

Working at Height Limited



Logo Usage Policy

Purpose

The purpose of this document is to set out the manner in which the Working at Height Limited (“the Academy”) authorises the use of its trademarked logo by organisations and institutions and also the terms and conditions of that use.

Scope

This policy applies to all WAHL-approved/ /recognised/sponsored institutions and organisations and also WAHL-approved and WAHL -sponsored research projects, conferences, events etc.

What is the WAHL logo?

WAHL’s logo is a combination of four elements, the logo icon, or ‘the Dara Knot’ and the logo text,

The WAHL logo represents Academy’s corporate identity through design and colours (see pantone codes below).

What does the WAHL logo mean?

WAHL’s logo is the “Dara Knot” or Celtic Knot for warrior that relates to trees. In this case, the oak tree, which was revered above all others by the Celts and known as the King of the Forest.

The design boasts an intricate and endless flowing of intertwined lines that are said to represent the complex root system of an ancient oak.

Like the Celtic Tree of Life, it symbolises strength, wisdom, immortality, longevity, endurance, and power, making it an ideal choice for Celtic Warriors to wear into battle.

Working at Height Group has chosen this knot symbolises “no beginning and end in the knot” like a family there is no end to the level of supporting we will give all our clients/delegates past and present.

WAHL logo specification

When reproducing the WAHL logo in colour the following tones must be used:

- DARA Knot: Green or Blue
- Lettering: White, RED or Yellow

If reproducing in black and white, all elements of the logo should be shown in black on a white/pale background, or vice-versa.

The logo artwork contains all of these elements, including the fonts, so that you do not have to match them up individually.

WAHL's logo must be used correctly

It may only be reproduced from the master artwork supplied and must never be redrawn, trimmed or modified.

Who can use WAHL's logo?

The WAHL logo is the trademarked property of the Working at Height Limited & Working at Height LLC known as the Working at Height Group (WAHL), WAHL approved/recognised/Licensed or sponsored institutions and organisations are encouraged to avail of the privilege of using the logo and to include it to indicate their status in relation to WAHL.

The WAHL logo may be used only by organisations/institutions who are granted approval and are in current good standing, provided that the prescribed text accompanying the logo reflects their status and purpose accurately. The following are examples of organisations/instances where WAHL may grant approval for the logo to be displayed.

- Recognised Institutions – training and academic institutions or organisations
- Licensed Service Providers – service providers authorised to implement WAHL programs.
- WAHL approved promotional material or events.

(See samples in Appendix 1).

- ***Recognised Institutions***

WAHL academic recognition indicates a standardised quality of training provision, and entitles training institutions to advertise and run WAHL approved courses as well as to award co-branded WAHL certification. WAHL recognition also assures prospective clients that the institution or organisation they are engaged with has reached a sufficiently high standard to have been accredited to the statutory EMS regulator.

The appearance of the WAHL logo on third-party materials indicates affiliation, sponsorship, endorsement, certification, accreditation or approval of a particular initiative. It is strictly confined to for this purpose and should not be used to imply any other commercial gain, advantage or opinion.

- **Licensed Service Providers**

Licensed service providers are organisations who have been authorised by Academy to implement WAHL Training Procedure Guidelines (TPGs) and programs to Delegates in accordance with the Health, Safety & Environmental Legislation of Ireland UK, Mainland EU, USA and Canada.

- ***WAHL approved promotional material or events***

Academy on a case-by-case basis may grant approval, on request for logo usage at appropriate promotional events or material.

Terms and Conditions

Permission

Permission to use the WAHL logo is conditional on the terms and conditions of this policy being complied with and for a period of time limited to the duration of the approval/recognised period. For this reason, organisations authorised to use the WAHL logo, should

- estimate the quantity of stationery, literature and other printed materials needed for the duration of the initiative before placing print order; and
- incorporate the WAHL logo, with relevant prescribed text (see samples in Appendix 1), into their existing house style in such a way that demonstrates their WAHL status but does not give the impression that the initiative is wholly WAHL-owned. (At the bottom of stationery, for example).

Use of the WAHL logo should not be included on materials of a more permanent nature – for example, vehicles, social media sites or long-term promotional items – as these may outlive the duration of the approval.

Terms of usage

1. Permission to use the Working at Height Logo logo must be applied for in writing to: Email – info@workingtaheight.ie

Or




The Deputy Director & Registrar,
Working at Height Group,
38 Clondrina,
Crusheen,
County Clare,
Ireland
V95K792.

2. The application must contain a statement that the entire terms and conditions of this Policy Document will be adhered to and also a brief description of the intended use. (See Appendix 2)
3. The WAHL logo must be used only for the purpose requested; additional uses require separate permissions.
4. The WAHL logo may not appear as the dominant logo on any third-party literature, as this could incorrectly imply complete WAHL ownership of the initiative.
5. The WAHL logo may not be used in any manner that expresses or might imply WAHL affiliation, sponsorship, endorsement, certification or approval of any product or service unless this has been granted.
6. As a general rule, the space around the logo should be kept clear. Additional symbols or text, if any, should be placed beneath, above, or to the side of the logo with sufficient distance from the logo in order to maintain its distinct appearance.
7. The logo should only be used as provided by WAHL. You may not alter it in any manner which would distort its perspective or appearance. The WAHL logo may be re-sized to accommodate a specific use, but all text must remain legible. WAHL preserves the right to require that an instance of its logo be re-sized if, in its opinion, the name is difficult or impossible to read. Enlarging and reducing the logo must be undertaken using proportional scaling only, in order to maintain the original proportions of the logo. Sufficient white space or separation must be used so as to completely and clearly avoid any association with any other logo, organisation, product, person, property or service.



8. You may not alter the WAHL logo to incorporate any other object, including, but not limited to other logos, icons, words, graphics, photos, slogans, numbers, design features, symbols, audio files or video files.
9. The WAHL logo graphic, when used in a Web or other Internet application, must be linked to www.workingatheight.ie & www.workingatheight.us
10. A Recognised Institution may NOT advertise or promote any level of service provision on the same page or in the same document where they are already using the WAHL Logo with the Recognised Institution Text. There must be total separation between training and service provision in logo usage as the two logos are separate.
11. WAHL-approved and WAHL-sponsored research projects, conferences, events, etc. are permitted to use the WAHL logo in conjunction with the prescribed text that correctly and accurately depicts the particular affiliation.
12. WAHL may withhold approval and reserves the right to terminate or modify permission at any time.
13. WAHL reserves the right to revoke logo-usage authorisation at any time, and for any reason. If revoked, you agree to immediately cease using the WAHL logo.
14. Failure to comply with these conditions will lead to WAHL initiating action to ensure institutional cessation of the use of the WAHL logo.

Appendix 1

Training Institutions - Logo must **ONLY** be used along with proscribed text at the highest approved or appropriate level.

Template	Institution Name Recognised at level of Approved Level Year Approved	
Examples	<i>e.g. ? Training</i> Recognised at level of AI or TTT or MIT 2023	
e.g.2	<i>e.g. Training Ltd</i> Recognised Trainer at level of AI or TTT or MIT 2023	

Level Usage - Service Providers – Licenced providers must **ONLY** use the Logo along with proscribed text at the appropriate level.


Template	Service Provider Name Licenced to implement Approved Level and Year Approved	
Examples	e.g. Service Provider Ltd Licenced to implement Course TTC - 2023	
e.g.2	<i>e.g. Service Provider Ltd</i> Licenced to implement Program Name Level - 2023	

Sponsorship/Funding - Logo must **ONLY** be used along with appropriate text


Template	Appropriate Text	
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Examples	Sponsored by	
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e.g.1

Funded by	
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e.g.2

Co-funded by	
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e.g.3

Co-funded by	
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e.g.4

Sponsored by	
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e.g.5

With prior permission the logo may be used without text on promotional material at a conference or seminar.

Appendix 2

Deputy Director & Registrar,
Working at Height Group,
38 Clondrina,
Crusheen,
Co Clare,
V95K792.

Address Block Institution

Date

PERMISSION: WAHL LOGO USAGE

On behalf of "*institution name*" I wish to apply for Permission to use the WAHL logo.

I have read and understand the "*Logo Usage Policy*" document and state that the entire policy, as stated, will be adhered to.

The following is a brief description of the intended use.

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