

RULES FOR USE OF THE STEP WILL WRITING CODE LOGO



WHO CAN USE THE LOGO?

All STEP members who prepare wills in England and Wales are bound by the STEP Code for Will Preparation in England and Wales. Use of the Will Writing Code logo is, however, reserved for use by the following:

1. Full Members (TEPs)
2. Technicians, Affiliates and Students of STEP that have successfully completed the Advanced Certificate in Will Preparation.

WHERE CAN THE LOGO BE USED?

1. Full Members (TEPs) and Technicians, Affiliates and Students of STEP that have successfully completed the Advanced Certificate in Will Preparation can use the logo on their individual firm business card. The logo is not allowed on the firm business card template used by all employees. The logo should only be used in relation to those bound by the Code.
2. Eligible sole practitioners may use the logo on their letterhead, website, advertisements and marketing material. This also applies to sole practitioners practising through a corporate vehicle.
3. Eligible practitioners may use the logo within a biographical profile within their firm's website and promotional material.
4. Eligible practitioners can use the logo in their email footer. Please note the logo can only be used on their personal email signature, not the firm footer template.
5. The logo can be used on a firm's letterhead, advertisements and marketing materials, providing the eligible practitioners are referenced. This should be done by either listing them next to the logo or directing the reader to a dedicated page on the firm's website where they are listed. The firm will be responsible for keeping this up to date.

USE OF THE LOGO IS NOT ALLOWED FOR THE FOLLOWING AS THIS WILL IMPLY THE FIRM IS A MEMBER OR CORPORATE MEMBER:

1. The logo should not be used within the homepage of a firm's website.
2. The logo should not be used within a firm's newsletter (print or email) where it may imply that the firm is a member of STEP.
3. The logo may not be included on any materials which imply a STEP endorsement of a particular firm, product or service.
4. The logo should not be used on any promotional materials that do not include a reference to the relevant eligible persons, as per point 5 above.
5. At no time should the logo be used to imply the firm is a member of STEP. It should always be made clear who within the firm is bound by the Code.
6. Usage of this logo cannot be attributed to a firm, but always to the relevant individual(s).

HOW SHOULD THE LOGO BE USED?

1. The logo should be no more than 2.75cm wide when used.
2. The logo should always be at least 30 per cent smaller than the firm logo.
3. The logo should always be used as it appears above – no cropping should be undertaken.
4. Full Members (TEPs) can also use the regular STEP logo alongside the Will Writing Code logo.