

Branding Terms of Use

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The White Horse Federation Branding Terms of Use

The use of The White Horse Federation (TWHF) branding implies acceptance of the following Terms of Use:

- You shall not alter, modify, adapt, enhance, add to, or delete any part of the TWHF logo or any school logo within the MAT;
- You shall not embed or promote TWHF or any TWHF school logo as your own or via any printed or electronic external media;
- You shall not incorporate any TWHF logo features into your own product names, service names, trademarks, logos, or company names;
- You shall not share any TWHF logo provided for your own internal audience with any third parties;
- You shall not use any TWHF logos or branding in conjunction or alongside any illegal, immoral, or 'adult only' activity or in any way which is obscene, indecent, vulgar, unsavoury, defamatory, or which could harm or compromise TWHF's reputation or goodwill or that of any of its stakeholders;
- You shall not, without TWHF's prior written consent, permit any TWHF branding to be used, reproduced, published, or distributed by anyone else;
- You shall not use any element of the TWHF brand to endorse any specific product or service.
- You will utilise TWHF branding in full compliance with the guidance set out in [The White Horse Federation's Design and Brand Guidelines](#).

A breach of these terms may result in The White Horse Federation asking you to withdraw the offending items with immediate effect at your own expense.

The White Horse Federation may, at its discretion, withdraw a user's permission based on its sole opinion of material viewed as misleading, unfair, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable.

You shall indemnify The White Horse Federation against all losses, liabilities, damages, claims, costs, and expenses which we may incur howsoever arising or resulting from any reproduction, publication, distribution, or other use of TWHF's branding.

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Please print, complete, and scan this form before sending it to TWHF's marketing team:
marketing@twhf.org.uk

I agree to the Terms of Use in using TWHF's branding in our own activities.

Date:	
Your Name:	
Signature:	
Company Name:	
Contact Details:	
Tel:	Email: