



BRAND ASSETS

Open CPD Logos: how to use them

The authorised logo library, which version to use where, and the handful of rules that keep your certificates verifiable.

Use them, and use them proudly

We love seeing how training providers share and celebrate their CPD activity, and we are pleased to make our authorised Open CPD logos and images available for you to use.

You are welcome to include them on your website, social media, marketing materials and printed content to showcase your courses, events or professional development activity. You do not need to link back to Open CPD, but we always appreciate it when you do.

YES, PLEASE

- Your **website** and course pages
- **Social media** posts and profile graphics
- **Marketing materials**, brochures and flyers
- **Printed content** promoting your training
- Email footers and event signage

ONE FIRM NO

Never on certificates or documents generated outside the Open CPD platform.

It breaks certificate verification, which is the whole point of the badge. Full conditions are on page 07.

INSIDE THIS GUIDE

- 03** Brand colours and transparent backgrounds
- 04** Choosing the right version for your background
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NEED SOMETHING ELSE? If you would like a second opinion, help with wording, or an alternative format of any asset, just let us know. We are always happy to help.

Brand colours, and why the backgrounds are transparent

Every logo in this library is supplied as a PNG with a transparent background, so it sits cleanly on white, on a photograph, or on a solid colour field without a white box around it.

OUR TWO BRAND COLOURS

BRAND TEAL

#1B607C · the identity

BRAND ORANGE

#F47920 · the action

That is the whole palette. Teal carries the identity, orange carries action, and they always appear as a pair. Two supporting shades exist for depth and hover states only, never as brand colours in their own right: **Deep Teal #0F2733** and **Deep Orange #E06B10**.

GIVE IT ROOM

Leave clear space around the logo of at least the height of the lowercase “o” in the wordmark on all four sides. Nothing else — text, borders, other logos — sits inside that margin.

KEEP IT LEGIBLE

Do not place a full-colour logo on a busy photograph or a mid-tone colour. Use the white version, or set the logo on a solid teal panel so the wordmark stays readable.

DO NOT ALTER

Please do not recolour, stretch, rotate, add effects to, or rebuild any part of the logo. If you need a colourway or format that is not in this library, ask us and we will make it.

FILE FORMAT All assets are PNG with transparency. If you need vector artwork for large-format print, contact us and we will supply it.

Which version should you use?

Two decisions get you to the right file: what is behind the logo, and what shape of space you are filling.

START WITH YOUR BACKGROUND

WHITE OR LIGHT	The full-colour logo, Open-Cpd_Logo.png . This is the default and should be your first choice.
BRAND TEAL	A white-and-orange version, Open-Cpd_Logo_White_Orange.png , or all-white if you want it quieter.
BRAND ORANGE	A white-and-blue version, Open-Cpd_Logo_White_Blue.png .
PHOTOGRAPH	The all-white version, Open-Cpd_Logo_White.png , placed over a darker area of the image.
SINGLE COLOUR PRINT	The one-colour versions, _Blue or _Orange .

THEN PICK THE SHAPE

- **Horizontal** — mark beside the wordmark. For website headers, email footers, wide banners.
- **Centred** — mark above the wordmark. For square social posts, avatars, stamps on print.
- **.com versions** — carry the web address. Use where someone might want to look us up: print, signage, slides.

IF IN DOUBT

Use the full-colour horizontal logo on a white background. It is the version that works almost everywhere, and it is the one we use ourselves most often.

PAIR IT WITH THE RIGHT WORDS Alongside the logo, the wording we recommend is **Powered by Open CPD**. Our publicity toolkit covers the wording in full.

The authorised logo library

Every file below is available from open-cpd.com/open-cpd-logos. Filenames are shown so you can match a version to its download.

HORIZONTAL LOCKUPS



Open-Cpd_Logo.png



Open-Cpd_Logo_Blue.png



Open-Cpd_Logo_White.png

CENTRED LOCKUPS



Open-Cpd_Logo_Centered.png



Open-Cpd_Logo_Centered_White_Blue.png



Open-Cpd_Logo_Centered_white.png

MORE COLOURWAYS Orange, centred blue, centred orange and white-and-orange versions of this lockup are all on the downloads page. Only the versions we could fit are shown here.

Versions carrying the web address

These add **.com** to the wordmark. Use them where a reader may want to look us up and cannot click a link: printed brochures, event signage, slides, certificates of attendance you produce for your own records.

HORIZONTAL .COM LOCKUPS



Open-Cpd.com_Logo.png



Open-Cpd.com_Logo_Blue.png



Open-Cpd.com_Logo_Orange.png



Open-Cpd.com_Logo_White_Orange.png



Open-Cpd.com_Logo_White_Blue.png



Open-Cpd.com_Logo_White.png

CENTRED .COM LOCKUP, NO SLOGAN



Open-CPD-LOGO-STACKED-NO-SLOGAN-TRADEMARK.png

WHEN TO USE THIS ONE

The centred .com lockup, supplied without the strapline. Use it for square placements that need the web address: social avatars, stamps on print, the corner of a slide.

ABOUT THE ® SYMBOL

The registered trademark symbol is part of the artwork and appears on the logo only. Do not add it to body copy, and do not remove it from the logo.

WRITING THE NAME

The logo renders the wordmark lowercase as **open-cpd**, but in written copy the name is always **Open CPD** — two capitalised words, CPD in caps.

NEED A SIZE OR FORMAT THAT IS NOT HERE? Ask us. We can supply larger raster sizes, vector artwork, or a colourway made for a specific background.

Important usage conditions

Short, and worth reading once properly. These conditions exist to keep the certificates your learners hold genuinely verifiable.

THE ONE THAT MATTERS MOST

Open CPD logos and images must not be added to certificates or documents generated outside the Open CPD platform.

Doing so prevents certificate verification from working, breaches the Open CPD Terms and Conditions, and infringes Open CPD trademarked assets. If you need a certificate, issue it through the platform and it will carry the branding correctly and verifiably.

THE REST, IN PLAIN TERMS

- **Ownership.** All logos and images remain the property of Open CPD.
- **Purpose.** They are provided for promotional and informational use only.
- **No alteration.** They must not be altered or modified in any way.
- **No implied endorsement.** They must not be used in a way that implies endorsement, accreditation or certification beyond what is issued directly through the Open CPD platform.
- **Permission.** Open CPD reserves the right to withdraw permission for use of these assets at any time.

THE SHORT VERSION

Use the logos to promote your training, freely and often. Do not use them to suggest we approved something we did not, and do not put them on certificates we did not issue.

QUESTIONS? If you have any questions, need guidance, or would like help selecting the correct logo or wording, please contact us and we will be happy to support you.

GET THE FILES

Download the full logo library

Every version in this guide, plus the colourways we did not have room to show, with transparent backgrounds and ready to use.

[OPEN THE LOGO DOWNLOADS →](#)

[ASK FOR A FORMAT](#)