

CMSUK Logo Usage Policy

Utilising the CMSUK Logo

CMSUK encourages both professional and corporate members to incorporate our logo in websites and marketing materials. However, we emphasise the importance of maintaining consistency and professionalism in its usage. Prior permission from CMSUK is required before incorporating the CMSUK logo.

Non-compliance or violation of the 'Permitted Logo Usage Policy' will lead to appropriate action being taken against the party in breach.

Which Logo to Choose?

CMSUK has recently refreshed its logo as of November 2023, offering a selection of two options (blue background and white background), within the Individual Member logo, Corporate Member logo and Case Management Society UK logo.

CMSUK (Individual Member Logo):

Active CMSUK members who have met the membership criteria are authorised to utilise the CMSUK Member logo on personal stationery, such as profiles, business cards, email signatures, etc. However, the 'member' logo is restricted from use in a companywide email signature, unless all employees are CMSUK members.



CMSUK (Corporate Member):

The exclusive use of the CMSUK corporate logo is reserved for those organisations paying a corporate membership subscription to CMSUK. Organisations that employ CMSUK professional case manager members or associate members without holding corporate membership are not permitted to feature the CMSUK corporate logo on company literature, whether digital or in print.



CMSUK (Case Management Society UK):

The usage rights for the CMSUK Directors and employees are granted for the following logo in publications and marketing materials. However, individual and corporate members of CMSUK are **not**

authorised to utilise this logo on any digital or print materials. Instead, they should opt for either the "Member" or "Corporate" logos as deemed suitable.

