

Policy of Use for FMCA Logo

January 2017



The FMC has developed the FMCA Logo to help convey to the public that a mediator holds current FMCA status. The FMCA Logo may only be used in accordance with this policy.

1. Only mediators with current FMCA status mediators may use the FMCA Logo.
2. A mediator's name and URN must be used alongside the FMCA Logo, to clearly denote that the status applies to that individual.
3. Firms/practices/consortiums etc which employ or engage one or more mediator with current FMCA status may use the FMCA Logo on promotional materials which relate to the individuals with this accreditation.

For example, for an organisation which has some FMCA mediators and some non-FMCA mediators, it would be acceptable to say on a website 'The following mediators are accredited by the FMC', listing their names and URNs, followed by the FMCA Logo; it would not be acceptable to give a list of mediators, some of whom are accredited and some of whom are not, alongside the FMCA Logo.

4. At no time should the FMCA Logo be used in a way to imply that individuals who do not have FMCA status have achieved this.
5. It is the responsibility of an FMCA mediator to ensure that their employer or others they have contracts with use the logo correctly.

6. As permission to use the FMCA Logo is attached to FMCA status, the logo may not be used if FMCA status is lost for any reason. Mediators with provisional FMCA (those with a URN with the suffix 'P') may use the logo but must be particularly alert to the possibility of having to remove the logo promptly from marketing materials if provisional accreditation does not lead to full accreditation within the required timescales.
7. The FMCA Logo may only be reproduced from artwork issued by the FMC and may not be recreated or altered in anyway, other than re-sizing whilst maintaining original proportions.

For reference, the FMCA Logo is reproduced here:

