

Use of the Parlour Safe Trademark

Contents

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

Glossary of Terms

LTA	The Landbased Technician Accreditation Scheme for Field Equipment
Parlour Safe	The Landbased Technician Accreditation Scheme for the Milking Equipment Sector
IAgrE	The Institution of Agricultural Engineers – Administrators of the Parlour Safe scheme
The Parlour Safe Scheme	The Landbased Technician Accreditation Scheme for the milking equipment sector.
Participants	One of the following: <ul style="list-style-type: none">• Manufacturers (or others) who have signed the Parlour Safe Memorandum of Understanding (MoU)• Technicians registered with the Parlour Safe scheme• Dealers employing technicians registered under the Parlour Safe scheme
The Parlour Safe MoU	The Memorandum of Understanding signed by all those manufacturers (and other organisations) who have signed the Parlour Safe 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 Parlour Safe trademark is a trademark of the Landbased Technician Accreditation scheme for the milking equipment industry. This document details the usage guidelines for the Parlour Safe trademark (shown below).



2. Permitted Users of the Parlour Safe Trademark

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

2.1. Who may use the Parlour Safe trademark

2.1.1. Signatories to the MoU.

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

2.1.3. Independent Dealers.

Participating Dealers who are not franchised to those companies signatories of the Parlour Safe MoU but who employ Parlour Safe registered technicians may only use the Parlour Safe trademark with approval from the Parlour Safe scheme administrators. This approval will only be granted following a site visit from the Parlour Safe Accreditation Team and subsequent approval by the

Parlour Safe Accreditation Team to use the Parlour Safe trademark. A fee will be charged by the Parlour Safe Accreditation Scheme Administrators for any such site visit. 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 Parlour Safe scheme.

2.1.4. Technicians.

2.1.4.1. All technicians accredited (registered) under the Parlour Safe scheme at Parlour Safe Cat 2 and above may use the Parlour Safe trademark provided that their accreditation is current, they maintain employment with either:

- A company that is a signatory to the MoU, or
- An Parlour Safe recognised independent dealer

Or have an independent approval from the Parlour Safe administration team.

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

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

2.2. Who may not use the Parlour Safe 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 Parlour Safe trademark.

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

2.2.3. Technicians. Technicians who are not accredited (registered) under the Parlour Safe scheme at Parlour Safe Cat 2 and above are not permitted to use the Parlour Safe trademark. Technicians whose accreditation (registration) has expired or whose fees have not been paid are not permitted to use the Parlour Safe trademark.

3. Where and how the Trademark may be used

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

- **Companies.** Where used by a company or trading entity, the Parlour Safe 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 Parlour Safe trademark.

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

3.3. The Parlour Safe Trademark:

- 3.3.1.** shall always be represented in a size smaller than the than the logo of the Parlour Safe accredited business or organisation.
- 3.3.2.** shall always be represented in colour.
- 3.3.3.** may not be used in a size smaller than 5mm in width.
- 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 Parlour Safe Trademark shall be subject to such rules as the Parlour Safe scheme administrators may publish from time to time.
- 3.5. The Parlour Safe scheme administrators reserve the right to approve all proofs of the Parlour Safe Trademark prior to printing.
- 3.6. Where the words **Landbased Technician Accreditation scheme** are used in full in conjunction with the Parlour Safe Trademark, the font used should be Arial Bold

APPENDIX A

Use of the Parlour Safe Trademark on Vehicles

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

A.1. The Parlour Safe 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 Parlour Safe category of designation (Parlour Safe 2,3 or 4) and/or his professional postnominals (e.g. EurAgEngTech IAGrE) in conjunction with the technician’s 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 Parlour Safe category. (see examples below.)

A.3. The Parlour Safe 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 Parlour Safe 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 Parlour Safe office at nominal cost.

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

Allowed.



Not Allowed.

