

Policy for the use of the registered Collective Mark of the Society of Teachers of the Alexander Technique (STAT)

- **Benefits: A collective mark** is a form of trademark or service mark owned by a collective, whose members use the collective mark to identify their goods and services and to distinguish their goods and services from those of non-members, and to indicate membership in the group.
- It can also be used by the collective itself to promote the interests of the members.

Conditions of Use of the STAT Collective Mark (henceforth CM)

NB: This policy also applies to the potential use of the old oval CM, which still constitutes intellectual property of STAT.

If one ceases to be a member of STAT, they will still need to remove the oval CM from their material.

Members are encouraged to switch from the old oval CM to the current CM as soon as is convenient.

In order for a person to use the CM, the person must:

- be a qualified teaching member of STAT
- agree to use the CM in accordance with the Policy.
- N.B: Downloading the CM from the STAT website constitutes agreement to use the CM as outlined in the Policy.

A. STAT may refuse permission to a member to use the CM if he/she:

- has been previously approved to use the CM and has been held to be in breach of this Policy
- has previously used the CM without the approval of STAT
- has or is suspected of misusing any of the intellectual property rights owned by STAT

B. Once a member has been approved to use the CM, they shall:

- only use the CM in connection with the name of the individual member and not to use the CM in respect of a company, firm or other business
- only use the CM on stationery, marketing materials, websites and signage controlled by the STAT member;

- only use the CM in the way supplied by STAT (see appendix II below) and not alter its:
 - i. shape and proportion
 - ii. colour (the two primary colours as they appear on the logo)
 - iii. font (Gotham Bold & Chronicle Display Semibold)
- not include the CM in any logo or trading name;
- not use the CM with any other logo or mark in a way that it may falsely imply STAT's endorsement;
- not make any application to include the CM in any trademark not owned by STAT
- not adapt the CM in any way.

C. Use of the CM by a member who has not been approved to use the CM:

- A member who has been refused permission to use the CM may not use the CM
- If a member who has not been approved to use the CM is using the CM:
 - i. STAT shall write to the member and request that they cease to use the CM, informing them of the proper application process and inviting them to make an application to use the CM.
 - ii. If the member continues to use the CM without approval, STAT may consider the breach of the policy to be a misconduct matter and refer the matter to the PCC Coordinators
 - iii. The PCC Coordinators will review the allegation of misconduct and decide if there is a case to answer. If there is a case to answer, the PCC Coordinators will pass the matter to the Preliminary Investigation Committee (PIC) who will need to decide if the allegation is well founded and if so whether any sanction should be applied.
 - iv. If the allegation is well founded and a sanction is applied the PIC may refuse permission for STAT member to use the CM either completely or for a period of time. If no period is set or no restriction is given this does not limit the decision of STAT to refuse permission to the member to use the CM in the future.

D. Misuse of the CM by a STAT Member

- A breach of this Policy or any misuse of the CM by a STAT member may result in the withdrawal of the permission to use the CM
- Once STAT becomes aware of any breach of these Regulations or any misuse of the CM by a STAT member it will write to the STAT Member drawing his/her attention to the Policy and the breach or misuse which it believes has occurred along with any evidence held by STAT of the breach or misuse requesting that the STAT Member ceases the breach or misuse.
- If the STAT Member continues to use the CM without approval, STAT may consider the breach of the regulations to be a misconduct matter and refer the matter to the PCC Coordinators.
- The PCC Coordinators will review the allegation of misconduct in accordance with its operational rules and decide if there is a case to answer. If there is a case to answer, the PCC Coordinators will pass the matter to the Preliminary Investigation Committee (PIC), who will need to decide if the allegation is well founded and if so whether any sanction should be applied.

- The PIC may decide to revoke the permission of a member to use the CM. If such permission is revoked the member shall immediately cease to use the CM and shall ensure that all such use has ceased within one week of the decision to revoke permission to use the CM.
- If a Member is subject to any proceedings before any PIC in respect of an allegation other than in respect of a breach of this Policy or misuse of the CM, which can result in the member's membership being terminated, the PIC shall be entitled on finding that an allegation is well founded to:
 - i. revoke permission to use the CM for:
 - (a) a set period of time
 - (b) for the period of time during which any conditions of practise are in place
 - (c) for the life of the member
 - ii. place restrictions on the use of the CM by that Member
- No action is required by STAT or any PIC to revoke permission to use the CMs if a teacher's membership is terminated. Such revocation is automatic following the termination of the membership.

E. Use of the CM by a Person who is not a member of STAT

- A use of the CM by a person who is not a member of STAT is strictly prohibited.
- STAT may also seek an injunction in the civil courts to require any person not registered with STAT to cease to use the CM.

F. Suspension of Approval to Use the CM

- STAT may suspend the use of the CM by a STAT member during any investigation in respect of:
 - a breach of this Policy;
 - the misuse of the CM;
 - an investigation into:
 - (a) the fitness to practise of the STAT Member;
 - (b) the membership of the STAT Member;
 - (c) whether the STAT member is in good standing and has satisfied all his/her financial responsibilities to STAT
- STAT may suspend the use of the CM by a STAT Member during the period in which any conditions of practise order to which a STAT Member is subject applies.
- Any notice of suspension of permission to use the CM shall be provided to the STAT Member in writing.

G. Ceasing to be a STAT Member

Should any STAT member's membership be ceased as a result of failure to renew STAT membership, by resignation or by any other means, they agree to immediately cease to use the CM.

Appendix I – The Collective Mark



Variants



Appendix II - How to use the Collective Mark

Colours

The CM can be used as follows:

Dark colour:	CMYK 58/40/40/30	Light colour:	CMYK 26/29/75/10
	Pantone 431c		Pantone 456c
	RGB 100/111/114		RGB 188/162/80
	Web #636f72		Web #bba250

In mono or whiteout only where colour is not available.

Usage

The members logo should only be used as a stamp of approval by teachers who are a member of The Society of Teachers of the Alexander Technique.

Position

The primary position for the members logo on a page is top right.

Sizing

These are the recommended sizes based on standard print formats:

A5 - 60mm wide
A4 - 80mm wide
A3 - 100mm wide

Please use these as a basis when scaling to other dimensions.

Minimum size

To ensure legibility, the members' logo should appear no smaller than 60mm wide.

Exceptions may be considered where this is not possible, for example in some business cards. In these cases the member may use their discretion on the sizing. It is recommended that as an absolute minimum 'STAT' and 'Alexander Technique' are legible. It is to the members' advantage that both 'STAT' and 'Alexander Technique' are visible on their promotional materials.

Clearspace

The logo should always have an area of uncluttered space around it; this is called the 'clearspace' and is equivalent to 2 x the height of the letter 'A' in Alexander.

Exceptions may be considered where this is not possible and the member must use their discretion, aiming to avoid a crowded logo as it will be a very unappealing visual presence on their materials.