

The logo for the British Association for Music Therapy (BAMT) features the acronym 'BAMT' in a large, bold, dark blue font. To the right of 'BAMT', the full name 'BRITISH ASSOCIATION FOR MUSIC THERAPY' is written in a smaller, dark blue, all-caps font, arranged in two lines. The text is set against a background of several thin, light blue, wavy lines that sweep across the top of the logo area.

**BAMT** BRITISH ASSOCIATION  
FOR MUSIC THERAPY

BAMT Logo and  
BAMT Member  
Logo Guidelines

These guidelines have been produced to help you use our logos to promote music therapy, and your professional role as a music therapist.

## BAMT Logo

The BAMT logo is for use by organisations and individuals (non-music therapists and non-members of BAMT) wishing to promote music therapy.

## BAMT Member Logo

The BAMT Member Logo is for use by BAMT members (practitioners, non-practising, overseas, trainee, individual associate and corporate associate) to denote their membership with BAMT.





# BAMT Logo & BAMT Member Logo Guidelines

## Promoting BAMT

Use the BAMT Logo if you are wishing to promote BAMT.

The BAMT Logo must not be used in such a way that has the potential to bring BAMT into disrepute or will be in anyway considered misleading.

## Do

Use the BAMT Logo to promote BAMT but seek permission from BAMT beforehand.

Hyperlink the logo to the BAMT website [www.bamt.org](http://www.bamt.org)

Use the BAMT Logo in useful links sections on websites.





## BAMT Logo & BAMT Member Logo Guidelines

### Promoting BAMT



### Don't

Use other logos to promote BAMT.

BAMT Members are not to use the BAMT Logo to indicate their membership with BAMT.

Use the BAMT Logo in place of obtaining state registration with the HCPC.

Change the colour of the logo.

Separate out the letters, stave and words.

Reverse the stave or change its position.

Manipulate the logo.



## BAMT Logo & BAMT Member Logo Guidelines

Promoting your membership with BAMT

Use the BAMT Member Logo if you are wishing to denote your membership with BAMT.



The BAMT Member Logo should not be used in such a way to imply any level of endorsement by BAMT.

The BAMT Member Logo must not be used in such a way that has the potential to bring BAMT into disrepute or will be in anyway considered misleading.



## BAMT Logo & BAMT Member Logo Guidelines

### Promoting your membership with BAMT



#### Do

Use the BAMT Member Logo to indicate your membership with BAMT.

Use the BAMT Member Logo on your website, letterheads, comp slips & email signature to indicate your membership with BAMT.

Use the BAMT Member Logo if you are an active member of the BAMT. However, if your membership is cancelled or not renewed the use of the BAMT Member Logo must cease at no cost to BAMT.

Permission to use the BAMT Member Logo only remains so long as conditions of BAMT membership are complied with.

Hyperlink the logo to the BAMT website [www.bamt.org](http://www.bamt.org)



## BAMT Logo & BAMT Member Logo Guidelines

Promoting your membership with BAMT



Don't

Use other logos to indicate your membership with BAMT.

Use the BAMT Logo to indicate your membership with BAMT.

Use the BAMT Member Logo in place of obtaining state registration with the HCPC.

Change the colour of the logo.

Separate out the letters, stave and words.

Reverse the stave or change its position.

Change the position of MEMBER.

Manipulate the logo.

Hyperlink the logo to a website other than [www.bamt.org](http://www.bamt.org)

## Colours

### Main Colours



PANTONE P 101-15

C	79		
M	74	R	56
Y	0	G	55
K	47	B	104



PANTONE P 130-4

C	50		
M	0	R	137
Y	30	G	203
K	0	B	192

### Secondary Colour



PANTONE P 10-8

C	0		
M	27	R	252
Y	100	G	191
K	0	B	0

NB: BAMT yellow can be used as a secondary colour to the main logo colours

## Do

Use the correct navy and turquoise to reproduce the logo.

Use the BAMT logos against a white or light background.

## Don't

Use the BAMT logo against coloured and/or patterned backgrounds.



## Sizing

The recommended minimum size for the BAMT logos is:



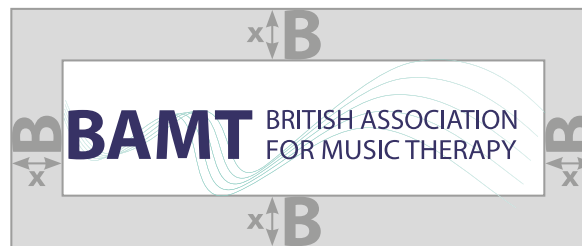
## Typeface

Avenir LT Std 45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Spacing

Always maintain clear space around the BAMT logo to protect it from distracting graphics or typography.



The minimum clear space (x) should be the height of the 'B' in BAMT to all sides of the logo.

## Merchandise and manufactured items

Please note, we don't permit use of our logos on merchandise.

## Formats – print and online

When printing in colour, always use the colour version of the logo.

Use reproduce the logos using the correct Pantones, CMYK (process) or RGB (desktop) see listed examples.

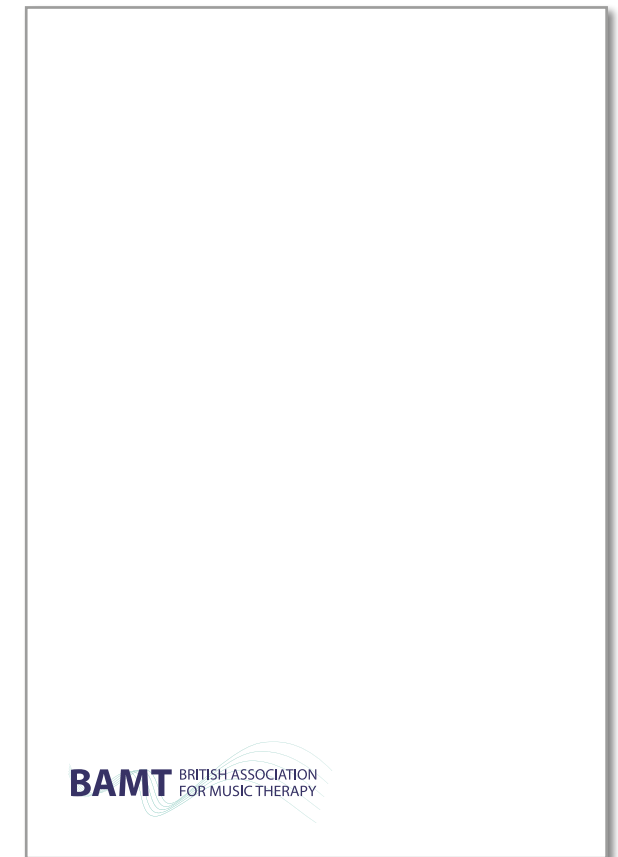
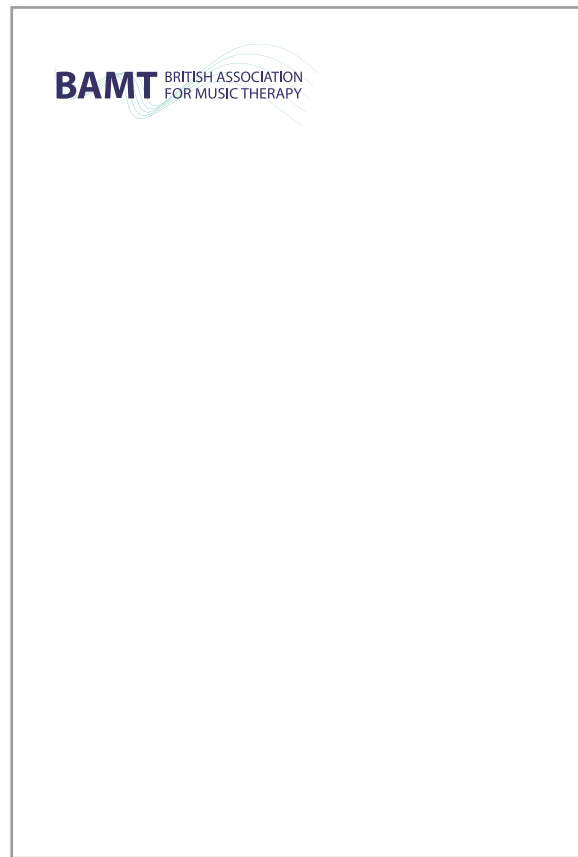
The BAMT logos are available in the following formats:

JPEG, Tif, Gif, PNG, EPS

## Positioning

The primary position for the BAMT logo is top left of the document.

The secondary position is bottom left.



## Using the BAMT logo with partner logos

### Do

Ensure that the BAMT Logo appears equal in stature to partner logos where there is an equal partnership to be promoted.

Adjust the size of the BAMT Logo accordingly in relation to other logos if BAMT is the lead partner.

Adjust the size of the BAMT Logo accordingly in relation to other logos if BAMT is a secondary or supporting partner.

Position the BAMT Logo either side of the partner logo.

Ensure the minimum clear space is provided around the logo when being placed beside a partner logo.

### Don't

Change the colour of the BAMT Logo.

Stretch or manipulate the BAMT Logo in any way.



## BAMT Logo & BAMT Member Logo Guidelines

By using the BAMT Logo and BAMT Member Logo, you are agreeing to follow this policy and our Terms and Conditions. BAMT reserves the right to change, amend or cancel the permissions in this policy at its discretion at any time.

For further information about use of the BAMT Logos, please contact [pr@bamt.org](mailto:pr@bamt.org) or T: 020 7837 6100.

British Association for  
Music Therapy

Registered Charity No: 1137807  
Company No: 7301585