

VLS Brand Logo Guidelines

Conferred rights

Use of the VLS brand logo is allowable for current paid up members of VLS and by using the logo in association with their membership, VLS members agree to be bound by these terms of use.

This agreement is subject to English law.

Terms of use

The VLS logo remains the property of the Verification of Lubricant Specifications (UK) Ltd and cannot be lent, sold or hired out to a third party.

Use of the VLS logo is permissible for current paid up members of VLS only within these terms of use. Non-members are not allowed to use the VLS logo.

Use of the VLS logo is permissible in connection with an organisation's membership of the Verification of Lubricant Specifications (UK) Ltd . It is not to be used in connection with another organisation, whether connected to the VLS member or otherwise.

The VLS logo relates to an organisation's membership of the VLS and does not confer any warranty, quality or 'fitness for purpose', whether assumed or explicit, of an organisation's lubricants for a stated application.

The VLS member will indemnify VLS(UK) Ltd, against all claims arising in connection of the VLS member on their use of the VLS logo.

Use of the VLS logo is permissible in connection with an organisation's website, business stationery and promotional literature relating to the period of active VLS membership. For any other purposes, the explicit permission to use the VLS logo must be sought from the Company Secretary of VLS, whose contact details can be found on the VLS website at www.ukla-vls.org.uk.

Once VLS membership ceases through resignation, termination or suspension then rights to use the VLS logo automatically cease and the logo should be removed from all items in which it is connected with a company's operation until membership recommences .

Website

The VLS logo should be displayed prominently on the homepage of the member's website alongside other affiliations. It is preferable that the VLS logo sits at the bottom of the website homepage alongside other affiliations and is placed in alphabetical order.

The VLS logo should also be displayed in any section or page relating to the member company's affiliations in the manner outlined above.

Sufficient space should be made available around the VLS logo so that it is seen as clear and distinct from other affiliation logos and not connected with any other affiliation.

The VLS logo should be displayed in the form it has been received by the member company from the VLS Secretariat as a high resolution full colour file. The VLS logo is available as an .eps file.

Use of the VLS logo as a black and white or outline logo on a website is not permissible.

It is recommended that the VLS logo is linked to the www.ukla-vls.org.uk website so that visitors to the member company website can easily link to the VLS website.

The VLS logo has been carefully developed and it is not permissible to alter it in any way.

It is not permissible to

1. use any part of the VLS logo, including the colourways or letters, as part of another word.
2. redesign, redraw, animate, modify, distort, or alter the proportions of the VLS logo.
3. surround the logo with—or place in the foreground over—a pattern or design.
4. rotate or render the VLS logo three-dimensionally.
5. add words, images, or any other new elements to the VLS logo.
6. replace the approved typeface with any other typeface.
7. enclose the VLS logo in a shape or combine it with other design elements or effects.
8. modify the size or position relationship of any element within the VLS logo.
9. add additional copy to the VLS logo.