

## CORGI TRADE MARK USE POLICY



The word “CORGI” must only be displayed in upper case.

The CORGI logo appears in a single simplified form for all CORGI Members.

Colour artwork is available to download from the Artwork Folder in the CORGI Members’ Area at [www.trustcorgi.com](http://www.trustcorgi.com)

The CMYK version may be used on all full colour printed applications such as literature, point of sale and advertising material.

The Pantone version is used on applications that do not use full colour printing such as stationery and matches to Pantone Colour Ref 152[ ].

The digital version is for use on all digital applications such as PowerPoint presentations and other electronic media, including websites (but not as part of a domain name or email address unless prior permission has been obtained).

The CORGI logo is available in a variety of different file formats. For advice on formats for specific applications please contact Paul Clark, CORGI Services Marketing Team on 0870 401 2264 – [pclark@trustcorgi.com](mailto:pclark@trustcorgi.com)



The minimum size that the CORGI logo should appear in any application is 7mm wide.



The CORGI logo must always appear with an area of isolation around it, even if the CORGI logo is used in conjunction with other CORGI product identifiers or approved 3rd party trade marks.

The area must be the minimum of the “X” distance as indicated in the diagram to the left, which must be at least the equivalent of the height of the “T” in “CORGI”.

No other graphic element or text should be positioned in the “X” area surrounding the CORGI logo.

The minimum permissible space between the CORGI logo and any other graphic element is the “X” distance.

CORGI Members may use the CORGI logo and the word “CORGI” in the following areas to promote their businesses:

- Stationery, including letterheads, business cards, invoices, etc.
- Advertising – press ads, leaflets, posters, display stands.
- Vehicle livery/decals
- Websites and other electronic media.

For further guidance or for prior approval for any other use please contact the Paul Clark, CORGI Services Marketing Team on 0870 401 2264 – [pclark@trustcorgi.com](mailto:pclark@trustcorgi.com)

1. CORGI’s approval of a Member’s use of the CORGI Trade Marks is subject always to the terms of this policy and the Membership terms and conditions.
2. Any approval to use the CORGI Trade Marks shall be on the basis that from the time of approval the Member shall have a non exclusive licence to use the CORGI Trade Marks. For the avoidance of doubt, reproduction of the CORGI Trade Marks must take place in full. Partial reproduction may only take place with CORGI's prior written consent.
3. An organisation’s registered name, trading title, web or domain address or e-mail address may not contain the word “CORGI” (or anything confusingly similar) without CORGI’s express prior written permission.

4. CORGI is the registered proprietor and owner of a number of registered and unregistered trade marks, trade names and domain names, including the CORGI Trade Marks. Trade marks of which CORGI is the proprietor, owner or registered user may not be used without its prior permission and any use of any trade mark must not damage or be likely to damage the goodwill in any trade mark, must not be misleading and must not impose or create any liability on CORGI, and any use must not devalue any trade mark or damage or conflict with the good name and reputation of CORGI. Further, any use must not bring any trade mark into disrepute in any way whatsoever and none of the Member's activities or activities of persons under their control are or will be harmful to the activities of CORGI. The Member is responsible for ensuring that the CORGI Trade Marks are used properly at all times. If it becomes aware of any misuse of the CORGI Trade Marks by any person or party it must inform CORGI in writing immediately.
5. The Member shall not assert any claim of ownership to any trade mark and will not do or omit to do anything which would or may jeopardise or invalidate any registration of any trade mark or which may assist or give rise to an application to remove any trade mark from any trade marks register or which might prejudice the right or title of CORGI to any trade mark, and undertakes not to use or to apply to register or otherwise seek to obtain any trade mark which is or may in CORGI's view be identical or confusingly similar to any trade mark of which CORGI is the proprietor (which includes domain or other names) without the prior written consent of CORGI.
6. A licence to use the CORGI Trade Marks shall be valid from the date of acceptance to the CORGI Membership scheme and may remain in place until suspension or termination of the Member's membership. Upon suspension, termination or the expiration of the Membership period, the Member must, at CORGI's request, immediately cease all use of the CORGI Trade Marks in whatsoever form.
7. The Member must not say or do anything that is, or is likely to be, misleading to the public, its clients or potential clients, or any other body concerning its status in relations to the CORGI Trade Marks, or advertise or associate with any other service that could in any way imply that those services are endorsed by, associated with or approved by CORGI, where they are not.
8. Any complaints regarding use of the CORGI Trade Marks may be investigated by CORGI. If CORGI reasonably concludes that the CORGI Trade Marks or any trade mark of which CORGI is the proprietor, owner or registered user are being misused, or the terms of this policy or other guidelines or obligations not being fully complied with, CORGI may issue the Member with a notice requiring appropriate action to be taken, and specifying the time for that action to be taken. If the action is not completed to CORGI's satisfaction within the timeframe stated, the licence to use the CORGI Trade Marks may be terminated forthwith by CORGI.
9. For the avoidance of doubt, CORGI shall also have the right (in addition to any other rights which it has at law) to terminate this licence if the Member commits any fundamental breach of this licence or breaches any terms of it which are not capable of being remedied, or if an order is made or a resolution is passed for the winding up of the Member (other than voluntarily for the purpose of solvent amalgamation or reconstruction), or if an administrator, administrative receiver or receiver is appointed in

respect of the whole or any part of the Member's assets or business, or if the Member makes any composition with its creditors or takes or suffers any similar or analogous action in consequence of debt or insolvency.

10. CORGI may terminate a Member's licence to use the CORGI Trade Marks for breach of a term of this policy regardless of whether the Member's membership has also been suspended or terminated.
11. Where the CORGI Trade Marks are updated or changed in any way by CORGI and the update or change is notified to the Member, the Member is permitted to continue to use the previous CORGI Trade Marks for up to a further 6 months provided that when any new material or equipment of any sort is next ordered, it does not incorporate the old version of the CORGI Trade Marks.
12. The CORGI Trade Marks remain the property of CORGI at all times. In the event of the licence to use lapsing through expiration of time or earlier termination, the Member shall immediately destroy all and any promotional material, stationery and other material that contains the CORGI Trade Marks and cease all use of the CORGI Trade Marks.
13. The Member agrees that damages would not be an adequate remedy for breaches of this licence and that all goodwill accruing in respect of the CORGI Trade Marks shall be owned by CORGI.