

# Jolly Learning Ltd Branding Guidelines

The Jolly Learning Ltd brand includes the words, phrases, symbols, designs and other distinctive brand features associated with Jolly Learning Ltd and our services (“Brand Assets”). Examples of our Brand Assets include the words “Jolly Phonics”, “Jolly Grammar”, “Jolly English” and “Jolly Music”, and our logos. Our Brand Assets are trade names, trademarks, service marks and trade dress of Jolly Learning Ltd.

Jolly Learning Ltd encourages and supports distributors, schools, trainers, teachers and any others that use and supplement our services. At the same time, we must protect our reputation and brand identity. So we ask that you follow these Brand Guidelines, which are intended to promote consistent use of our Brand Assets. This makes it easier for people to instantly recognise references to Jolly Learning Ltd, and prevents consumer confusion. These guidelines also help protect Jolly Learning Ltd’s intellectual property.

If you don’t agree to these Brand Guidelines, you don’t have a right to, and shouldn’t, use the Brand Assets.

## **Dos and Don’ts**

### **Do:**

- Use our Brand Assets to refer to Jolly Learning Ltd, our resources, services and anything else we offer.

### **Don’t:**

- Use the Brand Assets in a way that suggests or implies partnership, sponsorship, affiliation or endorsement by Jolly Learning Ltd, or in a way that can be reasonably interpreted to suggest content has been authorised by Jolly Learning Ltd.
- Incorporate the Brand Assets, or anything confusingly similar, into your trademarks, domain names, logos or similar content.
- Use the Brand Assets on any material (worksheets, guides, etc.) you have created for your own teaching events.
- Use trademarks, domain names, logos or other content that imitates or could be confused with Jolly Learning Ltd.
- Use our Brand Assets in a way that disparages Jolly Learning Ltd or its business, or in a way that is deceptive, harmful, obscene, unfair, defamatory, infringing, or otherwise objectionable, subject to fair use exceptions.

## **Official Jolly Phonics Trainers and Training Events**

### **Official Jolly Phonics Trainers:**

*(In the following section, “official” also refers to “certified”, “accredited” or any other words that can be reasonably interpreted to suggest an individual has been certified by Jolly Learning Ltd.)*

Certifications are granted to individuals, not companies or businesses. Using the term “Official Jolly Phonics Trainer” indicates that an individual’s capabilities have been certified by Jolly Learning Ltd; not their company or business.

If certified individuals are employed by a company, or run their own company, “Official Jolly Phonics Trainer” can only appear if explicitly clear to be referring to the individual only. Do not use “Official Jolly Phonics Trainer” to represent a company.

If you do not appear under the “Find a Trainer” section on the Jolly Learning Ltd website - and have therefore not been accredited by Jolly Learning Ltd - you don’t have the right to, and shouldn’t, use the term “Official Jolly Phonics Trainer”.

**Training Events:**

*(In the following section, "official" also refers to "certified", "accredited" or any other words that can be reasonably interpreted to suggest a training event has been accredited by Jolly Learning Ltd.)*

Certifications are granted to individuals and not their training events. Using the term "Official Jolly Phonics Trainer" indicates that an individual's capabilities have been certified by Jolly Learning Ltd; not their training events.

If certified or non-certified individuals are running their own training events - either on their own or as part of their company or business - "Official Jolly Phonics Training" cannot be used under any circumstances.

Training events should also not be advertised in a way that imitates or could be confused with Jolly Learning Ltd. This includes - but is not limited to - the name or description of the event, or the design of the event logo or advertising materials.