Using the logo:

BDA Good Practice Member
How to use the BDA Good Practice member logo

Now that you are a member of BDA Good Practice, we encourage you to advertise your membership by using the ‘BDA Good Practice Member’ logo on your headed notepaper, compliment slips, practice newsletters, patient information leaflets, website and advertisements, as an adjunct to your own branding.

If used alongside other exterior signage, the member logo must be proportionate. The artwork must be approved by the BDA prior to printing.

References to, or use of the BDA Good Practice logo must not mislead patients. In particular, BDA Good Practice must not be promoted as a guarantee of satisfactory treatment.

If you decide not to renew your membership of BDA Good Practice or your membership is withdrawn by the BDA, you must remove the ‘BDA Good Practice Member’ logo from all your practice stationery, advertisements etc. and ensure that you do not present the practice in a way that suggests continued membership.

Group practices
The logo must only be associated with those individual practices within the group that have achieved BDA Good Practice membership. Where group practices have a single website, the BDA Good Practice member logo can appear on your home page only if all practices in the group have Good Practice membership or it is made clear which practice(s) have current membership.
The logo

The ‘BDA Good Practice Member’ logo has been created for the use of practices that are members of BDA Good Practice. The logo must not be re-drawn or re-set; you should always use the original artwork that accompanies these guidelines and can be downloaded from the ‘BDA Good Practice members’ group on BDA Connect.

Minimum size

The minimum width of the ‘BDA Good Practice Member’ logo is 28mm. There is no maximum size for the logo, as it is an EPS file and can be scaled-up without any loss in quality.

The main ‘BDA Good Practice’ logo will be used by the BDA on all literature and products associated with BDA Good Practice. This logo must not be used by member practices.
Safe area around the logo

To maximise the impact, clarity and recognition of the logo, no other type, graphic element, edge of the page etc. should interfere with the logo. The size of the ‘exclusion zone’ is determined by the height of the letter ‘B’ from the logo.

Logo colour

The ‘BDA Good Practice Member’ logo has been designed to print in full colour. It is filled with a three colour gradient, breakdown below.
Taboos

To retain the integrity of the ‘BDA Good Practice Member’ logo, it is essential the guidelines for identity be followed. The logo must not be amended or distorted in any way.

Do not:

- Change the colour of any part of the logo
- Amend the typeface used within the logo
- Place the logo on an inappropriate background. No part of the logo should be lost into the background.
- Place the white logo on a light background (insufficient contrast)
- Change the proportions of the logo
- Place the logo on a dark background (insufficient contrast)
- Disregard the exclusion zone
BDA Good Practice member logo formats

The BDA Good Practice Member logo is available to download in a number of file formats:

Logos for general use in-house
JPG/PNG (RGB):
- goodpractice_member_logo_microsoft-office_colour.jpg
- goodpractice_member_logo_microsoft-office_black.jpg
- goodpractice_member_logo_microsoft-office_whiteout.png

Logos for professional print suppliers
EPS (CMYK):
- goodpractice_member_logo_print_colour.eps
- goodpractice_member_logo_print_black.eps
- goodpractice_member_logo_print_whiteout.eps

Logos for online use
PNG (WEB):
- goodpractice_member_logo_online_colour.png

Inserting the logo into a Word document

The first option ‘Logos for general use in-house’ is best suited for use in Microsoft word and powerpoint.

If you wish to use the logo in-house simply:

- Log into BDA Connect using your exclusive BDA member login and access the ‘BDA Good Practice members’ group.
- Select the ‘docs’ tab and locate the ‘Logos for general use in-house’ header, which contains the logo files and select the appropriate logo:
  - goodpractice_member_logo_microsoft-office_colour.jpg
  - goodpractice_member_logo_microsoft-office_black.jpg
  - goodpractice_member_logo_microsoft-office_whiteout.png
- Copy and save the folder to your desktop or local hard drive (normally your C drive)
- In Word, click on the insert in the drop down menu and select ‘picture’ and then ‘from file’
- The dialogue box allows you to browse your folders and locate the logo
- Double click the jpg file and it will appear in the document

The size of the logo can be adjusted by dragging the corner arrows. Do not alter the size of the logo by using the up/down and left/right arrows as it distorts the logo image.
Using the logo in print

The second option ‘Logos for professional print suppliers’ is for use in artwork for print, i.e. brochures and flyers which are printed by professional print suppliers. The logos are in EPS format which you may or may not be able to view depending on the type of software you have installed on your computer.

If you wish to use the logo for professional printing simply:

- Log into BDA Connect using your exclusive BDA member login and access the ‘BDA Good Practice members’ group.
- Select the ‘docs’ tab and locate the ‘Logos for professional print suppliers’ header which contains the logo files and select the appropriate logo:
  - There is a full colour version of the logo (with graduated tint):
    `goodpractice_member_logo_print_colour.eps`
  - A solid black version (for use in mono artwork):
    `goodpractice_member_logo_print_black.eps`
  - A white-out version (to use on photographic or solid colour backgrounds):
    `goodpractice_member_logo_print_whiteout.eps`

When using any of the logos above, please refer to the section on Taboos, page 5.

Using the logo online

The final option ‘Logos for online use’ is optimised for online use in websites and web banners.

If you wish to use the logo for online use:

- `goodpractice_member_logo_online_colour.png`
- `goodpractice_member_logo_web_banners`