

Use of the LTA Trademark

Contents

	Glossary of Terms
1.	Introduction
2.	Permitted Users of the LTA Trademark
3.	Where and how the Trademark may be used
Appendix A	Use of the LTA Trademark on Vehicles

Glossary of Terms

LTA	The Landbased Technician Accreditation Scheme
IAgrE	The Institution of Agricultural Engineers – Administrators of the LTA scheme
The LTA Scheme	The Landbased Technician Accreditation Scheme
The LTA Trademark	The IAgrE shield logo incorporating the letters LTA
LTA Participants	One of the following: <ul style="list-style-type: none">• Manufacturers (or others) who have signed the LTA Memorandum of Understanding (MoU)• Technicians registered with the LTA scheme• Dealers employing technicians registered under the LTA scheme
The LTA MoU	The Memorandum of Understanding signed by all those manufacturers (and other organisations) who have signed the LTA Memorandum of Understanding.
Franchised Dealers	Dealers who are franchised to one (or more) of the manufacturers who have signed the MoU
Independent Dealers	Dealers who are not franchised to one of the manufacturers who have signed the MoU

1. Introduction

The **LTA** trademark is a registered trademark of the Landbased Technician Accreditation scheme and incorporates the trademark shield of the **IAgrE**. This document details the usage guidelines for the **LTA** trademark (shown below).



2. Permitted Users of the LTA Trademark

The **LTA** trademark is available for use by scheme **LTA** participants provided that the usage guidelines are followed. The trademark may only be used where permitted under the scheme usage rules. The **LTA** scheme reserves the right to withdraw any consents implicit under the following rules of usage.

2.1. Who may use the LTA trademark

2.1.1. Signatories to the MoU

All those companies and organisations **signatories of the Memorandum of Understanding** (MoU) relating to the **LTA** scheme.

2.1.2. Franchised Dealers.

Participating dealers of companies signed up to the MoU on the condition that the training and assessment programmes provided by these companies have been accredited under the **LTA** scheme.

2.1.3. Independent Dealers. Participating Dealers who are not franchised to those companies signatories of the **LTA** MoU but who employ **LTA** registered technicians may only use the **LTA** trademark with approval from **LTA**. This approval will only be granted following a site visit from the **LTA** Accreditation Team and subsequent approval by the **LTA** Accreditation Team to use the **LTA** trademark. A fee will be charged by the **LTA** Accreditation Scheme Administrators for any such site visit.

Use of the LTA Trademark

Any such approval shall be conditional on the training and assessment programmes provided by independent dealers, either directly through their own resources, or via third party training and assessment centres, being accredited under the **LTA** scheme.

2.1.4. Technicians.

2.1.4.1. Technicians employed by an LTA accredited employer (dealer)

All technicians accredited (registered) under the **LTA** scheme at **LTA** Tier 2 and above may use the **LTA** trademark provided that their accreditation is current, they maintain employment with either:

- a company that is a signatory to the MoU, or
- an **LTA** recognised independent dealer

Or have independent approval from the **LTA** administration team.

2.1.4.2. Technicians no longer employed by an LTA accredited (registered) employer (dealer).

An **LTA** accredited technician leaving the employ of an **LTA** scheme accredited employer who does not then immediately obtain employment with another **LTA** scheme accredited employer may only use the **LTA** trademark **if they can provide evidence to the LTA administration team that they have in place a robust program of continual professional development.**

2.2. Who may not use the LTA trademark.

2.2.1. Franchised Dealers. Dealers franchised to companies that have signed the MoU, but that have not yet had their training and assessment programmes accredited, are not permitted to use the **LTA** trademark.

2.2.2. Independent Dealers. Participating Dealers who are not franchised to those companies signatories of the **LTA** MoU, who employ **LTA** registered technicians but have not received a site visit from the **LTA** Accreditation Team may not use the **LTA** trademark.

2.2.3. Technicians.

2.2.3.1. Technicians who are not accredited (registered) under the **LTA** scheme at **LTA** Tier 2 and above are not permitted to use the **LTA** trademark.

2.2.3.2. Technicians whose accreditation (registration) has expired or whose fees have not been paid are not permitted to use the **LTA** trademark.

2.2.3.3. Technicians who have changed employment from an **LTA** registered employer to an employer not registered or accredited by the **LTA** scheme and who **have not provided evidence to the LTA administration team that they have in place a robust program of continual professional development.**

3. Where and how the Trademark may be used

3.1. The Trademark may only be used by companies or individuals accredited under the **LTA** scheme in conjunction with the business of landbased engineering.

- **Companies.** Where used by a company or trading entity, the **LTA** trademark will always be accompanied by the trading title of that company.
- **Individuals.** Where used by an approved (accredited) individual, the name of that individual must accompany the use of the **LTA** trademark.

3.2. The **LTA** Trademark may be used on vehicles (See Appendix A), flags or buildings as well as corporate literature, stationery, publicity material, clothing, exhibition stands and internal walls.

3.3. The LTA Trademark:

3.3.1. shall always be represented in a size smaller than the logo of the **LTA** accredited business or organisation.

3.3.2. shall always be represented in colour. The correct colours are Pantone 1807 and black.

3.3.3. may not be used in a size smaller than 5mm in width.

Use of the LTA Trademark

- 3.3.4. must always used the original artwork and must not be distorted or redrawn in any way.
- 3.4. The use of the **LTA** Trademark shall be subject to such rules as the **LTA** scheme administrators may publish from time to time.
- 3.5. The **LTA** scheme administrators reserve the right to approve all proofs of the **LTA** Trademark prior to printing.
- 3.6. Where the words **Landbased Technician Accreditation scheme** are used in full in conjunction with the **LTA** Trademark, the font used should be Arial Bold and the colour black.

APPENDIX A

Use of the LTA Trademark on Vehicles

The use of the LTA Trademark (logo) on vehicles operated by LTA accredited employer (dealer) must comply with the following rules:

A.1. The LTA Trademark may only be used on the drivers (offside) door and the passengers (nearside) door in conjunction with the registered technicians name. Use of the LTA tier of designation (LTA 2,3 or 4) and/or his professional postnominals (e.g. EurAgEngTech IAGrE) in conjunction with the technicians name is optional but must follow the rule in A.2.

The maximum size of any such “logo” is 80 mm wide by 104 mm high. The logo should be on the leading edge of the door on both sides with the registered technician’s name following on the same axis.

A.2. Where the registered technician wishes also to use their post nominals (EurAgEngTech MIAgrE etc) these should be associated with the individuals name rather than the LTA tier. (see examples below.)

A.3. The LTA Trademark may also be used on the left hand rear door in isolation provided that the parameters detailed in 3.3.1 above are complied with.

The maximum size of any such “logo” is 138 mm wide by 175 mm high.

A.4. Use of the LTA Trademark in any other position is prohibited.

A.5. To ensure consistency of colour and quality, vinyl decals for such usage as outlined above are available only from the LTA office at nominal cost.

A.6. The following diagrams indicate what is allowed and what is not allowed.

Allowed.



Not Allowed.

