



Inspired by 2012

Quick reference guide

You have signed a licence with DCMS to govern the use of the 'Inspired by 2012' logo.

The logo



The licence, and accompanying brand guidelines, set out:

What projects the brand may be used by

This may be all projects managed by the licensee or only certain projects. There needs to be a clear link with the inspirational power of 2012.

Monitoring of use of the brand

Requirements, if appropriate, for the licensee to monitor use of the brand and to take appropriate action if the brand is being used outside the terms of the licence.

Reporting requirements

Licensees are asked to provide regular reports to the licensor on the use of the brand, as set out in the licence.

Duration of the logo's use

Licensees should note the duration of time for the brand's use set out in the logo and, if they wish to seek an extension, discuss with the licensor well in advance.

Rules for logo use

Details of colour, sizes and exclusion zone, using with other logos and mandatories are set out in the brand guidelines.