



The CPD Standards Office is a unique organisation which was founded with the vision of understanding and enabling positive and successful CPD and learning experiences. As a highly specialised expert team, our university led research has equipped us with extensive expertise on all things CPD.

Between the work of the Professional Development Consortium and the CPD Standards Office, dual CPD research and accreditation activities sharpens our knowledge and expertise. It also enables us to work with individual coaches, training providers, employers, and 'membership organisation's as a collaborative CPD network & community.

Your Accredited CPDSO Logo

You will have received your unique logo which contains your individual provider number. It has the CPD Standards Office business title and assurance of independent accreditation and should look like the one below.

The CPD Standards Office

**CPD PROVIDER: 21925
2019 - 2021**

www.cpdstandards.com



Using the CPD Standards Office Logo in your Marketing

We welcome the use of the logo as often as you require, but please keep in mind these few quick rules when doing so.

The CPD Standards Office part of
THE PROFESSIONAL DEVELOPMENT CONSORTIUM LTD
T: 0203 745 6463 W: www.cpdstandards.com

- Please keep the logo complete, upright and in the same aspect ratio as provided at all times.
- Please only use in relation to your CPD accredited activities, and not on any unrelated materials or courses that may not have been accredited with us.

Colours

Please keep the colours as per the provided logo, black and white print of the logo is acceptable only when the rest of the material the logo is being used on is also in Black and White. Otherwise for reference the following colours should be used.



HEX - #26a2dc

CMYK – 83,26,0,14

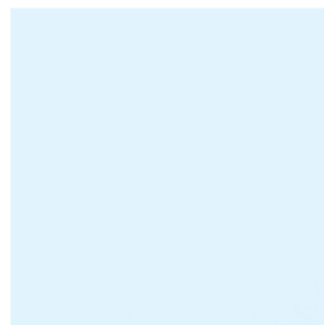
Pantone – 2171C



HEX - #002852

CMYK – 100,51,0,68

Pantone – 2767C



HEX - #e1f4fd

CMYK – 11,4,0,1

Pantone – 9420C

Fonts

Our preferred font is Tahoma, but of course we are happy for the logo to be used with any fonts on collateral or material it is being used on. But please do not edit the text within the logo.

Sizing



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Digital Usage

We recommend a minimum height (B) of 100 pixels on any digital usage, the aspect ratio should be kept as provided (Roughly 3.15:1 (A:B)) so a width of 315 pixels is also recommended. Smaller sizes are permitted when necessary but should still be clearly legible and sized correctly in relation to other logos as explained below.

Print Usage

We recommend a minimum height (B) of 30mm in print, the aspect ratio should be kept as provided (Roughly 3.15:1 (A:B)) so a width of 94.5mm is also recommended. This is based on A4 printing and should be scaled up accordingly for larger print pieces. Smaller sizes are permitted when necessary but should still be clearly legible and sized correctly in relation to other logos as explained below.

Whitespace / Clear space around the logo

Please make sure to leave a space of a minimum of the height of the “C” in CPD (C) around the entire logo. This measurement will of course vary depending on logo size used.

Sizing when compared to other logos

Please make sure the logo is of the same height as any other logo used in collateral and materials, although we appreciate you may want more prominence for you own logo, we do ask that we are at least given the same prominence as any other accreditation logos.

Suggestions for using your Logo:

As an accredited CPD provider, we recommend utilising your CPDSO logo on marketing and promotional materials, business communications and all information relating to the CPD activity itself. This includes:

Website

Blogs

E-shots and Email Signatures

Business Cards

Company Brochures

Exhibition Stands

Course or Event Brochures

Presentation / PowerPoint Slides

Joining Instructions

Evaluation Forms

Handouts

Smaller Logos

We do have a variety of smaller logos available for more bespoke pieces, containing just the shield element, if you require one of these please let us know as we will issue on a case by case basis. We would always recommend however that you use the full logo with your membership number wherever you can.



Dates and Renewal

Please be aware that your logo will contain the 2-year period in which your CPDSO membership is valid. (i.e. 2019-2021). New logos are issued upon each renewal with updated dates. Should you be planning to use the logo on anything that will still be in use beyond your renewal date, please contact us and we can discuss an extended date logo or bringing your renewal forward.

Towards the end of the 2-year period, you are required to resubmit the activities for a 'CPD check-up'. Once this is completed successfully, an updated accredited logo will be issued with the next 2-year cycle of membership included.

Referencing CPDSO

We encourage you to reference and talk about your accreditation with us as often as you can. However please be aware of these few rules when doing so.

- ✓ When referring to us please use the full title of the "CPD Standards Office" in the first instance on any page or piece of related text. After which the Acronym CPDSO may be used.
- ✓ Please remember we have only accredited your course for delivery, structure and content source. Please refrain from using phrasing such as verified or approved, or implications that the course has been fully reviewed.