BRANDING AND REGULATORY REFERENCES POLICY

Policy Owner: Head Office
Oversight Committee: Examinations & Standards Committee
Approval Body: Grand Council
Applies to: All centres, teachers, members, partners and third parties using I-PATH branding or referencing I-PATH qualifications
Review Cycle: Annual or following regulatory change

1. Purpose

This policy sets out how International Performing Arts & Theatre Limited (I-PATH) branding, logos and regulatory references may be used in marketing, publicity, websites, printed materials and digital communications.

It ensures that:

- I-PATH branding is used consistently and professionally
- regulated qualifications are promoted accurately and transparently
- references to regulation do not mislead learners, parents or the public
- misuse of regulatory logos (including Ofqual) is prevented
- I-PATH complies with Ofqual expectations on public confidence, accuracy and consumer protection

2. Core Principles

All branding and promotional activity relating to I-PATH qualifications must be:

1. **Accurate** - clearly describing what is and is not regulated
2. **Transparent** - avoiding ambiguity or implied regulatory endorsement
3. **Non-misleading** - not overstating regulatory status or approval
4. **Consistent** - aligned with published qualification documentation
5. **Professional** - maintaining the reputation of I-PATH and its partners

3. The I-PATH Logo

3.1 Logo Composition

The I-PATH logo consists of:

- the I-PATH wordmark
- the dancer motif (forming the “A”)
- the full organisational name

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These elements form a single logo unit and must not be separated without explicit written permission from I-PATH Head Office.

3.2 Permitted Use

- The primary logo should be used wherever possible
- The logo may appear in:
  - full colour (official I-PATH purple)
  - white
  - black
  - grey

Approved colour references:

- HEX: #614099
- RGB: 97, 64, 153
- CMYK: 37, 58, 0, 40

3.3 Clear Space and Presentation

- Adequate clear space must surround the logo
- The logo must remain legible and uncluttered
- There is flexibility on placement, provided the overall presentation is professional

3.4 Prohibited Logo Use

The following are not permitted:

- reshaping, stretching or distorting the logo
- rotating the logo
- adding effects (e.g. shadows, embossing)
- placing the logo on inappropriate or low-quality backgrounds
- combining the logo with other logos without approval

Permission must be sought from info@i-path.org where clarification is required.

4. Typeface and Design Standards

4.1 Preferred Typeface

- **Calibri** is the preferred typeface for official I-PATH documents

Acceptable alternatives include:

- Arial
- Tahoma
- Helvetica

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- Lucida Grande

4.2 Photography and Images

Where photographs or images are used:

- I-PATH or the centre must hold usage rights
- written permission must be obtained from subjects and photographers
- images must be high quality and professionally appropriate
- images must not misrepresent technique, standards or subject matter

Images sourced informally (e.g. from search engines) must not be used.

5. Use of Ofqual and Other Regulatory References

5.1 Absolute Prohibition on Ofqual Logo Use

The Ofqual logo must <u>never</u> be used.

This prohibition applies to:

- websites
- social media
- brochures
- certificates
- banners
- advertisements
- presentations
- any printed or digital material

This applies **without exception**.

Ofqual does not endorse qualifications, awarding bodies, centres or providers, and its logo must not be used in any promotional context.

5.2 Accurate Reference to Regulation

Centres and teachers may refer to regulation only in factual, non-misleading terms.

Where a qualification is regulated, acceptable wording includes:

"Our studio offers I-PATH Graded Examinations which are awarded by [insert awarding organisation name], an awarding organisation regulated by Ofqual."

or

*"This qualification is awarded by **[insert awarding organisation name]**, which is regulated by Ofqual."*

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5.3 Prohibited Statements

The following are **not permitted**:

- stating or implying that:
  - I-PATH is regulated by Ofqual
  - a centre is approved or regulated by Ofqual
  - Ofqual has endorsed, approved or quality-marked a qualification
- using phrases such as:
  - "Ofqual approved studio"
  - "Ofqual accredited centre"
  - "Ofqual qualification" (without reference to the awarding organisation)

Misrepresentation of regulatory status is a serious matter and may result in corrective action.

6. Promotion of Unregulated Qualifications

Where a qualification or award is unregulated, this must be made clear.

Acceptable wording includes:

"This is an unregulated I-PATH qualification."

Unregulated qualifications must not be presented in a way that suggests they are regulated or equivalent to regulated qualifications.

7. Monitoring and Enforcement

I-PATH:

- monitors use of branding and regulatory references
- may require materials to be amended or withdrawn
- reserves the right to suspend branding permissions
- may escalate serious or repeated breaches under:
  - Malpractice and Maladministration Policy
  - Centre Approval Terms & Conditions

8. Updates and Amendments

I-PATH reserves the right to amend this policy.

Updated versions apply from the published effective date and should be read alongside other I-PATH policies and guidance.

9. Support and Advice

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If there is any doubt about branding, wording or regulatory references, advice must be sought before publication. Email: info@i-path.org

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