# Use of Brands, Logos and Trademarks

The Department does not grant the Contractor licence to use any of its brands, logos or trade marks except for use on communications or official contract documentation which is exchanged between the Department and the Contractor as part of their fulfilment of the Contract.

Any further, specific uses of Department brands, logos or trade marks that are necessary in order to fulfil the Contract will either be detailed by, or must be agreed in writing by, the Department in advance. The Contractor shall also adhere to the Trade Mark Guidelines at Annex [A}

While the Department may permit the Contractor to make known, for promotional purposes, the fact that they have undertaken work on behalf of the Department, the Contractor will not be entitled to use any of the Department’s brands, logos or trade marks for such promotional purposes.

**Annex A**

**Trade Mark Guidelines**

**DVLA Trade Mark Guidelines**

**Purpose of these Guidelines**

1. These guidelines are intended for use by the Service Partner as part of the Agreement.
2. These guidelines give details of the Authority Brands that DVLA holds. These guidelines should be referred to when using or proposing to use any Authority Brand.
3. DVLA reserves the right to update these guidelines periodically, or as appropriate.

**Authority Brands**

1. As at the Revised Effective Date DVLA holds one main Authority Brand, that is in general use:
* Driver and Vehicle Licensing Agency (DVLA).

**Physical attributes**

1. Please note that although DVLA has applied to trademark DVLA mark in the colour blue, use in this colour is **not** allowed. This colour is being trademarked for operational reasons only – specifically for the purpose of single ‘blue’ colour printing.
2. Where possible, DVLA brand should be displayed in full colour. The colour used within the brand is Pantone 3298 CV (green). Black and white and reversed (white-out) versions may also be used, as appropriate. See Annex B (‘DfT Corporate Identity Specification’), for guidance.
3. Annex A shows examples of the Authority Brand

**Bilingual versions of DVLA mark**

1. In order to comply with the Welsh Language Act 1993, the bilingual version of the brand should be used on all Welsh, or bilingual documents.
2. If the Service Partner has any queries about whether the use of a bilingual mark is appropriate/necessary, they should contact the DVLA Communications Team.

**Availability of DVLA Mark**

1. Electronic versions of DVLA mark should be obtained from Creative Services – Design, who are the current guardians of the brand, and should be consulted on all aspects of brand use.

**Specific Use of Authority Brands**

1. Use of DVLA’s mark in conjunction with the marks of other UK Government Agencies, Local Authorities and other Non Departmental Public Bodies is generally acceptable, provided prior approval is granted by the body concerned, and the reason for the association is made clear to DVLA in advance.

**General Use**

1. In general, DVLA’s mark should not be used in a way that might mislead or misrepresent DVLA's position. They should also not be used in a derogatory sense or in a way that is likely to cause offence to others or cause DVLA or other parts of Government embarrassment.

**Annex A – Authority Brands**

**Main Authority Brands as at January 2014**

**DVLA Logo**

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