



Use of The PTI Mark Terms and Conditions

Completing the following terms and conditions will enable your school use of an electronic version of the Mark awarded to your school. The form should be completed by the Headteacher following the award of The PTI Mark and covers all future awards. A copy of the signed terms and conditions will be issued each year.

Terms and Conditions

"The PTI"

a) The PTI is an independent educational charity created by HM The King when he was The Prince of Wales. The PTI believes that all children, irrespective of background or ability, deserve a rich subject-based experience at school - both within and beyond the examination curriculum. It believes that young people's opportunities in life are maximised by having inspiring teachers, who are knowledgeable and passionate about their subjects. It allows teachers to rediscover their love of their subject through various programmes, and by bringing passionate teachers together, it encourages school departments to make rigorous curriculum choices, promote teaching beyond the test, and enables schools to forge links with other like-minded schools and academic institutions

"The Mark"

b) All versions of the Mark shall consist of The PTI feathers emblem above the words "The PTI" as set out in the Appendix to these terms and conditions. Beside the emblem is the year of the award and below the programme, subject or number of subjects within the recipient School that have been awarded a Mark. On no occasion may you use The PTI Feathers on their own, or as part of your name or branding.

2. Disclaimer

The PTI has scrutinised school departments on elements of their work only and takes no responsibility or liability for the performance or work of the schools themselves. Whilst every care has been taken in the scrutiny of school departments, no warranty is given or representation made to quality, fitness for purpose or value. All warranties and representations expressed or implied are excluded.

3. Brand Guidelines

Developing a collective identity of schools granted the Mark helps to establish and maximise the

reputation of the work of The PTI. Schools should contact Patrick Wigg (020 3174 3107) (patrick.wigg@ptieducation.org) if they have any questions about branding.

Who can use it?

a) A school enrolled on The PTI Programme is entitled to use the Mark for the work they have done in the preceding academic year in the context of membership of The PTI Leadership Programme, Department Development Programme or Department Project if The PTI consider following assessment that member departments (including Leadership as a 'department') of the school have met the objectives or research milestones set at the beginning of the year to:

- Increase challenge within the curriculum
- Further enthuse pupils with activities beyond the curriculum
- Develop the staff's own specialist subject knowledge
- Develop subject-based links outside school

How long can it be used for?

b) The school can only use the Mark for three academic years after the award of the Mark. At the end of this period the school must return all materials including electronic files and branding guidelines immediately to The PTI and remove the Mark from any materials and publications unless the Mark is reawarded.

Where can it be used?

c) The Mark can be used on school stationery, publications, websites and promotional material in the manner prescribed in these terms and conditions.

d) The Mark cannot be used on visiting cards.

Conditions of Use

e) The school must provide a letter from either the Head or Chair of Governors confirming that there is nothing pending in the affairs of the school that could bring The PTI into disrepute prior to using the Mark and that the school will not knowingly do or omit to do anything that would bring The PTI into disrepute.

f) The school must send a draft of all proposed uses of the Mark to The PTI for approval prior to publication.

g) The use of the Mark on the web and printed material should support and reinforce the School's own identity. As a general rule individual identities should use the Mark, in its entirety, at the base right of the overall design of the web page or printed material, i.e. not in isolation.

h) The Mark shall not be used in any way that misleads any third party about the relationship between the school and The PTI or between the School and HM The King. The Mark simply indicates improvement in a department over the last 12 months.

The school must not:

- i) Question or challenge the validity or ownership of the Mark
- ii) Alter, modify or deface in anyway representations of the Mark
- iii) Register or attempt to register the Mark or any imitation thereof
- iv) Make or assert any claim of ownership to the Mark
- v) Dispute the right of The PTI its successors or assignees to authorise the use of the Mark as provided herein

The School shall hold any goodwill arising from its use of the Mark on trust for The PTI and assign such goodwill on demand.

j) The school will report to The PTI any suspected or actual unauthorised use of the Mark of which the school becomes aware of.

The removal of the mark

k) The Mark is given on condition that the school accept that the right to use the Mark in any form as permitted under these terms may be suspended or terminated with immediate effect without liability should the school bring The PTI or HM The King into disrepute or ridicule or for breach of these terms and conditions.

Effect of Suspension

l) Upon receipt of notice of suspension the school must during the suspension period cease all further use of the Mark and comply with any reasonable written directions which The PTI may issue in relation to the use of the Mark in order to ensure that third parties are not misled to believe that the Mark has not been suspended.

Effect of Termination

m) Upon receipt of notice of termination of the right to use the Mark the school will at its own cost:

- i) Immediately cease using the Mark or any imitation thereof on all literature and its website
- ii) Immediately cease representing either expressly or by implication that the School have any current right to use the Mark or to associate with The PTI or with HM The King
- iii) Either remove or erase the Mark from the school's stationery
- iv) Comply with any other action that The PTI may reasonably request to prevent further breaches of these terms and conditions or to minimise the adverse consequences of any breach or to provide information to the public.

The removal of the mark

k) The Mark is given on condition that the school accept that the right to use the Mark in any form as permitted under these terms may be suspended or terminated with immediate effect without liability should the school bring The PTI or HM The King into disrepute or ridicule or for breach of these terms and conditions.

Effect of Suspension

l) Upon receipt of notice of suspension the school must during the suspension period cease all further use of the Mark and comply with any reasonable written directions which The PTI may issue in relation to the use of the Mark in order to ensure that third parties are not misled to believe that the Mark has not been suspended.

Effect of Termination

m) Upon receipt of notice of termination of the right to use the Mark the school will at its own cost:

- i) Immediately cease using the Mark or any imitation thereof on all literature and its website
- ii) Immediately cease representing either expressly or by implication that the School have any current right to use the Mark or to associate with The PTI or with HM The King
- iii) Either remove or erase the Mark from the school's stationery
- iv) Comply with any other action that The PTI may reasonably request to prevent further breaches of these terms and conditions or to minimise the adverse consequences of any breach or to provide information to the public.

Sizing

n) There are recommended and minimum sizes of the Mark for different applications. The ratio between the height and width of the Mark must not be altered and the mark must be legible with no infilling of space and letters.

o) The Mark shall be reproduced based on the master supplied to the School. Redrawn masters should never be used.

p) The recommended size of the Mark on A4 paper (letterhead) is width 15mm and the minimum size for print on A4 paper (letterhead) is width 12mm. The maximum size for print on A4 paper (letterhead) is width 20mm.

q) The recommended, minimum and maximum widths of the Mark on other sizes of paper are set out below:

Paper Size	Recommended Width	Minimum Width	Maximum Width
A3	20mm	15mm	30mm
A4	15mm	12mm	20mm
A5	15mm	12mm	20mm
DL (compliment slip)	10mm	8mm	12mm

There is no minimum size for electronic use but care should be taken to ensure legibility.

Colours/Font

r) No alterations to the colour or font of the logo is permissible.

6. Please indicate you have read and understand these terms and conditions *

I have read and understood the above

Right to Amend

The PTI reserves the right to replace the current mark or to modify these terms and conditions at any time. It will give the school written notification of all changes there to and the school will implement the changes at its cost in the timeframe that The PTI may reasonably request.

The PTI grants consent for the use any PTI Marks awarded from 1st January 2026

7. I hereby agree to the terms and conditions in this document: *

I agree

8. Today's Date *

____ 2026