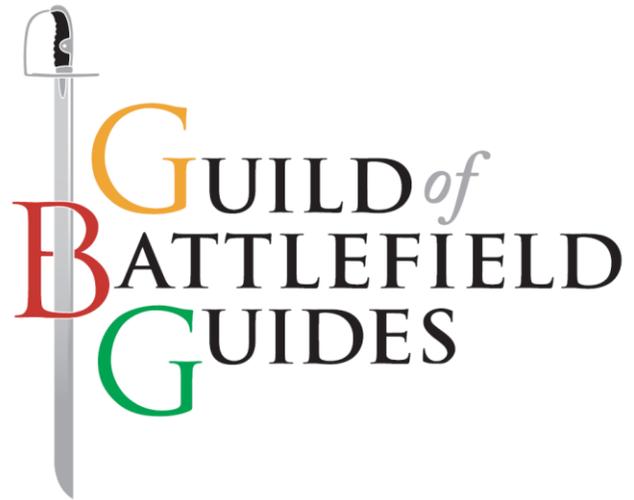


February 2020



THE INTERNATIONAL GUILD OF BATTLEFIELD GUIDES

GUIDELINES ON THE USE OF GUILD SYMBOLS

Issued by the Management Board in accordance with Article 51 of the Constitution of the Guild

February 2020

## Introduction

Under the Constitution of The International Guild of Battlefield Guides Limited (the “Guild”), the “Guild Symbols” are defined as including the Guild logo, Accredited Members badge, the Members badge, the name badge, the Guild partners logo and any other symbols adopted by the Guild from time to time which may be physical badges, or any representation of them in documentary or electronic form.

Under Article 6 of the Constitution, the use of Guild Symbols by Members shall be subject to the Constitution and the Code of Conduct issued by the Management Board from time to time. The Code of Conduct issued by the Management Board provides that the misuse of the Guild Symbols contrary to the Guidelines issued by the Guild may constitute a breach of the standards set out in the Code of Conduct.

Under Article 51 of the Constitution, the Management Board may from time to time make, alter and repeal reasonable and proper rules or by-laws as they may deem necessary or expedient for the proper conduct and management of the Guild. These Guidelines are made as By-laws under such Article.

## The Guild Symbols

Generally all Members will be permitted to use one or more of the Guild Symbols and the permission granted by the Guild takes into account that all Members are bound by the Constitution as well as the Code of Conduct and other by-laws made by the Management Board in accordance with the Constitution.

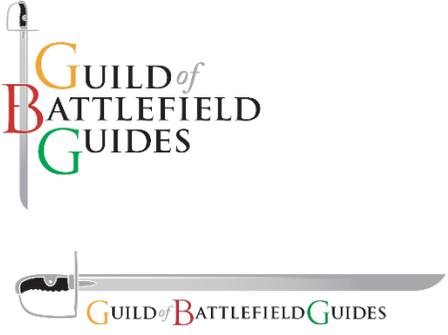
The Guidelines are issued in order to provide clarity to Members on permitted use of the Guild Symbols. Members should be aware that when they use the Guild Symbols, they link themselves to Guild, its objects and its integrity and reputation. Conduct or behaviour of Members therefore has the potential to not only enhance the integrity and reputation of the Guild, but also to damage it. It is for this reason that these Guidelines have been for the protection of the Guild and its members generally and why the Guild will seek to prevent improper use of Guild Symbols by enforcement in appropriate cases (see ‘Enforcement’ section at the end of these Guidelines).

**Important: Members are advised to carefully consider how they use the Guild Symbols and whether their use is appropriate in the circumstances. The permission to use the Guild Symbols is a privilege of Members and is dependent upon compliance with these By-laws and the Code of Conduct. In that latter regard, the use of the Guild Symbols by a Member may be taken into consideration on any question as to whether the Member has breached the Code of Conduct and the manner of use may be taken into account when it comes to the imposition of sanctions under the disciplinary process in the event that a breach of the Code of Conduct is proved.**

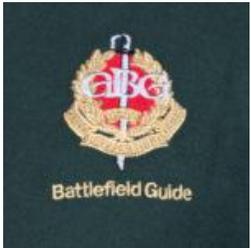
## The Guidelines

In these Guidelines, a reference to a Guild Symbol refers to it in all its forms, including its physical form, its printed form or its electronic form.

If the proposed use of Guild Symbols by a Member is not given as an example in the following guidelines, then the Member should exercise his or her discretion, or otherwise seek further guidance from the Management Board, as to whether such use is an appropriate use under these By-laws.

The Guild Symbol	Who is permitted to use it	Manner of permitted use and any qualifications
<p data-bbox="203 662 427 699">The Guild Logos</p> 	<ul style="list-style-type: none"> <li>• The Guild</li> <li>• Officers (including Honorary Officers) of the Guild</li> </ul>	<p data-bbox="1055 657 1883 722">The Guild Logos are only to be used by the Guild as authorised by the Management Board.</p> <p data-bbox="1055 730 2018 831">Officers of the Guild may also use the logos in conjunction with their office. E.g. Officers are permitted to use the logos on an email or letter sign-off when acting as an Officer or on business cards issued by the Guild.</p> <p data-bbox="1055 874 2018 975">The Guild Logos are not to be used to denote that a Member is a member of the Guild; the Member's and Accredited Member's Badges are permitted to be used for that purpose.</p>

<p>Member's Badges</p>   	<ul style="list-style-type: none"><li>• All Members</li></ul>	<p>Guild Members are permitted to wear the Member's Badge Pin badge on clothing in any circumstances that they deem appropriate subject to the advice given below and Member's obligations generally under the Code of Conduct.</p> <p>The embroidered badge on Guild clothing in the following circumstances:</p> <ul style="list-style-type: none"><li>• When guiding or undertaking work as a battlefield guide;</li><li>• At Guild events; and</li><li>• At other appropriate events where attending as a battlefield guide.</li></ul> <p>Guild Members are permitted to use a printed or electronic version of the Member's Badge provided that:</p> <ul style="list-style-type: none"><li>• it is used on bona fide marketing, promotional or advertising material (including business cards, websites and digital networks such as Facebook, LinkedIn, Twitter etc) relating to battlefield guiding;</li><li>• the use relates to the Member personally and not to a business or organisation to which the Member may be connected;</li><li>• on each occasion It is accompanied with a statement to the effect that "[name of Member] is a member of the International Guild of Battlefield Guides" or the wording "Member of the International Guild of Battlefield Guides" is used after or adjacent to the name of the Member stated; and</li><li>• where possible, when using the image in accordance with the above provisos, Members should also consider stating the objects of the Guild and providing a link to the Guild's website.</li></ul> <p>Members should not use the Member's Badge as an email or letter sign-off other than in compliance with the provisos above.</p> <p>Members are advised to carefully consider the use of the Member's Badge in circumstances where a third party viewing its use might erroneously believe that membership of the Guild implies a qualification or level of competence which is recognised by the Guild. Any such conclusion reached in relation to printed or electronic versions is likely to be mitigated by the inclusion of the statement of the Guild's objects and website link.</p>
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<p>Accredited Member's Badges</p>    	<ul style="list-style-type: none"><li>• Accredited Members</li><li>• Honorary Members</li><li>• Honorary Officers</li></ul> <p>(as defined in the Constitution)</p>	<p>Accredited Members, Honorary Members and Honorary Officers are permitted to wear the Accredited Member's Badge (pin, embroidered patch and embroidered badge on Guild clothing) in the following circumstances:</p> <ul style="list-style-type: none"><li>• When guiding or undertaking work as a battlefield guide;</li><li>• At Guild events; and</li><li>• At other appropriate events where attending as a battlefield guide or as an Honorary Officer of the Guild.</li></ul> <p>Accredited Members Honorary Members and Honorary Officers are permitted to use a printed or electronic version of the Accredited Member's Badge provided that:</p> <ul style="list-style-type: none"><li>• it is used on bona fide marketing, promotional or advertising material (including business cards, websites and digital networks such as Facebook, LinkedIn, Twitter etc) relating to battlefield guiding;</li><li>• the use relates to the Accredited or Honorary Member personally and not to a business or organisation to which such Member may be connected;</li><li>• on each occasion It is accompanied with a statement to the effect that "[name of Member] is an accredited [honorary] member of the International Guild of Battlefield Guides", or the wording " Accredited [Honorary] Member of the International Guild of Battlefield Guides", "Accredited Member" or "[Honorary Officer title]" is used after or adjacent to the name of the Member stated; and</li><li>• where possible, when using the image in accordance with the above provisos, Accredited and Honorary Members should consider stating the objects of the Guild and providing a link to the Guild's website.</li></ul> <p>Accredited Members, Honorary Members and Honorary Officers should not use the Accredited Member's Badge as an email or letter sign-off other than in compliance with the provisos above.</p>
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<p>Member's Name Badge</p> 	<p>All Members</p>	<p>The Member's Name Badge has been produced primarily for Members to wear at Guild events in order to promote "membership" whilst together.</p> <p>It may also be worn by Members as representatives of the Guild when attending other events to which the Guild has been invited.</p> <p>Members should not wear the Member's Name Badge in other circumstances as it tends to imply that the Member is acting / attending as a representative of the Guild.</p>
<p>Guild Partner's Logo</p> 	<p>Guild partners</p>	<p>Guild Partners are commercial and non-commercial organisations who wish to be associated with the Guild and have been awarded the right to use the Guild Partner Logo on successful application and payment of an appropriate fee.</p> <p>The right to be a Guild Partner is awarded to companies who subscribe to the aims and objectives of the guild. The Logo can be displayed on the Partners and a link is created with the Guild website. It may also be displayed on other marketing and advertising material. Guild Partners are typically companies operating in the following fields:</p> <ul style="list-style-type: none"> <li>• Battlefield Tour companies.</li> <li>• Museums, Societies, Charities and Projects</li> <li>• Associated travel companies</li> </ul> <p>Guild Partners will have their logos displayed on the Guild's website, and other Guild publicity as may from be offered by the Guild.</p>

<p>Guild Supporter</p> 	<p>Battlefield guiding businesses and businesses associated with battlefield guiding</p>	<p>Battlefield guiding businesses and businesses associated with battlefield guiding may apply to the Guild to use the Guild Supporter.</p> <p>Upon approval, the Guild Supporter logo may be used on:</p> <ul style="list-style-type: none"> <li>• Websites and social media platforms of the business</li> <li>• Other promotional and marketing material of the business</li> </ul> <p>provided that such business is owned (wholly or in part) by a Guild Member and / or such business employs Guild Members as guides AND there is an electronic or written link to the Guild’s website address included with the Guild Supporter logo’s use.</p> <p>Permitted use is presently free of charge.</p>
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## Enforcement of these Guidelines

The Management Board shall have power to enforce the proper permitted use of Guild Symbols by Members.

Incorrect, inappropriate or improper use of Guild Symbols by Members shall not on its own be a breach of the Code of Conduct unless such use forms part of a larger complaint against such Member. It follows therefore that it shall not be necessary to follow the Complaints Policy and Disciplinary Procedures where incorrect, inappropriate or improper use of Guild Symbols is the only allegation.

If at any time the Management Board concludes that Guild Symbols are being used by a Member incorrectly, inappropriately or improperly in accordance with these Guidelines or in circumstances in which the Member has control or direction over such use, the Management Board shall advise the Member of their conclusion and request the Member to explain and/or justify such use and/or cease such use within such reasonable time as is specified.

Notwithstanding that the incorrect, inappropriate or improper use alone shall not constitute a breach of the Code of Conduct, in the event that the Member does not conform to the Management Board’s requests and/or directions on the question of use of Guild Symbols, such failure or refusal may form the basis of a complaint and a Code of Conduct investigation and proceedings against such Member.

The Management Board may delegate their responsibility and power under these Guidelines to a committee of no less than two Management Board members.