitted to display the seal.
- The right to use the seal is non-transferable and ceases immediately if APD Coordinator status is suspended, revoked, or has lapsed.

##### **5. Design and Presentation Rules**

- Always use the badge or provider seals as provided by UK-SBA without any modification.
- Maintain clear space around the badge/seal; do not crowd it with text or graphics.
- Use the badge/seal at a legible size; it must remain clear and professional in all formats.
- Do not add effects such as shadows, outlines, or overlays.

##### **5. Misuse and Consequences**

Improper use of the badge, logo or seal may lead to:

- A formal request to remove the badge/logo/seal from all materials.
- Suspension or termination of membership.
- Legal or reputational consequences where applicable.
- Breach will be dealt with initially with an email in line with point 3.7 of the UK-SBA complaints procedure

## **8. Queries and Clarifications**

If you are unsure whether a particular use is permitted, please contact the UK-SBA at [admin@uk-sba.org](mailto:admin@uk-sba.org) before publishing or distributing materials with the badge/logo.

## **9. Agreement**

Members should become familiar with points 9.27 and 9.28 of the UK-SBA code of ethical and professional conduct

By using the badge/seal, members agree to abide by these guidelines and accept the consequences of misuse.

If any member notices a misuse of the badge, seal or logo under these terms, they will notify the UK-SBA as soon as possible by contacting [admin@uk-sba.org](mailto:admin@uk-sba.org)