

Logo Guidelines:

General Chiropractic Council Approved

As the name suggests, the 'GCC Approved' logo has been designed specifically for use by educational institutions that deliver GCC approved chiropractic degree programmes. We encourage all approved chiropractic degree programmes to use the logo.



Who can use the approved logo?

This logo can be only be used by bodies that award chiropractic degrees that have been approved by the GCC. Institutions that are in the process of seeking the GCC's approval are not permitted to use this logo until approval has been granted.

In the event that approval of a programme is withdrawn, the institution must discontinue the use of the logo immediately. Use of the logo is not mandatory, however it is an excellent way to show that you have met the GCC's stringent Education Standards and are subject to an ongoing quality assurance process.

What can educational institutions use this logo for?

The GCC approves individual chiropractic degree programmes as opposed to the institutions that provide them; therefore, all use of this logo must be in relation to the specified approved programme.

If your institution delivers a GCC approved programme, it can make use of this logo for the following purposes:

- The relevant section of your website
- Programme certificates
- Promotional materials for your chiropractic programme, for example the course prospectus
- The relevant section of your annual report.

Can institutions use the GCC's main logo?

No, the logo that appears at the top of this page is the GCC's corporate logo. If your institution is currently using our corporate logo, it must be replaced with the 'Approved' logo as soon as possible.

How can I report someone misusing the 'Approved' logo?

Institutions, course providers or individuals that do not deliver GCC approved chiropractic programmes are not permitted to use this logo. If you are aware of any organisation or individual who is misusing this logo, please get in touch with our Education Team at education@gcc-uk.org

Using the approved logo

The logo is available in four versions.

- Any version can be used as long as it appears clear and unchanged. This is important so that approved educational institutions across the UK are using a consistent logo that is instantly recognisable for students, patients and the public
- Vector versions of the logos are available for use in print, at any size, without loss of quality
- For digital applications and internal communications such as Word and Powerpoint all logos are available in .PNG format.

Full Colour Master



Available Formats

Vector Files:

- Pantone
- CMYK
- RGB

PNG Files:

- RGB

Single Colour



Available Formats

Vector Files:
CMYK

PNG Files:
RGB

Black



Available Formats

Vector Files:
CMYK

PNG Files:
RGB

White reversed



Available Formats

Vector Files:
CMYK

PNG Files:
RGB

Do's and Don'ts

Please be aware of the following points when using the approved logo:

- The logo must be used in its entirety and not 'cropped' or 'trimmed'
- The alignment, colours and text within the logo must not be altered in any way
- The logo must not be stretched, squashed, distorted or manipulated
- The logo must never be changed or recreated in any way and must be reproduced using only approved digital files supplied by the GCC.

Terms and Conditions of Use

The 'Approved' logo (the logo) may be used by educational institutions that provide chiropractic courses of study that are recognised by the General Chiropractic Council (GCC) in accordance with these terms and conditions:

Use of the Logo

1. In order to use the logo an institution must:
 - 1.1 be a corporate body lawfully operating within its jurisdiction that is quality assured by the Quality Assurance Agency for Higher Education or equivalent and be delivering a chiropractic course of study that is recognised by the GCC.
 - 1.2 comply with the conditions of use set out in Paragraphs 2 and 3.

Conditions of Use

2. The logo may only be used:
 - 2.1 in connection with the specified course of study and not in respect of any other subject;
 - 2.2 on marketing materials, certificates, websites and annual reports controlled by the institution that relate to the specified recognised course of study;
 - 2.3 in the form, colours and manner specified in the guidance.
3. The logo must not be:
 - 3.1 used as part of any logo or trading name;
 - 3.2 adapted in any manner;
 - 3.4 included in an application for any trade mark or any similar application.

Refusal, suspension and withdrawal of use

4. The GCC may refuse or withdraw permission for an institution to use the logo if the institution has:
 - 4.1 used the logo without the consent of the GCC;
 - 4.2 breached any condition in Paragraph 2 or 3; or
 - 4.3 misused any intellectual property right owned by the GCC.
5. The GCC or its Education Committee has the right to suspend an institution's permission to use the logo:
 - 5.1 during any investigation in respect of breach of Paragraph 2 or 3 or any other misuse of the logo by the institution; or
 - 5.2 following the withdrawal of GCC recognition.